## MIT Crisis Management & Business Continuity Course – 2020 Agenda

### Monday (July 27)
**The Practice of BCP**
- **Course Registration:** 7:30 – 8:45 AM
- **Coffee:** at 7:30; Announcements at 7:50
- **Welcome, Introductions:** (9:00 – 9:45)
  - Steve, Dick, Lou, Suzanne, Bhaskar, MIT
- **Overview of BC & Crisis Management:** (9:45 – 10:30)
  - Dr. Steven Goldman, MIT
- **BC Laws, Standards, and Metrics:** (10:45 – 12:15)
  - Don Byrne, Metrix411
- **Lunch:** (12:15 – 1:00)
- **Case Study:** JetBlue: From Aircraft Incidents to Community Response (1:00 – 2:30)
  - Penny Neferis, JetBlue
- **Topic TBD:** (3:00 – 4:00)
  - Steve Goldman, MIT
- **How to Speak, Eat, and Drive like a Bostonian!** (4:00 – 5:00)
  - Steve Goldman, MIT
- **Class and Faculty Reception, MIT Faculty Club:** (5:30 – 7:30 PM)

### Tuesday (July 28)
**Current Issues**
- **Coffee:** at 7:30; Announcements at 7:50
- **Supply Chain Management Before, During, and After a Crisis:** (8:00 – 9:45)
  - Dr. Yossi Sheffi, MIT
- **Emergency Preparedness & the Dimensions of Meta-Leadership:** (10:15 – 12:15)
  - Eric McNulty, Harvard University
- **Lunch:** (12:15 – 1:00)
- **IT / DR: Trends and Technology:** (3:15 – 5:00)
  - Steve Goldman, MIT

### Wednesday (July 29)
**Implementation/Response**
- **Buses leave at 7:40 and 7:50 AM**
- **Bus to Federal Regional Response Coordination Center (RRCC) / Networking:**
  - Dr. Yossi Sheffi, MIT
  - Bill Van Schalkwyk, Groton MA FD; Harvard EHS
- **State Planning and Response:** (10:30 – 11:30)
  - Eric McNulty, Harvard University
- **Federal Planning and Response:** (11:30 – 12:30)
- **Local / Hazmat Planning and Response:** (9:30 – 10:30)
  - Allen Phillips, MA Emergency Management Agency
- **Social Media Issues and Crisis Response:** (10:30 – 12:00)
  - Dr. Rick Reed, Intel
- **Statewide Simulation:** (10:30 – 1:00)
  - Steve, Lou, Howard, Suzanne
- **Lunch and Tour of Federal RRCC:** (12:30 – 2:00)
- **Working with the FBI on Terrorism and Data Breaches:** (2:00 – 3:30)
  - Abel Sanchez, John Williams MIT
- **Managing Global Crises: Challenges and lessons learned:** (3:45 – 5:00)
  - Stephanie Balaguras, Forrester Research
- **Pandemic Update and Historical Perspective:** (1:00 – 3:00)
  - FBI
  - Dick Larson, MIT; John Barry, Author
- **Tour of MIT (optional):**
  - Sunday July 26, 3:00 PM or Friday July 31, 3:00 PM

### Thursday (July 30)
**Communication/Response**
- **Coffee:** at 7:30; Announcements at 7:50
- **The News Media: What we are going to do to you, and how to prepare:** (8:00 – 10:15)
- **Social Media, TV News:**
  - • Joe Sciacca, Editor (ret), The Boston Herald
  - • Howard Price, TV News Editor
- **Industry Trends: Impact on your Program and Career:** (8:00 – 9:00)
- **Leadership Insights for the BC Manager:** (9:00 – 10:00)
- **Course Wrap-up and Graduation:** (1:00 – 2:00)
- **Lunch:** (12:15 – 1:00)
- **Adjourn:** (2:00 PM)
- **Pandemic Response and Lessons Learned:** (3:30 – 5:00)
  - TBD, CDC
- **Fed-EHS: Pandemic Update and Historical Perspective:** (1:00 – 3:00)
- **Open discussion:** (5:00 – ?)
  - Dr. Larson and Class
- **Bus back to MIT / Networking:** (5:00 – 5:45)
- **Duck Boat Tour and New England Lobster (or other) Dinner:** Ducks leave by 5:45 PM!