

**2020 MIT Crisis Management & Business Continuity Course**  
**Live Virtual Agenda – Two Week Design**

<b>Monday July 20</b>	<b>Tuesday July 21</b>		<b>Wednesday July 22</b>		<b>Thursday July 23</b>	
Virtual Student / Faculty Reception <i>(Optional)</i> (12:00 – 1:00)	Welcome, Introductions (12:00 – 12:30)	Steve Goldman Dick Larson Lou DiBerardinis MIT	Case Study: JetBlue: From Aircraft Incidents to Community Response (12:00 – 1:50)	Penny Neferis JetBlue	Supply Chain Management Before, During, and After a Crisis (12:00 – 1:50)	Dr. Yossi Sheffi MIT
	BC & CM Overview and Issues (12:30 – 1:50)	Dr. Steven Goldman MIT				
	<b>Break</b>					
	BC Laws, Standards, and Metrics (2:15 – 3:45)	Don Byrne Metrix411	Cyber Security & Data Breach Update (2:15 – 3:45)	Abel Sanchez John Williams MIT	Case Study: Managing Global Crises (2:15 – 3:45)	Dawn Turton Hilton
Day's Review (3:45 – 4:00)	Steve Goldman MIT	Day's Review (3:45 – 4:00)	Steve Goldman MIT	Day's Review (3:45 – 4:00)	Steve Goldman MIT	

<b>Tuesday July 28</b>		<b>Wednesday July 29</b>		<b>Thursday July 30</b>		<b>Friday July 31</b>
Emergency Preparedness & the Dimensions of Meta- Leadership (12:00 – 2:00)	Eric McNulty Harvard University	The News Media: What we are going to do to you, and how to prepare (12:00 – 1:50)	Joe Sciacca, Editor (ret), The Boston Herald; Howard Price, TV News Editor	Pandemic Update, Response, and Lessons Learned (12:00 – 3:00)	Dick Larson, MIT John Barry, Author TBD, CDC Others TBD	Virtual Simulation <i>(Optional)</i> (12:00 – 3:30)
<b>Break</b>						
Industry Trends: Impact on your Program and Career (2:30 – 3:45)	Cheyene Marling BC Management	Social Media Issues and Crisis Response (2:15 – 3:45)	Dr. Rick Reed Intel	Leadership Insights for the BC Manager (3:15 – 3:45)	Steve Goldman MIT	
Day's Review (3:45 – 4:00)	Steve Goldman MIT	Day's Review (3:45 – 4:00)	Steve Goldman MIT	Course Review Final Thoughts Adjourn (3:45 - 4:00 PM)	Steve Goldman Dick Larson Lou DiBerardinis	