

MIT Crisis Management & Business Resiliency Course

Live Virtual Agenda – IAP 2021

Tuesday January 19	Wednesday January 20		Thursday January 21		Friday January 22	
Virtual Student / Faculty Reception; Networking (Optional) (12:00 – 2:00)	Welcome, Introductions (12:00 – 12:30)	Steve Goldman Dick Larson Lou DiBerardinis MIT	Case Study: JetBlue: From Aircraft Incidents to the Pandemic (12:00 – 2:00)	Penny Neferis JetBlue	Supply Chain Management Before, During, and After a Crisis (12:00 – 2:00)	Dr. Yossi Sheffi MIT
	CM & BR Overview and Issues (12:30 – 2:00)	Dr. Steven Goldman MIT				
	Break					
	BC Laws, Standards, and Metrics (2:15 – 4:30)	Don Byrne Metrix411	Case Study: Managing Global Crises (2:15 – 4:15)	Dawn Turton Hilton (ret)	Emergency Preparedness & the Dimensions of Meta- Leadership (2:15 – 4:15)	Eric McNulty Harvard University
	Day's Review; Faculty/Student Networking (4:30 – 5:00)		Day's Review; Faculty/Student Networking (4:15 – 5:00)		Day's Review; Faculty/Student Networking (4:15 – 5:00)	

Monday January 25		Tuesday January 26		Wednesday January 27		Thursday January 28
The News Media: What we are going to do to you, and how to prepare (12:00 – 2:00)	Joe Sciacca, Editor (ret), The Boston Herald; Howard Price, TV News Editor	Cyber Security Update and Recent Events (12:00 – 2:00)	Abel Sanchez MIT	Pandemic Update, Response, and Lessons Learned (12:00 – 3:00)	Dick Larson, MIT John Barry, Author Ian Waitz, MIT US CDC TBD	Virtual (Optional) Crisis Simulation <ul style="list-style-type: none"> • Hazmat Leak • WP Violence • Cyber Security (12:00 – 3:30)
Break						
Social Media Issues and Crisis Response (2:15 – 4:15)	Dr. Rick Reed Intel	Industry Trends: Impact on your Program and Career (2:15 – 4:15)	Cheyene Marling BC Management	Leadership Insights for the BR Manager (3:15 – 4:15)	Steve Goldman MIT	
Day's Review; Faculty/Student Networking (4:15 – 5:00)		Day's Review; Faculty/Student Networking (4:15 – 5:00)		Course Review Final Thoughts Adjourn (4:15 – 4:30 PM)	Steve Goldman Dick Larson Lou DiBerardinis	

All times are US Eastern Daylight Time

All Speakers NOT confirmed!

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