

Advanced Practical Business Continuity – Confronting Weapons of Business Destruction

An in-depth training course providing practical methodologies for business continuity's new forms of risk and organisational BC awareness

Singapore

17th - 18th May 2007

“ There are risks and costs to a programme of action, but they are far less than the long-range risks and costs of comfortable inaction ”

- John F. Kennedy (1917-1963) -

This training course caters to the BCP Practitioner seeking to enhance their skills. It helps you improve your current BCP to prepare for factors such as 3rd party risks, disasters occurring to partners in your supply chain, labor shortages, pandemics and other sources of alternative risks. It also addresses corporate governance issues with a focus on inappropriate actions by senior management and raising BC awareness within the organization.


marcusevans

Facilitated by:

Jim Truscott CEO
Truscott Crisis Leaders, Asia Pacific
Author of Riding the Tiger – The Art of Crisis Leadership

Background

If businesses, large and small, do not take certain basic steps towards protecting their critical activities they and the communities they serve, are likely to suffer. Issues which are likely to continue to confront business in 2007 are white-collar crime, climate change and Carbon trading, management buyouts and the rise of private companies, and shareholder activism.

As a reasonable and prudent operator of tangible assets, public and private sector companies must make all reasonable endeavours to ensure the continued performance of their business and the growth of its value to shareholders and government and to ensure the safety of its employees and customers. No matter what the threat maybe you cannot afford to lose any operational working time in today's fast-moving business environment. In order to handle any external event(s) that negatively affects your company's commercial position, you need to develop and implement a business continuity plan (BCP). A comprehensive Business Continuity Management framework with well-developed Business Continuity Planning serves to make sure that your organization can, and will, continue business and avoid loss in the event that a disaster strikes. This is one of the most important guarantees that your company needs in today's competitive global business environment. **marcus evan's** Advanced Practical Business Continuity Management course is a comprehensive program that ensures that you are in a well-placed position to develop, strategize, and implement your organization's Business Continuity Management in a timely, efficient, and cost-effective manner. It provides and improves the skills and knowledge that every Business Continuity Practitioner needs.

marcus evans training courses are thoroughly researched and structured to provide intensive and practical training that can be immediately implemented upon return to the workplace.

Benefits include:

- Strictly limited numbers to facilitate group interaction and individual focus
- Combinations of educational presentations, productive in-session assignments and participant collaboration to provide actionable learning
- Hands-on interactive practical exercises designed to engage and improve your BC planning skills and strategies.
- A focus on practical, skills-based collaborative and interactive learning
- A detailed pre-course questionnaire to help tailor the agenda to the needs of participants
- Comprehensive course materials incorporating case studies, theory, templates and worksheets

Key learning outcomes:

- Identify new sources of threat, operational risk and commercial exposure
- Understand the impact of non-financial, social and regional risks to factor them into your business continuity plans
- Learn how to evaluate the chances of occurrence for different types of disasters
- Gain insight into how you can reduce cost for your BCM
- Achieve BCP buy-in throughout your organisation by enhancing organizational awareness of BCP
- Plan first: Addressing and including BCP in any major business changes as a key initial factor of successful business planning
- Learn how to build and manage BCP that fits into your organization's global template
- Benefit from simulation exercises to expand your understanding and concepts of the essential components behind the practical implementation of business continuity management and planning
- Benefit from practical guidance and advice that you can apply immediately
- Develop effective recovery strategies for achieving cost-effective Business Continuity solutions.
- Apply electronic methods whereby you can update your BCP immediately and on a continuous basis, thus avoiding the inherent risks in having dated plans.
- Learn how to plan your BCM across different time zones and locations for maximum efficiency and effectiveness.
- Share practical Business Continuity strategies that can be implemented from the office or any recovery location.
- Benchmark, network, and learn with your peers in an open learning environment to share methods and strategies behind realistic business continuity planning

Pre - Course Questionnaire

To ensure that you gain maximum benefit from this event, a detailed questionnaire will be sent to you to establish exactly where your training needs lie. The completed forms will be analysed by the course trainer. As a result, we ensure the course is delivered at an appropriate level and that relevant issue will be addressed. The comprehensive course material will enable you to digest the subject matter in your own time.

Testimonials:

"The experience gained from training establishes the company's reputation for being prepared and able to survive. The simulation of crisis scenarios developed by Jim Truscott and his team, have been extremely valuable training for the crisis management teams in many Shell Companies in honing their crisis preparedness capabilities."

Priti Devi Advisor Sustainable Development, Environment, Shell Global Manufacturing

"In undertaking this exercise we have been able to identify both our weaknesses and strengths, whilst also providing assurance to our Board that GWMWater is well equipped to manage an emergency situation. The positive feedback received from Jim Truscott of Crisis Leaders has been conveyed to staff involved in the exercise and will be used as a valuable resource to further develop the areas that we need to improve on."

Peter McManamon Chief Executive Officer GWMWater

"I must not forego without mentioning that the quick workshop you did here at IABC Bangalore Launch was not only lightning in speed but also enlightening on a few unknown aspects in the era. This is my humble feedback to you after having worked in the areas of communications for a little over a decade."

Krishna Mariyanka Lead Advisor Marketing & Communications, Shell Technology India

"I have enjoyed the exercise very much and I appreciated your insights into crisis management. As I told you I always appreciated the mental toughness, stamina and tenacity people with your training show. May be one day I can at least partially get there."

Mohamed Nagib Director Smelter Operations Dubai Aluminium

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Supporting Publication



Thursday, 17th May 2007

Session One – Singing from the Same Sheet of Music Understanding Business Continuity Management (BCM) and how it fits into your business and organizational structure

Meet Jim Truscott your trainer as well as your training cohorts and present any preliminary questions and comments.

We then proceed to an overview of the training course and a brief talk on general BCM to ensure that we are all on the same page.

Session Two – How do you make Money? Practical Business Impact Analysis (BIA) – evaluating key business activities and their tolerance to alternative outages

Jim will share with you his insights behind alternative outages such as 3rd party outages, disruptions to your supply chain, pandemics, labour shortages, and others. He goes on to explain the relevant terminologies, methods, and pitfalls behind their successful BIA.

- How do you carryout a 3rd party BIA?
- Why do some people think they are more important than what they really are? Learning how to overcome the human factor.
- Identifying critical infrastructure and single points of failure.

Session Three – Actions on Invocation Improving your organization's BCM approach and implementation

Jim not only shares his experiences to guide you in this regard but also teaches you how to improve your own in-house strategies. This session covers all the important aspects and key considerations to make in enhancing your organization's Business Continuity Management.

- Brainstorming business continuity and recovery strategies
- How do you measure risk tolerance and risk appetite and when is it advisable to do nothing?
- How do you apply the 80/20 rule?
- What are manual workarounds?
- What is the difference between 'denial of asset' and 'denial of people'?
- What is the difference between Interim Operations and Full recovery?
- What do BC clauses in 3rd party contracts look like?
- What should be in a BCP? What do you do with fat plans?
- How do you overcome corporate obsession with global templates?
- What do plans for mass casualty events look like?

Session Four – Doing it in the Ether IT Disaster recovery – Site definitions, requirements, and specifications

Today's modern business is heavily reliant on IT to perform its day-to-day business activities. Planning for IT disaster recovery and business continuity is one of the cornerstones of successful BCM, but there is a lot of IT jargon for the BCM professional to understand! Jim helps clarify matters by explaining the lexicon of terms and making clear the requirements and different approaches.

- In plain English –Understanding the gobbledygook associated with BC
- What are the touch points between IT DRP and BCP?
- What are cold sites, warm sites and hot sites and where should they be?
- What are the risks associated with outsourced recovery sites?

Session Five – Connect Communicate Continue Structuring your BCM for co-ordination between different locations and timezones

If your business operates from more than one location – how does this affect your BCP? Jim explains the concept of 'Virtual Crisis Management Environments', a useful tool for your BCP.

- What are Virtual Crisis Management Environments?
- Learn best methods on how to store and update BC plans
- Collaborating between different time zones and locations

Session Six – Homework Practical BIA and Continuity Strategies in home or office locations

In this session participants will work as individuals or small company-aligned teams to actually conduct a BIA and to develop initial Continuity Strategies on a live organization. Participants will have the option to use their own organization or another neutral company will be provided. Participants are encouraged to use their parent organizations in order to obtain maximum value from the activity.

Participants can remain in the conference venue or return to their own parent organizations to complete this task

Why you cannot miss this event

" 78.6 percent of respondents said that the current training opportunities are inadequate" Communitycentral.com's survey of business continuity training
<http://www.continuitycentral.com/feature096.htm>

How do you achieve parity, superiority or supremacy in business in Singapore?

The Governance Imperative

If businesses, large and small, do not take certain basic steps towards protecting their critical activities they and the communities they serve, are likely to suffer. Issues which are likely to continue to confront business in 2007 are white-collar crime, climate change and Carbon trading, management buyouts and the rise of private companies, and shareholder activism.

No matter what the threat maybe you cannot afford to lose any operational working time in today's fast-moving business environment. In order to handle any external event(s) that negatively affects your company's commercial position, you need to develop and implement a business continuity plan (BCP). A comprehensive Business Continuity Management framework with well-developed Business Continuity Planning serves to make sure that your organization can, and will, continue business and avoid loss in the event that a disaster strikes. This is one of the most important guarantees that your company needs in today's competitive global business environment.

As a reasonable and prudent operator of tangible assets, public and private sector companies must make all reasonable endeavours to ensure the continued performance of their business and the growth of its value to shareholders and government and to ensure the safety of its employees and customers.

How to seize the first-moving advantage after a disaster?

In an emergency, all companies must make paramount the safety and protection of their employees and customers. Subordinate to that obligation is the need to continue the business effectively. In the event of a serious emergency, the value of the business to its shareholders must be protected. The business must ensure that it can recover quickly and continue to service its current and future customers fully. While the probability of a serious incident occurring may be small, its impact could be large. If any emergency were to arise, then all companies have to respond quickly, confidently, and coherently so as to protect their business. Many companies already have comprehensive plans to ensure the recovery of information systems in the event of a disaster. To complement these plans, other Business Continuity Plans should be prepared to ensure continued support of the business' operations and its obligations to shareholders in the event that facilities or services suddenly become unavailable.

Who should attend

- Any C-level executive seeking to demystify the whole process for importee their system of governance
- Heads of Operational Risk in financial institutions
- IT managers seeking to understand the dark side of BCP
- BC managers seeking to network and find alternative solutions
- Risk managers wanting to know what the fuss is all about
- Facility managers seeking to improve options for recovery
- Operations managers wanting to find how much BC planning is enough and when BAU is not good enough
- Planners in Public Sector organizations who are responsible for civil emergencies and their aftermath
- Any organization which is concerned about third party risks
- Safety Managers in the Resource, Power and Construction Sectors who have been given the extra task and wanting to know the difference from good old contingency planning
- Staff seeking to make sense of templates foisted on them from the global office
- HR Managers wanting to understand their role in 'denial of people'
- Corporate Affairs Managers wanting to know how they fit into the whole process
- Quality Assurance managers want to know if Product Recall is enough

People who have a hands-on role in planning and implementing:

- Business Continuity & Disaster Recovery *
- Risk Management *
- Crisis Management
- Emergency Management / Contingency Planning *
- Corporate Security, Physical Security & Infrastructure
- Facilities Management
- Environment, Health & Safety
- Enterprise Planning, Strategy planning
- Information Technology & Telecommunications, Information & Data Processing
- Finance
- Operations
- Human resources
- Communications and Corporate Affairs

From all public and private sector industries, including but not limited to:

- Banking and Finance
- Universities
- Manufacturing particularly Pharmaceutical, Food, Beverage & FMCG
- Oil & Gas – Upstream & Downstream
- Freight/Logistics/Transportation
- Government Agencies involved in transport and health
- Information Technology
- Large Retail Outlets
- Telecommunications
- Regional Travel, Hospitality & Tourism companies
- Energy Utilities
- Aviation

Program Schedule Day One & Day Two

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|------------|---|
| 0830 | Registration and Coffee |
| 0900 | Morning Session Begins |
| 1030 -1050 | Morning Refreshments and Networking Break |
| 1300 | Networking Luncheon |
| 1400 | Afternoon Session Begins |
| 1530 -1550 | Afternoon refreshments & Networking Break |
| 1730 | Course concludes |

Session One – Tutorial**Presentation of Business Impact Analysis (BIA) by you, the delegate**

In order to gauge your strengths and weaknesses in BIA, at the end of Day 1 our trainer Jim will provide assignments to complete. Take full advantage of his 25 years of experience as he and your peers evaluate your BIA assignment, and highlights to you issues and concerns that you should include in your BIA. Do not worry about making mistakes! We learn from our mistakes and it's far better to make them in a training course than in a real-life situation. Jim will then proceed to explain to you the importance of these neglected BIA factors and teach you how to include these factors for more effective and comprehensive Business Impact Analysis.

- Benefit from an interactive session that covers the fundamentals of proper Business Impact Analysis
- Learn from peers in an open environment
- Evaluate and improve your BIA skills
- Expand your understanding and practical knowledge of effective BIA.

Session Two – Tutorial**Presentation of Business Continuity Strategies by you, the delegate**

This session builds upon the knowledge and skills that you developed in Day 1 and in the previous session. With proper and comprehensive BIA having been performed, the next step is to develop strategies and methods that address your BIA, and thus pave the way for effective Business Continuity Planning.

In order to make sure that you are now skilled in Business Continuity strategizing, Jim will evaluate your strategies to the BIA that you performed for Session 1. By examining this for any shortcomings or pitfalls, Jim will help you to develop a broader and more in-depth understanding of the issues that need to be addressed in effective Business Continuity strategizing.

- Benefit from another intensive practical session that helps you understand the key components and best solutions for effective Business Continuity Strategies. Learn by doing, not just by listening and reading
- In this highly interactive session you learn from the trainer and your peers
- Examine and improve your skills and knowledge for effective Business Continuity strategies.

Session Three – Keeping the Wheels in Motion**Testing and auditing your Business Continuity Plans (BCP)**

The best companies now disclose their Crisis and Business Continuity preparedness in Annual Reports just as they disclose remuneration, audit compliance and safety records.

Now that you have developed your understanding, knowledge and skills for BIA and BC strategies, it is time for the next stage. Every BCP should be tested to make sure that it holds up to the issues that were raised in BIA thus giving you the assurance that your company can and will continue business in the event of a disaster. Our trainer provides you with practical methods, and instills key disciplines for your successful BC testing and auditing.

- Learn how to test and practice your BC capability
- Understand what a BCP audit is, what it includes and addresses, and who is involved
- Learn what induction, come-on-board and ongoing training programs are all about, and how you can implement them in your organization
- Develop understanding of existing standards, guides and regulations that help you in your BCM
- Manage and account for people in your BCM
- Gain insight into the costs involved and see what a mature BC budget looks like
- What is the value of walk-throughs and talk-throughs versus desktop approaches to testing?
- What is the 'courage to act' all about?

Session Four – Planning the Attack**Practical BCP exercise preparation in syndicates**

In this session participants will work as individuals or small company-aligned teams to design an exercise to test and adjust the draft BCP that have been prepared. We will select one of these exercises and then actually execute it under simulated conditions in the following session.

Session Five – Riding the Singapore Lion**Business continuity simulation in a crisis setting – the best companies recognize that it is not enough to just have a plan**

We end the training course with more practical implementation guidance via a simulation exercise to gauge the skills, techniques, and methods in action behind successful BCP implementation. In this fast moving session conference participants will work as industry aligned Management Teams to develop and implement BC, liability and reputation strategy under pressure. We will step through a scenario requiring each Management Team to find and check the facts, identify stakeholders and prioritize issues, brainstorm potential strategies and develop a pathway to the future. We will show how the best Management Teams multi-task, using team sessions and timeouts to achieve team and time discipline.

All executives emerge with cohesion when they participate in extreme leadership sessions and prove that they can align their communications with the operational response.

About your trainer:**Jim Truscott** CEO**Truscott Crisis Leaders, Asia Pacific**

Jim Truscott has been a crisis practitioner and continuity planner for 25 years, initially in Special Operations, where he was intimately involved in coordinating strategic responses to regional and global crises, and now as a consultant and chartered engineer.

Jim writes business contingency plans to deal with an array of issues, threats and risks, and he trains executives and Management Teams in the art of Crisis and Issue Management throughout Asia and Australia

Jim's experience in planning strategy in Situation Rooms and concurrently managing emergencies in Operations Rooms enables him to conduct challenging crisis simulation exercises for corporations and businesses across sectors. Jim is regularly invited to speak at international conferences.

Previous clients include:

- AED Oil & Peak Group AsiaPacific
- Apache Energy Australia
- Arc Energy
- Asean Bintulu Fertilizer
- Auckland City Council
- Australian Defence Organization
- Australian Railroad Group
- BHP Billiton Pakistan
- BHP Billiton Perth
- BHP Billiton Nickel West
- BHP Billiton Southern Cross Fertilizers
- BP Indonesia
- BP Vietnam
- Bumi Resources Indonesia
- Burswood Resort Casino
- Burrup Fertilizers Pty Ltd
- Caltex Australia
- Caltex Indonesia and Chevron Energy Indonesia
- Carigali-Triton Malaysia
- Centerra Gold Mongolia
- ChevronTexaco Australasia
- ChevronTexaco Thailand
- City of Perth
- Clough
- Cockburn Cement
- Commonwealth Bank
- ConocoPhillips Australia
- ConocoPhillips China
- Coogee Chemicals
- Coogee Resources
- Dampier Salt
- Department of Defence Australia
- Department of Human Services Australia
- Diamond Offshore
- Dubai Aluminium
- Electranet SA
- Eni EP Milan & Pakistan
- ExxonMobil Indonesia
- ExxonMobil Malaysia
- Freepoint Indonesia
- Fremantle Ports
- Halliburton KBR AsiaPacific
- Hamersley Iron
- Hanson Australia
- Hardman Resources
- Health Insurance Commission (Medicare)
- Henry Walker Eltin
- HiSmelt
- Holcim Indonesia
- HSBC Hong Kong
- IBM Australia, New Zealand and Malaysia
- Iluka Resources
- Incitec-Pivot
- Jubilee Mines
- JPMorgan
- Kaltim Prima Coal
- Kimberley Clark
- Lend Lease
- LionOre
- Macmahon
- Murphy Oil
- National Australia Bank
- Newcrest Mining Telfer
- Newfield Australia
- Nexen Petroleum
- Oil Search
- OMV Austria
- OMV Australia and New Zealand
- Origin Energy WA
- Police & Nurses Credit Society
- P&O Ports
- Pacific Western
- Papuan Oil Search
- Pertamina
- Petrosea
- PlacerDome AsiaPacific
- Portman
- PTT Thailand
- Rio Tinto Australia
- Resolute Mining
- Roc Oil & Upstream Petroleum
- Sallay Malay Mining
- Santos Australia and Indonesia
- Schlumberger Australia
- Scott Terrey & Associates
- Sealcorp
- Shell China
- Shell Hong Kong
- Shell Indonesia
- Shell Korea
- Shell Malaysia
- Shell Singapore EP
- Shell Taiwan
- Siam Cement City Company
- Silverchain Nursing
- Skywest
- South Australian Water
- Specialized Broking Associates
- Straits Resources
- Surtech Indonesia
- Tap Oil
- Technip-Coflexip Oceania
- Texas Utilities Australia
- Tiwest
- TransOceanSedco Forex
- WaterCare Services Limited
- Wesfarmers Buntings
- Wesfarmers CSBP
- Wesfarmers Energy - Air Liquide, LPG, Premier Coal, StateWest Power
- Wesfarmers Industrial & Safety
- Wesfarmers Corporate
- Western Power Corporation
- West Australian Newspapers
- Westfield
- Westralia Airports Corporation
- WMC Resources/BHP Billiton Nickel West
- Woodside Energy

I would like to thank everyone who has helped with the research and organisation of this event, particularly the trainer, who has kindly committed and supported the event.

Ilham Bakti, Conference Producer