



The 2009

Corporate Security, Business Continuity and Crisis Management Conference

Strategies to Limit Risk and Protect Core Assets:
Human, Financial, Reputational, Physical and Technological



Conference Oct 14-15, 2009 InterContinental The Barclay New York
Pre-Conference Forum Oct 13, 2009
The Conference Board Conference Center

Presented with assistance from: **GUARDSMARK®**

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INTERNATIONAL SECURITY MANAGEMENT ASSOCIATION
The Worldwide Organization of Chief Security Officers


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Greetings From Your Conference Chairman



Bruce Blythe

Join senior executives, industry experts and other thought-leaders to examine strategies to limit risk, control damage, maintain critical operations and effect recovery. Critical issues to be addressed, from strategic and tactical perspectives, include:

- Crisis Communications: What's New?
- Ethics in Business During Times of Duress
- Planning for Standard & Poors ERM Audits
- Understanding the Violent Mind in the Workplace
- Update on Private Sector Preparedness: Legislation, Insurance, Supply Chain, and Legal
- Disaster Recovery Planning on a Shoestring Budget
- Pandemic: Planning vs. Reality
- Human Factor in Crisis and BC Planning
- Linking Corporate and National Security
- Exercising your Corporate Security, Business Continuity and Crisis Plans



Wednesday, October 14, 2009

Registration and Continental Breakfast: 8–9 am

Welcome and Introduction: 9–9:10 am

Crisis Communications: What's New?

A 9:10–10:30 am

Online information networks are changing the way people communicate during disasters. Emergency preparedness and response personnel in both public and private sectors are increasingly using social networking methods, e.g., Twitter, blogs, and Facebook. Additionally, emergency notification systems are becoming increasingly robust. Many traditional crisis managers are losing out in this new and emerging arena. Learn:

- The new methods your organization should be using to communicate during crises
- Flexible features that are emerging beyond the original emergency notification systems
- Emerging trends in crisis communications

Jeannette Sutton, Ph.D., Research Associate, Hazards Center, **University of Colorado**
Mike Sher, Executive Vice President, **Send Word Now**

Understanding the Violent Mind in the Workplace

B 11 am–12 noon

This presentation will provide a combined psychological and law enforcement perspective on why people become hostile and violent. When the attitudes, beliefs and mental images of these individuals are clearly understood, effective defusing and redirecting strategies become available. Engaging take-and-use insights will be provided to address:

- Understanding the hostile and violent mind
- What triggers hostile and violent responses
- The anatomy of blame
- Communicating with high-concern individuals and avoiding provokers
- Defusing hostile and potentially violent people

Bruce T. Blythe, Chief Executive Officer, **Crisis Management International**

Networking Luncheon: 12 noon–1 pm

Ethics in Business During Times of Duress

C 1–2 pm

Crisis magnify the significance of small weaknesses. The speed, intensity and chaos of a crisis situation can bring out attitudes and character flaws that violate good ethical standards. Even when managers are trying to implement ethical responses, they often confront clouded issues. In this session, learn:

- How stress of crisis can distort personal and organizational moral values
- Factors that lead to ethical stress in times of crisis

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- How to prepare your managers to preserve personal and organizational values through challenging times

Ron Green, Ph.D., Faculty Director, Ethics Institute, **Dartmouth College**

Exercising your Corporate Security, Business Continuity and Crisis Plans

D 2:15–3:30 pm

Exercising is the key ingredient to assure effective execution during real crisis situations. Often though, exercising is not sufficiently planned and implemented in a manner that truly translates into superior crisis and business continuity response. This session will cover the components of crisis exercising that is practiced by the world's best crisis prepared organizations. What are the most common mistakes of less experienced Crisis Management Teams? In this session, you will learn:

- The four potential outcomes of any exercise
- The 5 response components that should be tested during crisis exercises
- How to maximize lessons learned during exercises

Charlie McDonald, Vice President, **Crisis Management International**, Former Worldwide Crisis Management Competency Leader, **E.I. DuPont Co.**

Anne Wills, Director Business Continuity Programs, **Northwestern Mutual**

Planning for Standard & Poors ERM Reviews: Update on Private Sector Preparedness: Legislation, Certification, Reporting, Insurance, Supply Chain, and Liability

E 3:45–5 pm

Starting June 2009, credit ratings of publicly held companies are being affected by their S&P reviewed Enterprise Risk Management (ERM) preparedness. This is getting the attention of senior management and board members. Additionally, the new voluntary certification program for business preparedness (as defined by Federal law 110-53/PS-Prep) and related incentives are evolving along with the business case for resilience. Learn:

- What you can expect during S&P initiated ERM reviews
- The future related to preparedness laws, reviews and incentives for compliance
- How the overall business rationale for preparedness is developing in these critical times

Steven Dreyer, Practice Leader, Utilities & Infrastructure Rating, **Standard & Poors**

William G. Raisch, Executive Director, International Center for Enterprise Preparedness, **New York University**

Networking Reception: 5–6:30 pm

Hosted by: **GUARDSMARK®**

Thursday, October 15, 2009

Continental Breakfast: 7:30–8:30 am

What's Next for Homeland Security?

F 8:30–9:30 am

The Obama Administration is putting its own imprimatur on the homeland security issue. Mr. Flynn served as the Homeland Security policy lead for the presidential transition team and

has assisted DHS in drafting the first-ever Quadrennial Homeland Security Review due to Congress in January 2010. In this session you will learn: how the strategic approach of the homeland security mission is likely to be recalibrated; what the new critical infrastructure protection priorities will be; how the private sector can inform and shape the direction of homeland security.

Stephen Flynn, Senior Fellow, **Council on Foreign Relations**

Disaster Recovery Planning on a Shoestring Budget

G 9:30–10:30 am

Jerry Esquilin, Disaster Recovery, Senior Engineer, **National Grid Co.**
Michael Redmond, Chief Executive Officer, **Redmond Worldwide**

Pandemic: Planning vs. Reality

H 11 am–12 noon

David Hosier, (Corporate), **Macy's**
Judy Bell, President, **Disaster Survival Planning Network**
Shirley Ono, (Stores Operations), **Macy's**

Human Factor in Crisis and Business Continuity Planning

I 12 noon–1 pm

The response goal of any workplace threat, crisis or disruption is to identify the impacted/involved stakeholders and address their needs and concerns. Crisis and threat response is about people. However, lessons learned from natural disasters and terrorism, to work related accidents is that the human side of crisis is typically the least prepared and causes the most problems. Learn about:

- The management steps to take with employees, families and others from the initial impact phase to purposeful disengagement
- Components of a well-designed crisis Human Impact Program
- What your people need when impacted by a traumatic incident

Terri Stirvarius, Executive Director, Employee Relations/Policy Development, **Stiefel Laboratories**
Bob Vandepol, President, **Crisis Care Network**

Tuesday, October 13, 2009

Pre-Conference Forum

Registration: 12:30–1 pm

Welcome and Introduction: 1–1:15 pm

Bruce T. Blythe, Program Chairman, **The Conference Board**

Strategic Crisis Leadership: A Model for Crisis Decision-Making

A 1:15–2 pm

Some senior leaders and their managers are excellent at handling unexpected, high-consequence situations. Others make costly mistakes. What is the formula that guides successful crisis teams and effective individual crisis response? This session will assist crisis leaders (whether they want to be or not) in effectively managing catastrophes of disastrous proportions, down through unexpected incidents of daily work life. This session will provide:

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- A take-and-use model for responding effectively when the unexpected hits
- Case examples of effective and disastrous corporate crisis decision-making
- Guiding principles that will help keep you out of trouble in a crisis

Bruce T. Blythe, Chief Executive Officer, **Crisis Management International**

Crisis Response

B 2–3 pm

There is an art and science to corporate crisis leadership. Whether the crisis gains national attention or is only an internal issue, the process of being an effective crisis leader remains the same. Good leaders draw upon an internal compass to guide the way for their organizations. In this session, learn:

- Guidelines and considerations established from real crisis experience
- Dos and don'ts for crisis leaders and teams

Gary Garfield, Vice President, General Counsel and Chief Compliance Officer, **Bridgestone/Firestone**

Caught in the Web of a Corporate Scandal

C 3:30–4 pm

Hear the compelling story about how this well-meaning executive became inadvertently caught up in an illegal scheme that cost stakeholders millions of dollars and resulted in prosecution of senior leadership. Lessons learned and words of warning are provided. It could happen to anyone who finds themselves in the wrong place at the wrong time.

Jeff Kalina, Executive Vice President, Corporate Strategy, **BMC Group**

Strategic Crisis Communications

D 4–4:45 pm

The foundation of excellent crisis response is two-way communication with impacted and involved stakeholders. This is especially difficult if blame and outrage are directed toward you and your organization. Insufficient information, sensationalizing media, misunderstandings, assumptions, rumors and other communications obstacles must be navigated. Beyond tactical holding statements and messaging content, what are the strategic issues that envelop effective crisis communications? This session will cover:

- Strategic communications crisis response methodologies
- The integration of a communications consultant with the internal corporate communications management team
- Communicating with a wide variety of audiences during times of crisis

Dick Hyde, Executive Vice President, **Hill & Knowlton**

Case Study: Leadership in a Crisis

E 4:45–5:30 pm

- Based on a real crisis situation
- Guided participant group discussion
- “What would you do?” debate

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Registration Information

Online

www.conference-board.org/security2

Email

customer.service@conference-board.org

Phone

212 339 0345

8:30 am to 6 pm ET Monday through Friday

Conference (922010-2)

Dates: October 14–15, 2009

Location: The InterContinental The Barclay
New York, NY

Associate: \$2,195

Non-Associate: \$2,495

Pre-Conference Forum (B84010-2)

Date: October 13, 2009

Location: The Conference Board
Conference Center

Associate: \$495

Non-Associate: \$595

Hotel Accommodations

Fees do not include hotel accommodations. For discounted reservations, contact the hotel directly no later than the cut-off date and mention The Conference Board Corporate Security, Business Continuity and Crisis Management Conference.

Hotel Discount Cut-off Date:
Tuesday, September 22, 2009

InterContinental The Barclay New York

111 East 48th Street
New York, NY 10017
Tel 212 622 0079

The Conference Board Conference Center

845 Third Avenue, 3rd Floor
(Between 51st and 52nd Streets)
New York, NY 10022

Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Team Discounts per person

For a team of three or more registering *from the same company at the same time*, take \$200 off each person's registration.



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