

# Business Continuity Management

Learn how to initiate, control and implement a Business Continuity program

15-16 September 2010 ~ Moscow, 5 Star Location to be advised

Top Rated  
Masterclass, fully  
updated in 2010  
to reflect current  
challenges

Every delegate will receive  
a FREE "Business Continuity  
Framework" CD-ROM Valued  
at EUR 395



## Seminar Focus

- Gain the latest techniques to make business continuity and disaster recovery planning easier and more effective
- Learn proven techniques to assess and reduce risks and impacts
- Review the role of insurance and appreciate its limitations
- Discover how to organise for survival and success
- Learn how to write an effective business continuity plan
- Cover all topics for certification by the Business Continuity Institute

## Overview

Every business and organization can experience a serious incident which can prevent it from continuing normal operations. This can happen any day at any time. The potential causes are many and varied: flood, explosion, computer malfunction, accident, grievous act... the list is endless. The result can be devastating.

**Sound Business Continuity strategies can help to avoid and mitigate the result of such incidents, just in case the unexpected occurs.**

Business continuity management is fundamental to the well-being of an organisation. Clearly, it is intended to ensure continuity in the face of unforeseen or difficult circumstances. Planning for these situations is not always straightforward of course. The creation and maintenance of a sound business continuity and disaster recovery plan, is a complex undertaking, involving a series of steps. Learn how to take those steps lightly.

**This workshop is designed to consider every important aspects of successful Business Continuity Management and to review some of the most highly acclaimed products and services**

## Benefits of Attendance

### Examine real-life case studies - and their lessons

Participants will find software to assist with Business Continuity Management and risk analysis, as well as links to tools/services to help to create, maintain and audit the plan itself.

### After the workshop you will be able to:

- Help your business survive and thrive by effective BC planning
- Reduce key risks and their impact to business
- Create an effective business continuity organisation
- Write action-oriented business continuity and disaster recovery plans
- Implement techniques and short-cuts to make the planning process easier
- Demonstrate how to save time and money by using proven models based on real experience
- Prove to your customers that you are going to survive and thrive - no matter what it takes

## Who Should Attend

### IT/Information Services and Telecommunications Professionals involved in planning, controlling, executing and deciding on Business Continuity Management and Disaster Recovery plans and processes

Especially for:

- Chief Information Officers, Chief Operation Officers
- IT/IS Directors,
- IT Service and Infrastructure Managers,
- IT Security and Audit Executives,
- Business Continuity Managers and Disaster Recovery Executives
- Past attendees of Andrew Hiles' SLA workshop"

**The course complies with British Standard BS 25999 Business Continuity Management and Publicly Available Standard 77 Information Technology Disaster Recovery**

**Every delegate will receive a FREE "Business Continuity Framework" on CD-ROM worth EUR 395!**





## **The BC Payback – Realising True Return on your BC Investment**

**Is your company as productive as it should be?  
Do you suffer from production or ICT downtime?**

Thus unscheduled stoppages and outages could be affecting your profitability – damaging your competitiveness, causing late delivery to your customers and damaging your brand value and reputation. You could be losing customers and market share to hungry competitors.

When businesses without adequate continuity and availability provisions in place experience major disruption a mere 8 per cent survive. But Business Continuity is not just about protecting you from the big fire or explosion. It pays back in everyday reliability, as well. Did you know that 87% of organizations suffer over 20 minutes unscheduled IT downtime per month – 12% have over 130 minutes. That's 26 hours a year – do you know how much this costs? Typically each hour of IT downtime can cost up to \$30,000, depending on your industry. Business Continuity protects not just IT, but all your other mission critical activities as well – operations, production, sales, logistics...

Business Continuity Planning minimizes costly everyday business disruptions as well as preparing for – and frequently preventing - the disaster scenario. Attend this vital, practical workshop and learn how to make your organization more competition-proof and more recession-resistant.

**This successful Business Continuity workshop has been presented to and enjoyed by over 2000 attendees in Eastern Central and Western Europe, the Americas, the Indian sub-continent, the Pacific Rim, Australia, New Zealand, Africa and the Middle East**

# Course Topics

## DAY ONE

### Introduction and Session 1 ~ Project Initiation & Management

- Introduction and BC Overview
- Definition of terms
- BC Standards
- Initiating the Project
- Awareness and training programmes
- Understanding the business
- Project Initiation and Management
- The BC Payback: Benefits of BCP
- Disaster Stages and Process Management
- BC Activities and Project Costing

### Session 2 ~ Risk Evaluation & Control

- Risk Management: the key to security
- Risk Analysis: avoidance, reduction, containment or transfer?
- Risk Analysis methodologies
- Critical Component Failure Analysis
- Understanding Downtime
- Supply Chain Risk
- Disaster Causes

### Exercise 1: Case Study – Risk

### Session 3 ~ Understanding the Business: Business Impact Analysis

- Business Impact Analysis: the costs of disaster
- How to Conduct Business Impact Analysis
- The True Cost of Downtime
- Protecting your Reputation, Brand and Markets
- RTO, RPO and MTPD – what are they and why are they important?
- Risk Appetite
- The ROI of BCM
- Backups and Vital materials protection
- Gap and Requirements Analysis

### Session 4 ~ Developing Continuity Strategies

- Strategy Options
- Cloud Computing, Virtualization, Continuous Processing, Hot, Warm and Cold Sites
- Public Relations and crisis communication: key to survival

### Exercise 2: Business Continuity Strategies

*Sessions will be punctuated with case studies and video presentations illustrating key points.*

### Seminar Timetable

Registration:	08.00 - 08.30
Coffee & Networking Breaks:	10.30 - 11.00
	15.00 - 15.30
Lunch:	12.30 - 13.30
Course expected to finish:	17.30

## Course Topics

### DAY TWO

#### Session 5 ~ Why Insurance Won't Save You

- Insurance pitfalls
- What Insurance Can and Cannot do

#### Session 6 ~ Emergency Response & Operations

- The Golden Hour
- Damage Assessment and Immediate responses
- Coordination with Public Authorities

#### Session 7 ~ Public Relations and Crisis Communication

- Communication and the effect of miscommunication
- The context of Crisis Communication
- Credibility Issues
- Public Relations

#### Session 8 ~ Developing & Implementing the Business Continuity Plan

- BCM roles, responsibilities & organization
- Planning assumptions & prerequisites
- What the board should do in a disaster
- The Business Continuity Manager: role and tasks
- Departmental Business Continuity Managers: roles and tasks
- Support functions
- Business & departmental plans: Documentation hierarchy
- Structuring the plan
- BC During Corporate Restructuring

### Exercise 3: Developing the Business Continuity Plan

#### Session 9 ~ Audit, Testing & Maintaining Business Continuity Plan

- What to audit and when
- Testing methods
- When to test
- How to develop and manage a test

#### Session 10 ~ Round Table

- Open Forum and Business Continuity Surgery

*Sessions will be punctuated with case studies and video presentations illustrating key points.*

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## Seminar Leader

### Andrew Hiles

- Member of the British Computer Society and of the Institute for the Management of Information Systems
- Founder Chairman of EURIM (European Information Market)
- Founder and Chairman of the first international BCP and disaster recovery planning user group
- Founding Director of the Business Continuity Institute



**Andrew Hiles** founded Survive, the first international BC user group. He was the founding director and first Chairman and Fellow of the Business Continuity Institute and a founding director of the World Food Safety Organization.. He has over 25 years experience in disaster recovery and business continuity management. He is a Director of Kingswell International, consultants who specialize in Enterprise Risk Management. Activities include Risk and Impact Assessment, Business Continuity Planning and IT disaster recovery planning.

Clients include major blue chip companies and smaller, dynamic organizations both in the private and public sectors around the world. He designed BIA SmartPlan™, BS SmatBIA™ and BC Framework™, low cost high value tools for risk and impact assessment and Business Continuity Plan development (used by leading international organizations).

Andrew was the recipient of the Western Press Award for services to business in 1994; he was nominated for lifetime achievement in BC in the first industry awards ceremonies in London in 1997 and inducted into the BC Hall of Fame in Washington DC in 2004. He is not only an accomplished international consultant and trainer, but is also a published writer on crisis management, business continuity and contingency planning. His works include:

Andrew is a published writer and international speaker on business continuity and contingency planning. His works include:

- The Definitive Handbook of Business Continuity Management (Wiley & Sons)
- Author of Best Practice and Enterprise Risk Assessment (Rothstein Inc)
- Author of Business Impact Analysis – Best Practices (Rothstein Inc)
- Author of Guide to Risk Management (Institute of Chartered Accountants of England & Wales)
- Author of IBM GUIDE UK Disaster Recovery Manual

Andrew also contributed to the Confederation of British Industry's Business Guide to Business Continuity Management and the Institute of Directors / Department of Trade and Industry Business Continuity Handbook.

## Testimonials from Previous Seminars:



It's quite useful, many interesting ideas and 1 of the result- re assessment of my personal understanding of the importance of BCP.

**Alla Vasilkovskaya**

**Deputy Head of Banking Operations, HSBC Bank**

Well organized and conducted interesting and useful event.

**Nikolay Samodaev**

**Partner Technol., Ersnt &Young**

Participation should be a must for companies keen to stay afloat after emergencies.

**Alexander Neklyudov**

**IT Manager, Nutricia**

Very interesting and practical info given. Good job!

**Oleg Lisovoi**

**Senior Specialist for Risk, OAO Swedbank**

It was really useful for working out business continuity plan.

**Sergey Katkov**

**Head of IT Operations, HSBC Bank**



# Business Continuity Management

Please complete the form and fax to (36) 1 999 7481

Moscow

15-16 September, 2010



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For our events organized in the Russian Federation, a 5% discount is available in case of credit card payment within 2 business days of registration.

### Hotel Accommodation & Airport Transfer

Accommodation and Airport Transfer are not included in the training participation fee. To arrange accommodation at the conference venue, you will receive a reservation form with our **Stamford Corporate Rate**. Room reservation and airport transfer should be arranged directly with the hotel.

### Confirmation Details

After receiving payment, a receipt will be issued. If you do not receive a letter outlining joining details 2 (two) weeks prior to the event, please contact The Executor at [operations@stamfordglobal.com](mailto:operations@stamfordglobal.com)

### Payment Method

Payment is required within 5 (five) business days of receipt of invoice.

## THE FINE PRINT:

**Please read carefully before registration**

**Client** means the registering organization

**Executor** means Stamford Global LLC or its representative companies

**This registration form constitutes a legally binding sales contract between the Executor and the Client. All terms are mutually accepted and negotiated in good faith.**

**1. Fees:** Registration fees are inclusive of program materials, luncheons and refreshments, but exclude accommodation and travel expenses.

**2. Payment terms:** Following completion and return of registration form, full payment is required within 5 (five) working days. Payment must be received before the commencement of the event. After registration all payment must be executed within the terms herewith irrespective of attendance. Should a portion of the Contract price be subject to state, federal, or local taxation, or VAT if applicable, the Executor reserves the right to add such charges to the final invoice or recover such sums from the Client at the time when they become due.

**3. Cancellation/Substitution:** Substitution is allowed by providing a written notice is given to the Executor, not later than **2 working days before the event**. Otherwise all registrations carry a **50% cancellation liability** of the contract value immediately after an authorized registration form has been received by The Executor. By signing this registration form the client agrees that in case of any dispute or cancellation The Executor will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason The Executor decides to postpone or cancel the event, The Executor is not responsible for covering airfare, hotel or any other cost incurred by the clients. Any cancellation by the client given to the executor in less than 10 working days before the event carries 100% payment liability. No refund, partial refund or any alternative offer shall be made.

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I certify that the above information is correct. I am aware of the prerequisites of the event(s) for which I am registering and have met the necessary requirements. I have read and understand the enrolment policies.

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