



2-day intensive course on

Business Continuity Management - Disaster & Crisis Management

The Way Forward For Today's Corporate Governance And Business Resilience

25 - 26 August 2008 ■ JW Marriott Hotel, Kuala Lumpur

COURSE HIGHLIGHTS:

- Understanding What BCP/BCM Is All About
- BCP Fundamentals
- Measuring Or Quantifying BCP
- Contents Of A BCP
- BCP Journey
- The BCP Framework
- Getting Familiar With The Various Forms Of Emergency, Crisis, Or Disaster
- Implementing The 8 Phases Of A BCP Journey
- Crisis Escalation Guide & Matrices
- Right, Factual & Timely Communication Is Critical
- Roles Of Various Parties
- 7 Cs Of BCP: Critical Elements For Successful BCP Programme
- Key Issues
- Detailed BCP Outlines And Documentations
 - Preparing For A Possible Emergency
 - Disaster Or Crisis Recovery Phase
 - Business Recovery Phase
 - Testing The Business Recovery Process
 - Training Staff In The Business Recovery Process
 - Keeping Your BCP Up To Date (Manage Change)
- For Your Organisation, What Are At Stake, If You Have No BCP Programme?
- Myths & Misconceptions In BCP

COURSE OBJECTIVE

One of the causes of many organisational and corporate failures was that an operation had failed and business is discontinued or interrupted because of a disaster or crisis. The Sept 11 2001 was a classic example of how a disaster could disrupt operations and business. How does one ensure its business survival? How do we ensure there is operational continuity or 'business as usual'?

Attending this course will enable one to master the rudiments of a BCM (business continuity management) programme, and how to journey and implement one's BCM. BCM programme is more than just addressing systems and technology failures or disruptions which normally is mitigated by looking at one's DRP (disaster recovery procedures). Indeed DRP is also part of BCM as a whole, where the whole organisation's activities, systems, processes, operations and businesses are addressed.

As mandated by many regulators, BCP/BCM management is also becoming today's global best practice as well as essential management programmes, that critical industries and sectors are obligated to fulfill and have in place. Not only will BCM ensure survival and enhancing shareholders' values, it also supports the board and management's programme for its corporate governance, plus of course business resilience.

Participants attending this course will learn and achieve the above objectives of BCM and training.

WHO SHOULD ATTEND

- All Company Executive/Staff, Including Senior Management And Board-Members
- BCM Managers
- Safety / Security / Health Managers
- Compliance Officers / Managers
- BCM/Crisis/Disaster Management Practitioners, Or Those Involved In Crisis/BCM/Disaster Design And Implementation
- Lecturers / Academicians
- Front-Line Staff, Supervisors, And Officers / Managers from:
Manufacturing Companies, Service Industry Companies, Government Agencies, Government Departments, Statutory Bodies, Utility Companies Like Water And Electricity Suppliers, Telecommunications, Oil And Gas Industries, Natural Resources Management Like Forestry And Logging, Mining And Mineral Resources, Transport And Shipping, Bulk And Facility Management Like Ports, Harbours, Airports, Warehousing, Bunkering, Off Shore Suppliers, Plantations And Estate Management, Banking And Financial Institutions, Insurances & Non-Profit Organisations.

Day 1 - Monday, 25th August 2008

■ UNDERSTANDING WHAT BCP/BCM IS ALL ABOUT

- Introduction & definition of BCP
- What BCP is
- BCP policy statement
- Business survival versus business-as-usual concept
- Business resilience and corporate governance
- Purposes/objectives of BCP
- Various stakeholders that rely on your BCP

■ BCP FUNDAMENTALS

- Meaning of disaster, crisis, and emergency
- Disruptions and impacts due to crisis/disaster
- 4 basic causes of typical business crisis
- Understanding the 4 Ps of business and non-business operations' vulnerability
- Develop the vigilant habit: 'Be Prepared' motto to manage 'surprises' and the risk of 'unknowns'

■ MEASURING OR QUANTIFYING BCP

- Know what disaster management cover
- Mapping the outline of your BCP
- Identifying your critical business/service functions
- Importance of business impact analysis (BIA)

■ CONTENTS OF A BCP

- General introduction and overview
- Plan invocation
- Communication
- Suppliers
- Appendices/supplementary documents

■ BCP JOURNEY

- The need for a BCP time line in the BCP journey
- Global plan versus tactical plan in a BCP
- The importance of operational or business recovery site (BRS)
- Resources and facilities needed for BCP programme and BRS
- Cold BRS
- Warm BRS
- Hot BRS

■ THE BCP FRAMEWORK

- Understanding the 5 step cornerstones or domains
- Cornerstone 1: Project mgt & team orientation
- Cornerstone 2: Risk mgt, BIA, recovery strategies defined
- Cornerstone 3: set up alternative facility; develop recovery plans
- Cornerstone 4: Education, awareness, training; scenario testing
- Cornerstone 5: Plan maintenance programme

■ GETTING FAMILIAR WITH THE VARIOUS FORMS OF EMERGENCY, CRISIS, OR DISASTER

- Environmental disasters
- Organised and deliberate disruption
- Loss of utilities and services
- Serious information security incidents
- Other emergency situations

■ IMPLEMENTING THE 8 PHASES OF A BCP JOURNEY

- Initiating the BCP project
- Assessing business risk and impact of potential emergency
- Preparing for a possible emergency
- Disaster recovery phase
- Business recovery phase
- Testing and business recovery process
- Training staff in the business recovery process
- Keeping the plan up to-date

■ CRISIS ESCALATION GUIDE & MATRICES

- Make it simple
- The 2 or 3 level of hierarchy you need
- Who calls the shot
- How to communicate
- Infrastructure, means and enabler for escalation

Day 2 - Tuesday, 26th August 2008

■ RIGHT, FACTUAL & TIMELY COMMUNICATION IS CRITICAL

- Formal communication, timely and factual.
- From highest authority/level
- No other level/party authorized to communicate or be interviewed
- Past examples of disasters with poor communication and involvement by the top mgt/board
- Calming the situation: manage victims, public needs, expectations and /requirements

■ ROLES OF VARIOUS PARTIES

- Board of directors
- Senior management
- BCP Steering Committee
- BCP Co-ordinator
- BCP Working Group
- Others in the company, like Internal Audit, Risk Management, Compliance Dept, etc

■ 7 Cs of BCP: CRITICAL ELEMENTS FOR SUCCESSFUL BCP PROGRAMME

- Commitment from the top
- Conducive environment and support/involvement of all and sundry
- Costs and financial budget.
- Conduits: Co-ordination, infrastructure, system
- Communication: formal, official, high level and PR impactful

- Constant updating, regular testing and servicing of the BRS
- Change: manage change well to avoid 'surprises'

■ KEY ISSUES

- Identify your key personnel and their reliefs / alternates
- Frequency of emergency rehearsals, drills, and first aids
- What are most important to save during disaster/crisis
- Your BCP must cover your Head Office, regions, branches, overseas operations

■ DETAILED BCP OUTLINES AND DOCUMENTATIONS

- *PREPARING FOR A POSSIBLE EMERGENCY*
 - Back-up and recovery strategies
 - Key BCP supplies and personnel
 - Key documents and procedures
- *DISASTER OR CRISIS RECOVERY PHASE*
 - Planning for handling the emergency
 - Notification and reporting during crisis/disaster recovery phase
- *BUSINESS RECOVERY PHASE*
 - Managing the business recovery phase
 - Business recovery activities
- *TESTING THE BUSINESS RECOVERY PROCESS*
 - Planning the tests
 - Conducting the tests
- *TRAINING STAFF IN THE BUSINESS RECOVERY PROCESS*
 - Managing the training process
 - Assessing the training
- *KEEPING YOUR BCP UP TO DATE (MANAGE CHANGE)*
 - Maintaining the BCP
 - Change controls for updating the BCP
 - Responsibilities for maintenance of each part of the plan
 - Test all changes to the plan
 - Advise person in charge of the BCP training

■ FOR YOUR ORGANISATION, WHAT ARE AT STAKE, IF YOU HAVE NO BCP PROGRAMME?

■ MYTHS & MISCONCEPTIONS IN BCP

METHODOLOGY

Interactive Lectures, Group Learning, Group Discussions, Brainstorming Among Groups. Using Practical Cases & Group Exercises. Discussion On Articles And Newspaper Cuttings On BCM.

Program topics, speakers and schedules published herein are confirmed as at printing time. Please refer to the event's timetable page at www.cmtevents.com for the most up-to-date information.

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Fees: The full Registration Fee includes cost of all sessions, luncheon, coffee/tea & documentation.

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|--------------------|----------------|---|
| | 1 Person | Group fee for 3 or more* (from the same company) |
| Regular Fee | RM2,595 | RM2,295 (MIN SAVINGS OF RM900) |

* Terms and conditions apply.

Cancellations, Refunds & Transfers: A full refund will be promptly made for all written cancellations 3 weeks before the meeting. Thereafter, cancellations are not refundable. A substitute may be made at any time.

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Photocopy Registration Form to Preserve Brochure Copy. August 2008

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CERTIFICATE OF COMPLETION

A Certificate of Completion will be awarded upon successful completion of each course. This serves as evidence of your personal and professional commitment to you career.

COURSE TIMING

Registration: 8.30 am, Course Begins: 9.00 am,
 Morning Coffee: 10.30 am, Lunch: 1.00 pm to 2.00 pm,
 Tea Break: 3:30 pm, Course Ends: 5.00 pm

Register online ~ www.cmtevents.com

LEARN FROM THE BEST

Dr Joseph Eby Ruin @ Dr Josef Eby Ruin.
 FCCA; CA, Hon DBA (Mgt Phil).

Dr J. E. Ruin is very knowledgeable and specialized personnel in BCP/BCM especially managing crisis/disaster and disaster recovery procedure.

Dr J. E. Ruin has also written a crisis management book titled **'Managing Crisis in organizations, 2nd edition 2008'**.

He is the Principal and Proprietor of RiskFirst Consultancy & Training Services. Prior to this, he was the Chief Risk Officer of a large Malaysian bank's Risk Management Division, where he supervised and managed the 4 risk management departments in that bank namely: Credit Risk Mgt Dept, Operational Risk Mgt Dept (undertaking also BCP programmes) , Market/ Treasury Risk Mgt Dept, and Systems (IT/IS) Risk Mgt Dept. He was also a member of the BCP Steering Committee for that bank.

Dr J E Ruin's involvement in corporate BCM initiatives/ programmes:
Prior to that he was also the General Manager and Head of Operational Risk Mgt Dept as well as the BCP/BCM Co-ordinator for another organisation. He was responsible to lead a team to formulate, design and implement from scratch the BCP/BCM programme and documentations for organisation.

Dr J E Ruin's executive and managerial career has spanned the past 3 decades. Throughout these 30 years of career, he had worked in 6 different banks as Branch Manager and later at Head Office. In the 5 non-banking organisations that he joined he held various executive/ managerial capacities, like serving as Head of Internal Audit/Chief Auditor and Secretary to the Board's Audit Committee.

He is a regular speaker/facilitator/panel chairman for public and in-house forums / workshops and conferences locally and abroad. To date he has accepted invitations to deliver his papers in Kuala Lumpur, Thailand, Melbourne Australia, Fontainebleau Paris France, Shanghai China, Sydney Australia, Bangkok Thailand, Mumbai India, Kursk Russia, Singapore, Phnom Phen Cambodia, Orlando Florida, Hong Kong, Mauritius, Beijing China, Manila Philippines, Seoul Korea and Jakarta Indonesia.

Dr J E Ruin has authored 18 management-books to-date focusing mainly on audit, banking/finance, corporate governance, controls, people and customer services, and risk management.

Dr J E Ruin was elected the Regional Director of Professional Risk Managers International Association, PRMIA, KL Malaysia Chapter in November 2007.