

the *Availability Digest*

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DRJ's Spring World 2011 Business Continuity Conference

February 2011

Since 1989, the Disaster Recovery Journal (DRJ www.drj.com)¹ has sponsored the premier, semiannual Spring World and Fall World conferences dedicated to Business Continuity and Disaster Recovery (BC/DR). Its 44th conference, Spring World 2011,² will be held the week of March 27th at Disney's Coronado Springs Resort in Orlando, Florida. The body of the four-day agenda (Sunday, March 27th to Wednesday, March 30th) includes nine unopposed general sessions, 24 breakout sessions, and twelve workshops.



Several pre-conference and post-conference courses are also scheduled for an additional fee. Pre-conference courses are held all day on Saturday, March 26th, and Sunday morning, March 27th. Post-conference courses are one- to three-day courses held on Wednesday afternoon, all day Thursday, and Friday morning, March 30th to April 1st. Courses and examinations for certain BCP (Business Continuity Planning) certifications are offered following the conference.

Abstracts for all presentations can be found on the [Spring World](#) web site.

The Spring World 2011 conference includes a full trade-show floor with booths manned by vendors of BC/DR products.

Conference Agenda

The general sessions are unopposed one-hour major presentations. Each of the four breakout tracks is also one hour and includes a choice of six presentations. In addition, six workshops are offered on Sunday and also on Tuesday.

General Sessions

General sessions are each one hour in length and are unopposed. There are no other conflicting sessions scheduled during general session time. The nine general sessions are as follows:

- How to Lead Change, Increase Passion, and Build Success, *Joel Zeff, national speaker and humorist*. Motivating and energizing employees during difficult times.

¹ The Disaster Recovery Journal, *Availability Digest*, February 2010.

http://www.availabilitydigest.com/public_articles/0502/drj.pdf

² https://www.drj.com/index.php?option=com_content&task=view&id=4818&Itemid=769

- Best Practices for Crisis Management and Communication, *Tony Schmitz, Send Word Now*: A roundtable of industry leaders discusses a broad range of topics germane to those responsible for crisis management and communication.
- The Silly Little Question: Why Are We Doing This? *Regina Phelps, Emergency Management and Safety Solutions*: Why are we doing this emergency exercise? This simple question is a key to getting the most out of BC testing.
- Crisis Communication: Lessons Learned from the Last Year, *Dr. Robert C. Chandler, University of Central Florida*: How do the failures and successes of last year help identify important planning and preparedness factors?
- Beyond Business Continuity Planning: What Makes Your Organization Truly Resilient? *Tracy Forbes, SunGard Availability Services*: Tried and true approaches for demonstrating the value of a BC program to an organization's viability and resiliency.
- Anatomy of a Disaster, *Curtis Smerud, The Smerud Group*: A chilling presentation leveraging real-world experiences to dissect each systematic step of a real recovery, from triage to recovery, salvage, and restoration.
- Integrating Business Continuity with Crisis and Emergency Management, *Bruce Blythe, Crisis Management International*: Learn how to identify the separate needs of employees, families, and others affected by a crisis and how those needs vary over time.
- Ensuring Continuous Data Availability: Best Practices for a Highly Available Enterprise, *Ahsish Ray, Oracle*: An analysis of various data protection and data recovery techniques available today, with best-practice recommendations for 24x7 access to enterprise data.
- Am I Complete?, *Barry Pruitt, Pinnacle Business Concepts*: To be a complete professional, you need a balance of many skills. Gain insight to develop professional depth and personal skills for credibility, rapport, trust, and ultimately results.

Breakout Sessions

Breakout Sessions are one hour in length. Six sessions are scheduled simultaneously in each of four Breakout Tracks. The six sessions are categorized as Strategic, Managerial, Technical, Emergency Response, Advanced, and Information. The breakout sessions are:

Breakout Track 1

- The Week a Continent Stood Still, *James Callahan, AstraZeneca Pharmaceuticals*.
- Implementing a BR Program on a Site Level and Transitioning From Crisis Management to Business Continuity, *Charles Geraci, Pfizer*.
- Paul Hastings Case Study: Meeting Aggressive Risk Mitigation Goals, *Searl Tate, Paul Hastings*.
- A Little Birdie Told Me: Making Twitter and other Social Media a Part Of Your BC/DR Plan, *Ed Tobias, Associated Press*.
- BCP & SDLC (Systems Development Lifecycle) Integration, *Cheryl Bieson, The Forzani Group*.
- Disaster, Lies, and Urban Legends, *Peter Slintak, Quest Communications*.

Breakout Track 2

- Implementing NFPA-1600 from Top to Bottom, *Bobby Williams, Emdeon*.

- Proactive Risk Management, Gene Weber, Express Scripts.
- MAX Out DR Testing: How to Power Down Your Data Center as a Test, Harlin Dolgin, Dolgin Consulting.
- Laying the Foundation: Developing the Governance Model for a Business Continuity Program, Regina Phelps, Kelly Williams, EMSS.
- How to Make Business Continuity a Strategic and Valuable Component of the Business, Randall Till, Till Continuity Group.
- Cyber Law's Impact on Business Resilience Planning, Russell Dutcher III, Advanced Business Continuity Solutions.

Breakout Track 3

- Navigating PS-Prep: Making a Decision, Achieving Success, Improving Preparedness, Robert Giffin, Stacy Gardner, Avalution Consulting.
- Understanding Risk: An Opportunity for IT Managers, Pat Corcoran, IBM.
- Three Steps to a Successful Business Continuity Plan, Patrick Dunn, Consonus.
- Hidden Prizes of BC/DR Projects, David Halford, Peter Laz, Forsythe Solutions Group.
- Ready for What's Next? Preparing Your Government Clients in the Face of Growing Cyber Threats, Jerry Vevon, Scott Rutler, Booz Allen Hamilton.
- The DRII Certification Process, DRII.

Breakout Track 4

- The BCP/EM Career Ladder: The Triangle of Success, Tom Phelan, American Public University.
- PS-Prep Certification Program: Enhancing National Resilience and Private Sector Preparedness, Ashley Moore, FEMA.
- Business Continuity in the Supply Chain, Colin Ive, CoDRIM.
- An EAS+ and IPAWS Overview, Franklin Bell, Kybernetix.
- BCP Systems: Selecting the Right Tool, Maximizing Your Investment, Ensuring Long Term Success, Aaron Callaway, Fairchild Consulting.
- DRJ and Forrester BC/DR Market Study: The State of DR Preparedness, Rachel Dines, Forrester Research.

Sunday Workshops

There are six workshops offered on Sunday afternoon, March 27th.

- Stress Management and Disaster Recovery, Rob Chubb, ColourSpectrums.
- Insurance Terms, Coverage, and Tips for Business Continuity, Donald Long, Jr., Phila. Ins. Co.
- Violence a Preventable Disaster: Understanding and Reducing the Risk, David Smith, Professional Workplace Interaction.
- Incident Management Plan Assessment, Ken Schroeder, Southeast Corp.; Deidrich Towne, HP; David Ziev, Business Continuity Professionals.
- Psychological First Aid: How Do You Deal With Someone In Crisis?, Ann Cline, AirTrans Airways.
- Mock Disaster Exercise, Attainium.

Tuesday Workshops

There are six workshops offered on Tuesday afternoon, March 29th.

- Developing Continuity Plans in a Condensed Timeframe, *Lloyd Smith, Business & Government Continuity Services.*
- Current State Assessment, *Michael Herrera, MHA Consulting.*
- Business Continuity Program Validation: Conducting a Program Assessment, *Regina Phelps, Kelly David Williams, EMSS.*
- Birds of a Feather: Plan Together, *DRJ Roundtable.*
- Developing the Recovery Strategy: The Next Step, *Barney Pelant, Barney F. Pelant and Assc.*
- Ready, Set, Exercise! How to Develop and Conduct a Successful BCP/DRP Exercise, *Steve Goldman, Goldman Mgmt. Consultants.*

Pre-Conference Courses

Pre-conference courses are offered for an additional fee on Saturday and Sunday, March 26th and 27th.

- From Response to Recovery: Everything You Need to Know to Design a Successful Exercise, *Regina Phelps, Emergency Management & Safety Solutions.*
- IT/DRP/Certified Business Resilience IT Professional, *Rick Wellman, Sentryx.*
- A Guide to Business Continuity Management: How to Develop, Test and Maintain Effective BC Plans, *Randall Till, Till Continuity Group.*
- Essentials of DR/BC Planning Made Simple, *Norm Harris, Harris Recovery Solutions.*

Post-Conference Courses

Post-conference courses are one- to three-day courses offered on Wednesday through Friday, March 30th through April 1st. They are offered for an additional fee.

- More Effective Communication for Incident Response and Disaster Recovery, *Dr. Robert Chandler, University of Central Florida.*
- Secrets to Building Successful Private / Public Relationships, *Deidrich Towne, HP, and Ken Schroeder, Southeast Corporate.*
- Developing and Improving Business and Government Continuity Plans, *Lloyd Smith, Business & Government Continuity Services.*
- The Complete Professional: Piecing Together Success over the Next 12 Months!, *Barry Pruitt, Pinnacle Business Concepts; Michael Herrera, MHA Consulting.*
- Comprehensive BIA Process – Methodology, *Denis Goulet, Consultant.*
- Overview to the Six Core BCM Competencies in BCI's Good Practice Guidelines (course and/or CBCI exam), *Marie-Hélène Primeau, Business Continuity Institute.*

DRII Courses and Exams

Disaster Recovery Institute International (DRII) will be offering courses and exams before and after the conference for an additional fee. The following sessions will take place after the conference.

- Qualifying Exam Review (BCP 501) (3/30 – 4/1)
- Business Continuity Planning (BCLE 2000) (3/30 – 4/3)
- The Metrics Course (BCP-Met) (3/30 – 4/1)

Sponsors

Several major corporations involved in business continuity sponsor Spring World 2011. They include Gold Sponsor Send Word Now; Silver Sponsors myCOOP, Forsythe, IBM, Recovery Point, and Oracle; Bronze Sponsors Atlantic.Net, Booz Allen Hamilton, eBRP Solutions, Emprimus, MIR3, and SunGard; and Co-Sponsors Consonus Technologies, FedEx, PlantCML, Shermco Industries, Verizon Wireless, and VOLO Recovery. Attainium sponsors the mock disaster, and Forrester Research is the conference's research partner. Non-profit sponsors include DRII and Private and Public Businesses.

Summary

DRJ's Spring World 2011 conference continues twenty-two years of distinction in the fields of Business Continuity and Disaster Recovery. Lasting for over a week with informational sessions, workshops, certification exam preparation, and qualifying exams, it is the premier educational event for BC/DR professionals.