The 2011

Corporate Security, Business Continuity and Crisis Management Conference
10 Years After 9/11: Where Are We Now? Where Are We Headed?

Conference
March 10–11, 2011
The InterContinental Barclay New York

Strategic Crisis Leadership Pre-Conference Forum
Featuring Case Studies of Real Crisis Situations, Crisis Response and Lessons Learned
March 9, 2011

Sponsored by: GUARDSMARK®

Save $200
register by 1.12.11
An interactive forum to learn and discuss vital leadership issues related to crisis management.

REGISTRATION AND CONTINENTAL BREAKFAST 8–9 AM

WELCOME AND INTRODUCTION 9–9:10 AM

The importance of integrating tactical and strategic responses to crisis.

Bruce T. Blythe, Conference Program Director, The Conference Board

A 9:10–10:20 AM

**Turning Corporate Crises into Opportunities**

Crises are frequently conceptualized as threats, but sometimes they can also provide opportunities. They can provide the rare opportunity for companies to occupy the role of hero. Responses will be conceptualized in the context of corporate strategy and reputation. This session will provide:

- Strategic frameworks for effective crisis response
- Integration of crisis and disaster management into corporate strategy
- Discussion of successful corporate crisis case examples

Daniel Diermeier, Ph.D., Professor of Managerial Economics and Decision Sciences, Kellogg School of Management, Northwestern University

NETWORKING REFRESHMENT BREAK 10:20–10:50 AM

B 10:50 AM–NOON

**Inside the D.C. Sniper Crisis: Dealing with a Multi-Jurisdictional Crisis**

Most crisis managers are prepared to handle a single event at one location. How does an organization prepare for a crisis that spans multiple locations and organizations? Focusing on the D.C. Beltway Sniper Incident, this session will explore the intricacies of coordinating multiple organizations and examine the crisis leadership.

Learn how to:

- Coordinate crisis communications across multiple stakeholders
- Prepare for crises shared with other organizations
- Coordinate security and crisis management in multiple locations

Michael Bouchard, Chief Security Officer, EOD Technology
Coaching as a New Paradigm in Crisis Preparedness
Historically, organizations have used planning, training and exercising as methodologies for crisis preparedness. With the ubiquitous rise and acceptance of management coaching, the specialty area of crisis-preparedness coaching is increasingly being used to reach deeper levels of personal and team preparedness.

This session will provide insights into:

- The advantages and measurable outcomes of crisis-preparedness coaching
- How to coach members of your team to increase crisis response effectiveness
- Discovering effective crisis team members before a crisis occurs

Bruce T. Blythe, Chief Executive Officer, Crisis Management International, ICF Certified Coach

Discovery Communications Hostage Incident
On September 1, 2010, James J. Lee was armed with several bombs and held three hostages for four hours at the Discovery Communications building in suburban Washington, D.C. At least one device on his body went off when he was shot inside the building by police.

This session will cover lessons learned:

- In handling unexpected incidents that gain immediate national attention
- Regarding how to address warning signs prior to incidents
- Concerning the needs of multiple stakeholders during response and ongoing continuity

Karen Kiley, Vice President, Building Operations and Security, Discovery Communications

Case Study: Leadership in a Crisis
- Based on a real crisis situation
- Guided participant group discussion
- “What would you do?” debate

Bruce T. Blythe, Chief Executive Officer, Crisis Management International, ICF Certified Coach
Thursday, March 10, 2011

Presentations to benchmark corporate security, business continuity and crisis management trends, now and into the future.

REGISTRATION AND CONTINENTAL BREAKFAST 8–9 AM

9–9:10 AM WELCOME AND INTRODUCTION

Crisis Trends of the Past Decade: Analysis and Action Steps for Today
Bruce T. Blythe, Conference Program Director, The Conference Board

9:10–10:20 AM

Integrating Corporate Security and Business Continuity
Too often, managers and teams focus only on their silos of responsibility during critical incidents. Business continuity focuses on addressing critical disruptions after a major event. Security focuses on protecting people, property and processes. Well-prepared organizations have moved from a silo approach to full integration. Learn:

• How corporate security and business continuity can enhance crisis collaboration
• Preparedness strategies for an integrated response during unexpected disruptions
• Addressing the response implications inside and outside your areas of responsibility

Scott Shaw, Senior Manager, Corporate Security, Transportation, and Disaster Preparedness, AFLAC

NETWORKING REFRESHMENT BREAK 10:20–10:50 AM

10:50 AM–noon

Modern Day Espionage: What’s New?
Employers must deal with new and emerging risks that were not predominate or even on the radar screen 10 years ago. Wire taps, computer fraud and abuse, data breach, trafficking in fraudulent access devices, and more. What are modern day risks of espionage and what can be done about them? This session will provide:

• An understanding of the risks that organizations face with increasing velocity
• Guidelines for detecting invisible risks and threats to your corporate viability
• Steps to prevent and respond to espionage threats

David W. Szady, Vice President, International Overseas Division, Guardsmark

NETWORKING LUNCHEON NOON–1 PM

Call Customer Service at 212 339 0345
C 1–2:10 PM
**Threat Assessment: A Five-Part Model for Workplace Violence Prevention**
Most organizational violence prevention programs were developed in the 1990s. Today, new methods have evolved that have proven to be highly effective for addressing this problem. Participants will:

- Learn the difference between “hunter” vs. “howler” behavior and what to do about each
- Know how to address domestic violence that affects the workplace
- Learn how to use a threat assessment job-aide (provided to each participant)

Dr. Steve Albrecht, PHR, CPP, Consultant, Former San Diego Police Officer, President San Diego Association of Threat Assessment Professionals (ATAP)

**NETWORKING REFRESHMENT BREAK 2:10–2:40 PM**

D 2:40–3:50 PM
**Return to Work Following Critical Incidents: Family Dollar’s ROI Success Story**
Often, employees who are seriously impacted by critical workplace incidents become liabilities for employers. This presentation will discuss field-tested and proven elements that drive accelerated return to work, effective post-crisis response and ROI. This session will share:

- Methods for mitigating workers compensation costs and accelerating return to work
- Actual case studies outlining failed vs. successful crisis response programs
- ROI methods and measurements of the Family Dollar crisis response program

David Theron Smith - Divisional Vice President, Risk Management, Family Dollar Stores, Recipient of Risk Innovator of the Year 2010 (*Risk and Insurance Magazine*)

E 3:50–5 PM
**Getting Executive Buy-In for Corporate Security, BC and Crisis Management**
Seldom does a corporate security or crisis management conference go by without someone asking a question about how to get senior management support. Practical take-and-use guidelines will be provided in working with senior executives in strategic crisis preparedness. Learn:

- Methods successfully used by corporate managers to get full senior level support
- How to communicate when high-consequence warning signs are being ignored
- How to provide your executive sponsor with the tools needed to keep the leadership team involved in prevention and preparedness efforts over time

Bruce T. Blythe, Chief Executive Officer, Crisis Management International, ICF Certified Coach

**NETWORKING RECEPTION 5–6:30 PM**

HOSTED BY **GUARDSMARK**
Friday, March 11, 2011

CONTINENTAL BREAKFAST 8–8:30 AM

F 8:30–9:40 AM

Strategic Crisis Response Exercise
Preparedness begins with the development and maintenance of an effective response plan, and then training the various crisis-related teams. Once this is accomplished, well prepared companies tend to spend 80% of their allocated budgets on exercising their plans and teams. Often, strategic crisis leadership is omitted from the exercise equation. This session will:

• Guide participants through a strategic crisis response
• Provide expert commentary from one of the best exercise facilitators in the business
• Supply guidelines for conducting exercises that involve executives and leadership teams


NETWORKING REFRESHMENT BREAK 9:40–10:10 AM

G 10:10–11:20 AM

Creating and Maintaining a Global Security, BC and Crisis Management Program
Programs designed to mitigate corporate risks must evolve to remain current and address ever changing corporate threats. Creating and enhancing these programs requires skilled project implementation and management. The job of effectively maintaining cutting-edge programs can be equally as difficult, especially when boundaries expand multi-nationally. Through this session you will understand:

• Methods for implementing new programs to address corporate risks
• How to best function within a mature program that is resistant to needed change
• Unique problems and solutions related to international business operations

Robert M. Weronik, CPP, Director, Global Security, Alexion Pharmaceuticals, Inc. former Assistant Chief Security Officer, General Electric

H 11:20 AM–12:30 PM

Creating Program Metrics that Demonstrate Value
In an environment of increased and unpredictable business risk, measuring business continuity program effectiveness and company readiness continues to emerge as a priority in the minds of executives. This session will present a method of measuring and communicating readiness, while increasing program maturity. This presentation will provide:

• A practical approach to measure readiness in a format that executives, auditors and other key stakeholders can understand
• A case study of this approach
• Best practices for metrics design

Brian Strong, Business Continuity Planning Consultant
Blue Cross and Blue Shield of Florida

CONFERENCE CLOSING 12:30–12:45 PM
The 2011 Corporate Security, Business Continuity and Crisis Management Conference

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Save $200, register by 1.12.11
Before 1.12.11
Associates $1,995 Non-Associates $2,295
After 1.12.11
Associates $2,195 Non-Associates $2,495

Pre-Conference Forum (B84011-1)
Date: March 9, 2011
Location: The InterContinental Barclay New York
Associates and Non-Associates $995

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.

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

Hotel reservations cut-off date: Tuesday, February 15, 2011

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 $300 off each person’s registration.
One discount per registration. Multiple discounts may not be combined.
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