

“Evidence shows that every five years, 20 percent of companies will suffer a major disruption through fire, flood, storm, power failures, terrorism, and hardware/software failures. Of those companies which do not have business continuity plans, 80 percent fail within 13 months of such an incident.”

Source - The Business Continuity Institute

Mastering Business Continuity Practices

An in-depth training course providing technical guidance behind the best practices to superior Business Continuity Planning

23 October 2009, Sheraton Hotel & Towers, Karachi
10:00 am to 5:30 pm

Key Benefits:

- Learn how to confront and **plan for Operational Risks** that threaten your business
- Benefit from a simulation exercise to expand your understanding behind the **practical implementation of Business Continuity Management**
- Learn how a well-developed **Business Continuity Management (BCM) capability** can add value to the business
- See how Business Continuity Management is both related to, and separate from, **Risk Management, Crisis Management, and Emergency Management**
- Develop effective recovery strategies for achieving **cost-effective Business Continuity Solutions**
- Learn how to plan your **BCM across different time zones and locations** for maximum efficiency and effectiveness



Training | Conferences | Events | Publications

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Book your seat by
13 October, 2009 &
SAVE PKR 3,000





Jim Truscott, CEO *Truscott* Crisis Leaders, Australia

Led by Mr. Jim Truscott, Truscott Crisis Leaders is known for its expertise on Crisis Leadership, Crisis Management, and Business Continuity. Jim Truscott and his Asia Pacific team of Crisis Practitioners and Continuity Planners counsel management and executing staff from the Control Room through to the Boardroom regarding the art of Crisis Leadership. His extensive experience in planning strategy in situation rooms and concurrently managing emergencies in operations rooms allows him to advise corporations and businesses across sectors in preparing for and executing emergency operations. Jim has been a Crisis Practitioner for almost 35 years now, initially in the SAS where he was intimately involved in the strategic security problems in Papua New Guinea, Cambodia, Iraq, Indonesia, East Timor, Sydney Olympics, the Solomon Islands, Bougainville & the Southern Ocean.

Jim writes business contingency plans to deal with an array of issues, threats and risks, and has consulted in over 20 countries. He has offered services to high-risk international engagements, planning and controlling politically sensitive government operations for the successful resolution of international crises, including corporate sectors like Banking, Insurance, Broking, Government, Manufacturing, Mining, Rail, Aviation, Maritime, Energy, Water, Power, Oil & Gas, Construction, and FMCGs.



Few
Top
Global
Clients

Hear what some top global clients say about Jim Truscott:

"Exploring for oil in harsh and remote environments is a challenging business. Being able to successfully manage and recover from an emergency or crisis situation is not only an essential survival technique but good business. Applying the knowledge has given our organization the ability to "master the game" and "ride the tiger."

Bruce Hayes - Group Security Manager, Oil Search Limited

"I must not forego without mentioning that the workshop you did here at IABC Bangalore Launch was not only lightning in speed but also enlightening on a few unknown aspects in the era. This is my humble feedback to you after having worked in the areas of communications for a little over a decade."

Krishna Mariyanka - Lead Advisor Marketing & Communications, Shell Technology India

"It occurred to me a number of times, how businesses at times overlook seemingly innocuous processes, which are almost second nature to us, and land in a soup. We shall continue to explore possibilities of using your skill set, which let me put it simply, is rare in the corporate world."

Sanjiv Bhalla - Head Business Security & Crisis Management, BP India

"One of the things I like about your approach is the asymmetric threats you often list - real heart stoppers for any business who sits down and has a decent think about them. They are very rarely listed or even considered by the majority of your more pedestrian competitors."

Karl Sullivan - General Manager Policy, Risk & Disaster Planning Directorate, Insurance Council of Australia

Who Should Attend:

This training program aims to target decision makers from the following departments:

- Business Continuity & Disaster Recovery
- Risk Management
- Crisis Management
- Corporate Security
- Emergency Management / Contingency Planning
- Facilities Management
- Environment, Health & Safety
- Enterprise Planning
- Information Technology & Telecommunications
- Finance
- Information & Data Processing
- Operations
- Human Resources
- Legal
- Communications and Corporate Affairs
- Strategy Planning

BRING Mastering Business Continuity Practices In-house!

This workshop can be customized to suit specific needs of your organization at significant savings. Please contact Muhammad Arif at marif@octara.com or call at **0300-8275091** for more details

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Program Overview

If businesses, large and small, do not take certain basic steps towards protecting their critical activities they and the communities they serve, are likely to suffer. You cannot afford to lose any operational working time in today's fast-moving business and insecure environment. In order to handle any external event(s) that negatively affects your company's ability to do business, you need to develop and implement a Business Continuity Plan (BCP). This course is a comprehensive program that ensures that you are in a well-placed position to develop, strategize, and implement your organization's Business Continuity Management in a timely, efficient, and cost-effective manner. It provides you the skills, knowledge and attitude that every Business Continuity Practitioner needs.

Why you cannot miss this training

- ✓ Highlighting global trends & developments in Business Continuity
- ✓ Mastering disaster recovery strategies in business
- ✓ Developing the Business Continuity Plan (BCP)
- ✓ Implementing & Maintaining the BCP program throughout the business
- ✓ Executing proper communications during a crisis outbreak
- ✓ Establishing Business Impact Analysis (BIA) for business continuity
- ✓ Building a reliable Crisis Management Team (CMT)

Session One:

Practical Business Impact Analysis (BIA) – Evaluating business processes and their tolerance to outages

- What is a BIA and how to complete the analysis?
- What is so important about a top-down approach?
- How to carryout a 3rd party BIA?
- What is the difference between Maximum Acceptable Outages (MAO), Recovery Time Objectives (RTO) and Recovery Point Objectives (RPO)?
- Learn how to overcome the human factor.
- Identify critical infrastructure and single points of failure.

Session Two:

Selecting the recovery strategy that is best suited for the organization

- Brainstorming mitigation and recovery strategies.
- How to measure risk tolerance and risk appetite and when is it advisable to do nothing?
- What are manual workarounds for 'denial of asset' and 'denial of people'?
- What is the difference between Interim Operations and Full recovery?
- What do BC clauses in 3rd party contracts look like?
- What should be in a BCP? What to do with fat plans?
- How to overcome corporate obsession with templates?
- What do plans for mass casualty events look like?

Session Three:

Understanding how Virtual Crisis Management Environments can help to coordinate BC plans

- What are Virtual Crisis Management Environments?
- Learn best methods on how to store and update BC plans.
- Collaborating between different time zones and locations.

Session Four:

Testing and auditing Business Continuity Plans (BCP) to ensure readiness and effectiveness

- Learn how to test and practice the BC capability.
- Understand what a BCP audit is, what it includes and addresses, and who is involved.
- Learn what induction, come-on-board and ongoing training programs are all about, and How to implement them in the organization?
- Develop understanding of existing standards, guides and regulations that help BCM.
- What a mature BC budget looks like?
- What is the value of walk-throughs and talk-throughs versus desktop approaches to testing?

Session Five:

Business Continuity simulation in a crisis setting – The Corporate Eskimo Roll

This highly interactive simulation gives the opportunity to develop and benchmark skills with fellow delegates. In this fast moving session, the delegation will work as industry aligned Management Teams to develop and implement BC, liability and reputation strategy under pressure. This drill will be done through a scenario requiring each Management Team to find and check the facts, identify stakeholders and prioritise issues, brainstorm potential strategies and develop a pathway to the future. This is a unique opportunity to learn how the best Management Teams multi-task, using plenary sessions and timeouts to achieve team and time discipline.



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Workshop Investment

PKR **17,999/-**
per participant

Book your seat by 13 October, 2009 &
SAVE PKR 3,000

10% Group Discount
on 2 or more participants

Note: Only one discount offer is
applicable at any given time

Course material, Octara certificate, lunch,
refreshments & business networking

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Participation will be confirmed subject to receipt
of payment.

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Hassan B. Rizwan

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