

BUSINESS CONTINUITY PLANNING & CRISIS DISASTER MANAGEMENT

30TH SEPTEMBER—1ST OCTOBER 2010 HOLIDAY VILLA, MALAYSIA

TARGET INDUSTRY

Individuals & teams at organizations who are responsible and answerable when disaster strikes. **ALL executives** who need to be proactive in disaster-management and who need to know more about business continuity management and the practical issues involved in rolling out such a program.

“Managing Crisis In organizations” BOOK for the first 15 participants!

Dr Joseph will use dynamic teaching methods using: Flip chart discussion, Group learning, Brainstorming and actual case studies from Malaysia and overseas.

One of the causes of many organisational and corporate failures is that an **operation fails and business is discontinued or interrupted** because of a disaster or a crisis, thus affecting bottom-line. 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 seminar will enable one to master the rudiments of a **BCP (business continuity planning) programme**, and how to journey and **implement one’s BCP**. BCP 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 BCP as a whole**, where the whole organisation’s activities, systems, processes, operations and businesses are addressed. As mandated by many regulators, BCP 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 **BCP management 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 seminar will learn and achieve the objectives below for BCP management and training.

Key Benefits:

- **BCP Fundamentals, Measuring and 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**
- **7 Cs of BCP: Critical Elements for Successful BCP Programme**
- **BCP Outlines & Documentations**
- **Myths & Misconceptions in BCP**
- **Detailed Case Studies from around Asia and the world**

The two days interactive workshop will be filled with case studies, group work and practical hands-on sessions that are lively and full of practical knowledge.

ONE FREE BOOK

“Managing Crisis in Organizations” for the first 15 registered participants

CONTACT US NOW FOR EARLY BIRD DISCOUNT AND GROUP DISCOUNT
T: +603 5637 2379 E: INFO@LSWINTERNATIONAL.COM
W: WWW.LSWINTERNATIONAL.COM