

# BUSINESS CONTINUITY MANAGEMENT

**A PRIMER WORKSHOP ON THE KEY ASPECTS TO ADDRESS & TO PREVENT  
YOUR ORGANISATION FROM FAILING WHEN A CRISIS STRIKES**  
15<sup>th</sup> (Thur) & 16<sup>th</sup> (Fri) March 2012 – Royal Plaza on Scotts Hotel, Singapore

This 2 day workshop examines the key principles of Business Continuity and provides an overview of the fundamental tools required to develop resilience in the face of even the most serious emergency and prepare your organisation for whatever crises may befall. It will provide an insight into the tools necessary to analyse threats and vulnerabilities, examine the external and internal factors which impact on your business resilience and provide an understanding of the options available.

Furthermore, it provides a basis for understanding, developing, and implementing business operations and services continuity within an organisation and how to establish confidence in business, community, customer, supplier, and organisational interactions –including reputation management. It will assist delegates to measure the resilience of their own organisations in a consistent and recognised manner.

## Other Available Masterclass:

### Accident Management & Investigation

Understanding the Various Techniques that can be used to determine Causation & Prevent Recurrence & Skills to enable Participants to Undertake Investigations

13<sup>th</sup> (Tue) & 14<sup>th</sup> (Wed) March 2012  
Royal Plaza on Scotts Hotel

Presented by:

**Mr. John ND**

BSc MSc DEH FRSH FCIEH CFIOSH  
Past VP IOSH



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## *Dear Delegates,*

In all businesses and organisations, no matter how big or how small, a crisis or emergency may arise which has the potential to severely damage the viability of the business and this may even lead to its demise. It is vitally important therefore that all organisations develop resilience to enable them to weather the storm and remain in business. In recent years this has become increasingly recognised around the world and is now formulated into clear Principles of Business Continuity Management (BCM).

A key understanding of these Principles and the development of a Business Continuity Plan (BCP) is no guarantee that an organisation will survive a crisis, but places them in a much better position to handle all but the most devastating disasters and continue in business.

The aim of a BCM approach is to identify, and pre-empt, potential impacts of a wide variety of sudden disruptions to an organisation's operations thus allowing it to survive significant losses and remain in business – whether that be commercial or otherwise. This approach must be pervasive throughout an organisation so as to capture all aspects that can assist its survival, including supplier chains and customer loyalty.

Even when things do go wrong a well-executed plan developed from a systematic approach to BCM, will greatly assist in enhancing an organisation's reputation and maintain confidence rather than reputational and financial damage that generally results from the absence of a plan.

This short seminar examines the key principles of Business Continuity and provides an overview of the fundamental tools required to develop resilience in the face of even the most serious emergency and prepare your organisation for whatever crises may befall. It will provide an insight into the tools necessary to analyse threats and vulnerabilities, examine the external and internal factors which impact on your business resilience and provide an understanding of the options available.

The seminar will provide a basis for understanding, developing, and implementing business operations and services continuity within an organisation and how to establish confidence in business, community, customer, supplier, and organisational interactions –including reputation management. It will assist delegates to measure the resilience of their own organisations in a consistent and recognised manner.

Importantly it will also address the need to develop a cultural and embedding approach [getting “buy-in” to ensure the approach is adopted internally throughout the business], without which any plans, however pragmatic, are likely to fail.

In addressing both strategic and technical components of business continuity management this **seminar should appeal to anyone** who is concerned for, or has the responsibility of, ensuring a holistic management process for identifying potential impacts that threaten an organisation so that they can **build an effective framework to make their organisation resilient to protect the interests of its key stakeholders, reputation, services, operations and brand**



## **DAY 1**

- The BCM cycle – understanding what BCM really means and how it affects your organisation, the terminology involved and how best to consider BCM in an organisational context.
- Introduction to Good practice guidelines for BCM and the 5 key Management Principles which should underpin your BCP efforts and a brief overview of the nature and type of plans involved in BCM. This session will draw on BS 25999 and ISO 22399 as standard approaches
- Understanding your business as a key starting point and developing Business Impact analyses, using Dependency Analysis as a tool to uncover susceptible areas, including the Internal and external factors involved and examining your Threats and Vulnerabilities-using a “model” exercise. The BIA will be used to develop an understanding of planning and management through the BCM process.
- Examining the options available to you for making your organisation resilient, Determining the level of protection you require to secure the business and ensuring you get management buy-in to make your BCP plan work, when it needs to. Understanding that BCM exists right through an organisation and not just in discrete areas.
- Setting objectives for your BCM and scoping your approach to BCM based on what will work for you, with some detailed assessment of the facilities requirements involved in your BCP, Determining staffing issues –who is available where and when and what their role is. Outlining your Planning and practice with an exercise
- The necessary requirements for Responding to customers and suppliers and Protecting your reputation and how you build this into both the plan and the organisational response in times of crisis
- Establishing ITC and Financing requirements to ensure they are embedded in your plan and will be workable when you need them
- Using case studies to provide an insight into how BCM and BCP works in practise and lessons that can be learned from others

## **DAY 2**

- Getting the Plan to work requires understanding the barriers to implementation and how to overcome them. A key focus of this session will be ensuring organisational “buy-in” and the associated Training and competency requirements.
- Following on from Day 1 the planning aspects will be considered in more detail using the 5 key principles. Delegates will examine and develop plans to deal with crisis management, recovery and realistic impact scenarios. Business resumption issues will be addressed, including hardware and software aspects (equipment, facilities and people).
- Plans which are not tested rarely work so this session will enable delegates to gain an understanding of How to develop methods of testing the plan to ensure it will work in the context of their business, How to identify areas of weakness and how to identify and account for the Strategic, Operational and tactical management requirements that need to be developed and tested. Case studies will be worked through. This session will draw on BSI PD 25666-2010 as a point of reference
- The final session will provide an Overview of the BCM process and introduce a range of Issues for the future

### **Who should attend:**

CIO, COO, Business Continuity Managers, Planners & Specialists, Operations, Production Engineering & Manufacturing Managers, Crisis Management Team members, Environmental, Health & Safety (EHS) Managers & Officers, Emergency Response, Security and Risk Managers Human Resource, Facility Managers

**REGISTRATION CONTRACT**

**REGISTER NOW!**

**2-Day Course Fees:**

- SG\$1,890 per delegate (Priority Booking before 1<sup>st</sup> Feb '12)
- SG\$1,990 per delegate (Standard Rate after 1<sup>st</sup> Feb '12)
- 10% Discount for group registration of 3 delegates or more
- SG\$3,390 per delegate - Special Package for attending both Accident Management & Business Continuity Management workshop  
(Priority Booking till 1<sup>st</sup> Feb 2012)  
Fee includes documentation, refreshment & Lunch but **EXCLUDES** Accommodation & Bank Charges

**MODE OF PAYMENT :**

Payment is required within **5 working days** from the invoice date.

**SGD Bank Draft or Cheque Made payable to:**

**KEN Knowledge International Pte Ltd**

**Or Telegraphic Transfer to Bank:**

**United Overseas Bank Limited**

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**CANCELLATIONS & SUBSTITUTIONS :**

All bookings carry a 50% liability immediately after a fully completed Registration contract has been received by Ken Knowledge International. All cancellations of registration must be made in writing. Regrettably, no refund will be made for cancellation after 15<sup>th</sup> Feb 2012. However, a complete set of documentation will be sent to you. Substitutions are welcomed at anytime.

**NOTE:**

Due to unforeseen circumstances, we may change the content and timing of the event, speaker(s) or venue. Every effort will be made to inform the participants of the change. KEN Knowledge International should not be held liable for any costs arising from this change.

**HOTEL ACCOMODATION:**

Accommodation is not included in the workshop fees. To reserve accommodation at the workshop venue, please contact **Royal Plaza on Scotts Hotel, Singapore at + (65) 67377966**

For further information, Contact the **KEN Knowledge International** Business Managers,

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Please write in **BLOCK CAPITALS**

**I. Delegate's details**

1. Name: \_\_\_\_\_

Position: \_\_\_\_\_

E-mail : \_\_\_\_\_

2. Name: \_\_\_\_\_

Position: \_\_\_\_\_

E-mail : \_\_\_\_\_

3. Name: \_\_\_\_\_

Position : \_\_\_\_\_

E-mail : \_\_\_\_\_

**COMPANY :** \_\_\_\_\_

Address : \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Country/ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Nature of Business : \_\_\_\_\_

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**Company Size :**  100-249  250-499  500-999  
 1000+

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Dept: \_\_\_\_\_

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**III. Authorising Manager's details**

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