

Asia Knowledge Associates

Presents



Business Continuity Management & Corporate Security 2009

How to Secure Your Organization From Future Disasters



Date: 16th February 2009 Venue: JW Marriot Hotel, Mumbai

BCM & Corporate Security 2009

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Dear Colleague,

As you are aware, the concept of Business Continuity Management and Corporate Security has become fundamental to the survival of every organization. Surprisingly, many companies side step this important corporate aspect and indeed, even those that embrace the BCM, are in possession of plans which are clearly out of date.

The fact is that Companies believe that they will remain unaffected by any kind of economic, commercial and civil disasters and unrests, and hence their lack of enthusiasm in developing a powerful BCM plan that should have been in place. For that matter they even choose to ignore any serious investment in corporate security to enhance employee safety. Companies regretfully undertake this act only out of compulsion. If the choice is left to them, few will take any initiative in this regard. The recent terror attacks in Mumbai only serve as proof of the unpreparedness of corporate India. As a positive consequence however, many corporations have now been made rudely aware of the gravity of the situation, and have been seriously revisiting their "risk and readiness" factor with reference to BCM & corporate security plans.

There are many vital lessons to be learnt from the recent attacks in Mumbai. The absence of a strong "Crisis Communication" mechanism, the lack of necessary levels of employee safety, succession plans that were not in place, "Emergency Response & Operations", and a formal system for Hostage Negotiations are all to be strongly rued. It is to be accepted that Organizations cannot possibly prepare for every scenario, but it is also true that the more extensive the planning, the training and the quickness of reactions to the unexpected, the better prepared the organization is in today's world.

It is envisaged that on completion of this Conference, delegates will be able to successfully understand, manage and maintain business continuity and corporate security within their organization. By understanding the key processes involved in Business Continuity Management, we will be putting together for the first time, a live training session that will take a look at key factors during a Crisis. This comprehensive study will help delegates be better prepared than ever, and if necessary drive them to review and revise their current plans.

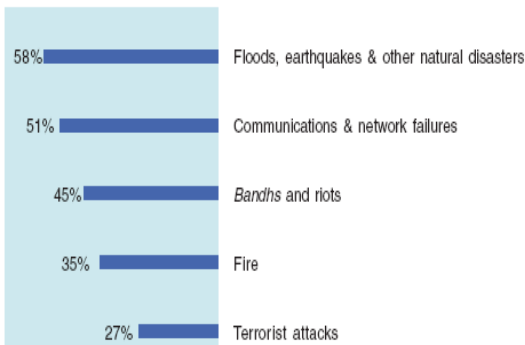
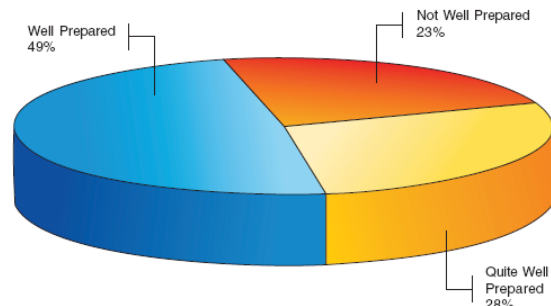
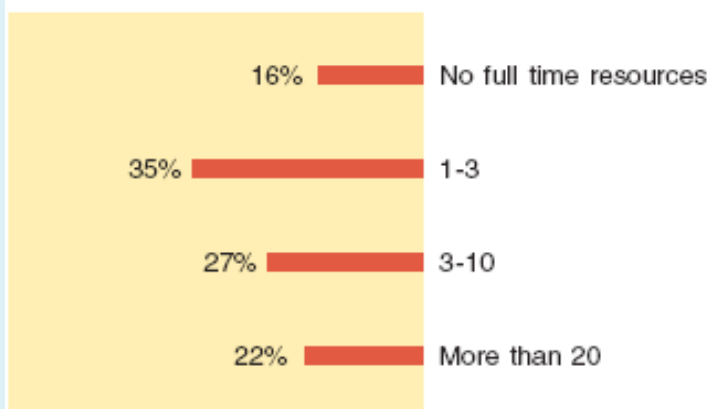
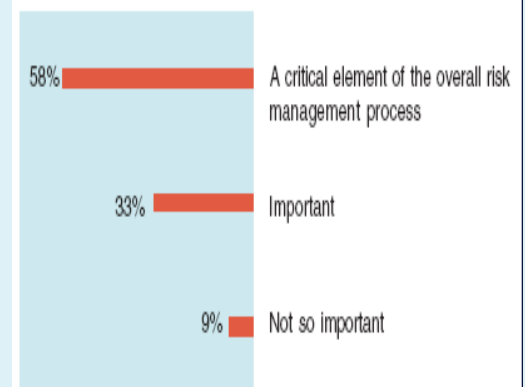
We are confident that by taking part in this event, you and your company will come away far better prepared in facing the rigors of a tremulous world, one in which the most determining factor that separates you from failure, will be your ability to successfully face disasters of every kind, and evolve into a better individual and a stronger organization.

Your's Truly,



Prasanna Arumugam
Head of operations
Asia Knowledge Associates

India Business Continuity Survey conducted by BCM Institute India for the year 2007

Perceived Preparedness to Face Threats
(% of respondents)Size of the Full-time Business Continuity Team
(% of respondents)Importance of BCM in the Organisation
(% of respondents)

Average Annual Investment in BCM



What you will be taking back from this conference:

- Examine real-life case studies from the taj Hotel and Oberoi-Trident Terror attacks and their lessons
- Discover how to organise for survival
- How to create an internal security culture
- What to expect from hostage takers and how to counter them in a tactical situation
- Increasing effectively Employee Engagement in a crisis situation
- Understand why many plans fail
- Review the role of insurance and appreciate its limitations
- How can employee profiling be a key to counter inside threats
- Improve competence to maintain critical business services through action plan rehearsal
- Implementing key factors into your business plan and increasing the capability of handling any kind of disruption and protection of brand value.
- How to create a succession plan that works for your organisation
- Securing your Reputation before, during & after a Crisis

"When I despair, I remember that all through history the ways of truth and love have always won. There have been tyrants, and murderers, and for a time they can seem invincible, but in the end they always fall. Think of it" - always.
- Mahatma Gandhi

Who Should Attend:

CEO

CTO

CIO

CFO

CSO

Directors Security

Directors Risk Management

Directors Human Resources

Director finance

Human Resources Managers

Business Continuity Managers

Health Safety & environment Managers

Corporate Communication Managers

IT Managers

Facilities Managers

Training managers

Business continuity & Disaster recovery planning team members

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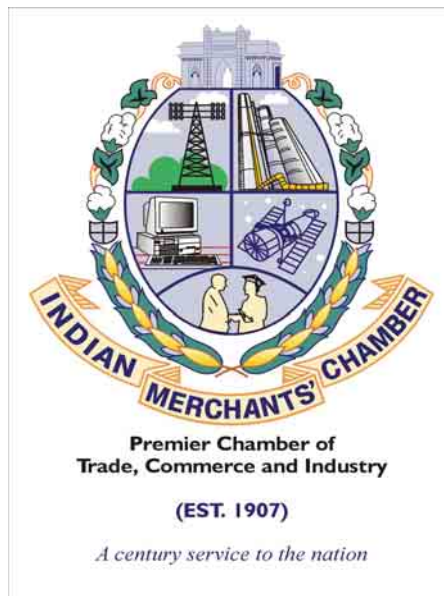
Knowledge Partner



Event Partner



Supporting Associations



Indian Merchants Chamber



The Council of EU Chambers of Commerce in India



Indo-French Chamber of Commerce and Industry

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Conference Agenda

9:00am

Speaker: Mr. Dhiraj Lal (Country Head - India)
Business Continuity Management Institute**Key Note Address****Track 1** 9:30am**Speaker:** Mr. Dean Schloyer (Head BCP & Corporate Security) Deutsche Bank India**Putting Business Continuity to Work within your Organization**

- What you need to know to plan
- What the Board should do in a disaster
- Testing and preparing for the crisis
- The Business Continuity Planer: role and tasks
- 26/11 Case Study

Track 2 10:15am**Speaker:** Mr. YUSUF HATIA (Senior Vice President)
Fleishman-Hillard**Crisis Communication: How imperative is it for your survival?**

- Increasing effectively: Employee Engagement in a crisis situation
- creating a effective communication nerve center in a crisis situation
- Breaking the participation barriers
- The need to have a strong communication technology in times of a crisis

11:00am to 11:30am Refreshment Break

Track 3 11:30am**Speaker:** Mr. Itay Gill (CEO and Founder)
Protect USA (Israel) & Major General Alik Ron**The increasing Role of Security within the Corporate Environment**

- Emergence of new and complex security threats
- The need to expand your security plan beyond the office premise
- Alleviating Your Biggest Risk: Staff
- Creating a Strong Internal Corporate Security Culture
- Demonstrating corporate security as a cost enabler rather than an overhead

Track 4 12:15pm**Speaker:** Captain Raghu Raman (CEO)
Mahindra SSG**Emergency Response & Operations**

- Defining and Documenting a Emergency Response Process which includes active employee participation
- Putting in place a full proof evacuation plan and conducting periodic drills to check for any loopholes
- The need for a Clear and prompt communication system to be put in place which could be the key to employee safety in a crisis situation
- Training Session on Emergency Response & Operation

1:00pm to 2:15pm Lunch Break

Track 5 2:15pm**Speaker:** Mr. K. Ramkumar (Group – Chief Human Resources Officer) ICICI Bank**The Human Angle**

- The role of HR in a "worst-case scenario"
- Creating a System in place to address Post-Traumatic Stress Disorder
- Employee profiling: Key to counter inside threats
- What to expect from hostage takers and How to counter them in a tactical situation

Track 6 3:00pm**Speaker:** Mr. Nitin Bhat (Partner Risk advisory)
Ernst & Young ***Emergency Succession Planning**

- Developing a plan before it's too late
- Departments and specific positions that would be involved in creating and maintaining the Organisations Succession plan
- Identifying Key positions and roles that must be accounted for in crisis
- Why is Succession planning as important as planning for your growth

Track 7 3:45pm**Speaker:** Mr. K.K Mishra (Senior Vice President and Head Claims Department) Tata AIG General Insurance**The role of Insurance before and after a Disaster**

- Business Impact Analysis: the cost of planning for a disaster
- The need to reevaluate your company's Insurance policy on a regular basis to minimize the financial burden post a disaster
- Workers Compensation & Employer's Liability Coverage
- What are the limitations of a Insurance company?

4:30pm to 5:00pm Refreshment Break

5:00pm

Panel Discussion**Lessons that can be learnt from 26/11, that can better prepare us for the future****Panelists:**

Mr. Dean Schloyer (Head BCP & CS) Deutsche Bank
Mr. Nitin Bhat (Partner Risk advisory) Ernst & Young
Mr. YUSUF HATIA (Senior Vice President) Fleishman-Hillard
Mr. Itay Gill (CEO and Founder) Protect USA (Israel)
Mr. K.K Mishra (SVP & Head Claims Department) Tata AIG General Insurance

Moderator: Captain Raghu Raman (CEO) – Mahindra SSG

* Awaiting Confirmation

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Dates - 16th February 2009

Delegate Registration Form

Delegate Information

Name: _____

Designation: _____

Direct Phone / Extn: _____

Email: _____

Name: _____

Designation: _____

Direct Phone / Extn: _____

Email: _____

Name: _____

Designation: _____

Direct Phone / Extn: _____

Email: _____

For more delegates, please send delegate information on another page

Company: _____

Address: _____

Authorized by / Billing Information:

Signatory must be authorized to sign on behalf of contracting organization

Name: _____

Designation: _____

Phone: _____

Fax: _____

Email: _____

Your Signature & Company Seal

This booking is invalid without a signature.

Date: _____

Delegate fees is to reach us
within 7 days of contract date

Completed contracts can be faxed or e-mailed

Fax: +91-22-26319376

Email: reg@asiaknow.com

Please make cheques / DDs payable in favour of:

"Asia Knowledge Associates"

and send to:

Suite 20, Mayfair, Raviraj-Oberoi Complex,

Off New Link Road, Andheri West,

Mumbai 400053 INDIA

Phone: 91 (22) 32951668

Avail 10% discount before 30th January 2009

Delegate Fees

- 1 Delegate INR 8,800
- 2 Delegates INR 8,200 per Delegate
- 3 Delegates INR 7,400 Per Delegate

Terms & Conditions:

1. Confirmation: Telephone bookings are provisional until written confirmation is received, either by fax with credit card details or by post with a cheque. Alternatively an invoice can be sent out in which payment must be made within 5 working days of booking.
 2. Payment: All payments must be received within 5 working days of booking. Failure to pay within this time may result in the course palce being cancelled subject to the cancellation terms below. 3. Cancellations: Cancellations must be received in writing and are subject to the following charges: cancellations received more than 2 weeks prior to the date of the course will be charged at 50% of the booking cost. Cancellations received within 2 weeks of the course date will be charged at 100% of the booking cost.
 4. Substitutions: Delegates substitutions are welcome at any time and do not incur any charge. Please fax or mail your changes to us. 5. Transfers: Transfers to alternative events or dates may also be subject to changes. Transfers received before 2 weeks prior to the course date will not be charged. Transfers received within 2 weeks of the course date will be subject to 50% of the initial booking cost. A credit note will be issued for the remaining 50%. 6. Alterations to the advertising course: We put the greatest care and effort to ensure solidity of the program schedule. AsiaKnowledge will not be responsible for covering airfare, hotel or any other cost incurred by the registrants. In the event that AsiaKnowledge cancels the course, AsiaKnowledge reserves the right to transfer this booking to another course to be held in the folloeing 12 months or to provide a credit note of an equivalent amount to another course within the following 12 months. 7. Liability: By completing this registration form the client herebyagrees that AsiaKnowledge will not be able to mitigate its losses for any less than 50% of the total booking cost. 8. Once signed and returned by e-mail, mail, or fax, this form is regarded thereafter as a firm contract.