



The Introduction Course Business Continuity Management Essentials is a product of BCM Academy Educational Services

Business Continuity Management Essentials

Risks that threaten business continuity come in a variety of appearance. Traditional disasters, such as acts of God, fire and theft made place for other dimensions of threat: criminality, physical and cyber terrorism, product recalls, sabotage and ICT disturbances.

However, whatever the cause of the disturbance or crisis, the consequences can be disastrous for the own organization, the environment or even the community and could mean an enormous loss of money and property.

Therefore the importance of Business Continuity Management is therefore evident. Research shows that the measures that companies take to control 'high impact' risks cannot stand the test in practice. This is caused by incompleteness, insufficient actuality, noncompliance or it is the result of or insufficient testing.

Furthermore, most initiatives limit themselves to the domain of information security, crisis management or relocation. Or it is unclear which strategy underlies these initiatives.

The Introduction Course 'BCM Essentials' provides the basic knowledge that is required to apply Business Continuity Management.

Goal

The requirement for continuity takes a significant and increasingly important place in all business processes. However, controlling 'high impact' risks that threaten the business continuity however demands specific professional knowledge. The Introduction Course 'Business Continuity Management Essentials' familiarizes you with the principles, goal, aim and added value of the BCM process.

The Introduction Course is a 'acquaintance' with the BCM Management process. You will gain the basic knowledge that is required to position BCM within your organization and you will acquire the basic principles to develop the process.

Number of participants

All educations of BCM Academy take place in small groups. The group size is adjusted to the goal and content.

Duration

2 consecutive days.

Rate

Princes include education material and catering (dinner and overnight stay not included).

Dates 2009

14 &15 December 2009

Location

BCM Academy –Insight Center (Gent - Belgium)

Contact

For further and additional information, please BCM Academy 0032 (0)9 220 20 69 info@bcmacademy.be.

On all BCM Academy educations our general terms of delivery apply

As a result of the Introduction Course you have gained insight in what the relevant continuity issues are for your own environment. You will be able to judge measures on qualitative aspects and determine what the current level of continuity preparedness is. You are familiar with the core attributes of Business Continuity Management: actuality, conformity, completeness, compliancy, commitment and awareness.

The Academymodel

'Inspiration comes standard'

BCM Academy courses take place in an inspiring and active environment. You will not experience an abundance of information, but an accurate balance between relevant theory and practical completion. Through the use of case studies, the contribution of content matter experts and constant interaction, all matters will be clarified from different angles. The academy model secures optimal adoption of knowledge and information through the balanced relation of theory, practice and didactics. Direct applicability in the own environment is guaranteed. All educators and trainers from BCM Academy are BCI certified and are selected on basis of thought leadership and best in class.

Content & Subjects

All theory is supported by case studies, multimedia, and interactive break-outs. Practical assignments form a part of the regular. The assignments are always related to the own actual situation.

The subjects that pass in review are:

Introduction to the domain

The BCM Process

- BCM Strategy
- Risk Analysis
- Impact Analyse
- Business Case & Benefit Logic
- Measures, Maintenance & Testing

Preventive & Suppressive measures:

- Crisis Management & Crisis Communication
- Company Assistance
- Continuity Planning
- Crisis Response Teams
- Alternate facilities

The BCM Organisation

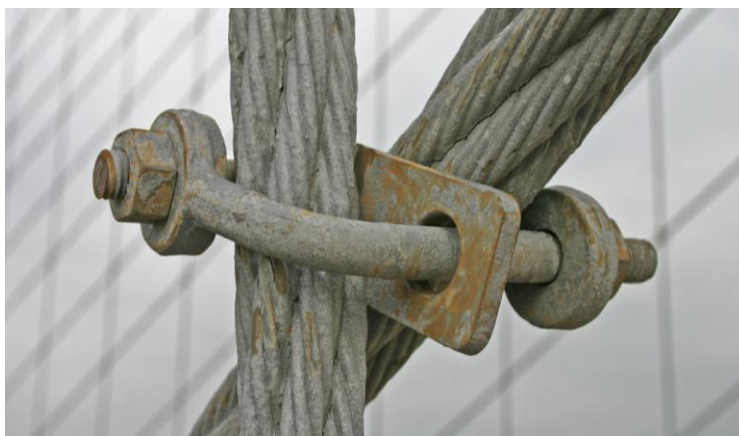
Programme

The 2-day program of the Introduction Course is intensive and inspiring. In two consecutive days content matter experts present the complete theoretic frame which is supported through case studies, practical assignments and multimedia presentations.

After the course you will receive a CD-ROM with the highlights of the programme, the results of the 'live cases', practical assignments and a lasting frame of reference for further personal development within the field.

Your profile

Participants of the Introduction Course 'Business Continuity Management Essentials' work as security specialist, ICT specialist or for example as facility staff member and are involved or interested in continuity problems.



"Risk comes from not knowing what you're doing"

**Warren Buffett 1930 -,
American entrepreneur and investor**

BCM Academy is the leading European Institute for Business Continuity & Crisis Management. BCM Academy aims primarily at the professionalizing and adoption of Business Continuity & Crisis Management. All products within the service lines, Educational Services,

Knowledge & Innovation and Accreditation & Certification are best-in-class and meet the highest standards. The proposition is aimed at the support of organisations in the practice of Business Continuity & Crisis Management.

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