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## BCI Post-Conference Course

### Learn to Create A Table Top Exercise – An Exercise in Business Continuity/COOP Preparedness!

Wed. Oct 25, 9:00 AM -12:00 PM

Cost:  
\$350 per person

Speaker:  
Ted Brown

In this class presented by KETCH-Consulting, you will be given four different table top scenarios, including the injects, and you will learn how to: create a situation, scenario and injects for your audience, your business, **your location and your BCP maturity. You'll identify** operations, decisions and policies that impact the ability of a business unit to execute plans. The exercise will end with conclusions and discussions that will change, emphasize, and otherwise affect your business **continuity/COOP plan. You will conclude with an “after action” report that will leads to effective** modifications and improvements to the plans being exercised.



#### About Ted Brown

Ted Brown, MBCI, CBCP, CBCV President & CEO of KETCHConsulting, is a recognized Crisis Management and Business Continuity industry leader. He is also a member of the Business Continuity Institute USA Board, serving as Education Chair. With 49 years in technology, Brown has contributed 30 years of experience to the business continuity/COOP industry. He has led the development of hundreds of unique BCP/COOP plans and actual recoveries. He also offered a great deal of time and personal assistance during the long effort to reconstruct the U.S. Virgin Islands after Hurricane Marilyn. In November of 2007, KETCHConsulting was inducted into the BCP Hall of Fame. In 2002, Ted as an individual was elected to the BCP Hall of Fame along with Rudy Giuliani. The Hall of Fame recognizes leading contributors to Business Continuity. In 2017, Ted was recognized by the Disaster Recovery Institute International as the Consultant of the Year AND was awarded the Lifetime Achievement Award

## Policy and Program Management

When:  
Wed., October 25, 1:30 p.m. – 5:30 p.m.

Cost:  
\$350 per person

Speaker:  
Ted Brown



This course covers all aspects of creating and managing a successful business continuity policy and a business continuity management program in an organization. This is often the stage of the business continuity management life cycle where practitioners have to begin in any new role, and is essential to regularly revisit and review in any existing role.

This course provides the continuity and resilience professional with the ability to identify key aspects of a successful policy and develop or revise one where required. Students will then learn how to use the BC policy to create, implement and manage the BCM program as a part of building and improving organizational resilience.

The objectives of this training course are to:

- Identify and develop the key aspects of a successful BC policy
- Implement a BC policy
- Use the BC policy to create, implement and manage the BCM program
- Use the BCM program as a tool to build organizational resilience

### About Ted Brown

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## Crisis Management w/Penn State Case Study

Thursday October 26, 8:30 – 4:30

Cost:  
\$695 per person

Speaker:  
Ted Brown, MBCI

This course is an advanced BCI professional practice course. It provides the continuity and resilience professional with the opportunity to gain a deeper knowledge and understanding of an incident response structure and crisis management capability using the Penn State story as a case study. Consequence Management is a critical portion of every crisis event. You see the publicity regarding what went wrong. You rarely get to learn how an organization responded, and the metrics on return on investment for the actions taken. Everyone read about the events as they unfolded at Penn State. This session will take you inside and share what went wrong at Penn State and the positive results of the actions taken.



### About Ted Brown

Ted Brown, MBCI, CBCP, CBCV President & CEO of KETCHConsulting, is a recognized Crisis Management and Business Continuity industry leader. Brown, a graduate of Penn State, was elected to the Penn State Board of Trustees in 2013, serving on the Outreach and Audit and Risk Committees, and is Founder of the Risk Subcommittee, leading efforts to mitigate risks there. He is also a member of the Business Continuity Institute USA Board, serving as Education Chair. With 49 years in technology, Brown has contributed 30 years of experience to the business continuity/COOP industry. He has led the development of hundreds of unique BCP/COOP plans and actual recoveries. He also offered a great deal of time and personal assistance during the long effort to reconstruct the U.S. Virgin Islands after Hurricane Marilyn. In November of 2007, KETCHConsulting was inducted into the BCP Hall of Fame. In 2002, Ted as an individual was elected to the BCP Hall of Fame along with Rudy Giuliani. The Hall of Fame recognizes leading contributors to Business Continuity. In 2017, Ted was recognized by the Disaster Recovery Institute International as the Consultant of the Year AND was awarded the Lifetime Achievement Award