



BUSINESS CONTINUITY EXCELLENCE

a **marcusevans** event



5th – 7th March 2018 | Singapore

IT'S NOT WHETHER YOU GET KNOCKED DOWN; IT'S WHETHER YOU GET UP.

VINCE LOMBARDI



This event is HRDF Claimable for Eligible Malaysian Companies

DAY 3 – INTERACTIVE WORKSHOP

Capacity Building for BCM: Developing Successful Business Continuity Frameworks For Your Organisation

Join our interactive capacity building workshop to BCM and learn the latest best practices, processes and tools in order to secure your business and thrive in the current volatile environment. You will learn the fundamentals of how powerful BCM can be in preparing your organisation for unforeseen incidents, how changes can affect your employees and customers, as well as, how to survive disruptive changes. Embrace the impact of new technologies on your business continuity processes and learn good decision making techniques to accelerate quickly and stay competitive.

Facilitated by:

Dr. Goh Moh Heng President
BUSINESS CONTINUITY MANAGEMENT INSTITUTE (BCMI), SINGAPORE

Jeremy Wong SVP
BUSINESS CONTINUITY MANAGEMENT INSTITUTE (BCMI), SINGAPORE

SPECIAL HIGHLIGHTS – INTERACTIVE SESSIONS & ENGAGING PANELS

Interactive Think Tank: Cyber Domination

This panel will discuss how to capitalise on AI and protect your organisation from impending threats

Resilience Review Roundtables: Discussing Business Continuity Transformation in the New World of Work

These sessions will provide the opportunity for sharing and high level thought exchange in a roundtable format

PARTICIPATE IN OUR ADVANCED RAPID RESPONSE BOOT CAMP: AN INTERACTIVE EXERCISE ON SOCIAL MEDIA MESSAGING

Lead Your Organisation's Social Media Messaging in a Crisis

Join this highly engaging simulation to learn how to identify potential crisis situations and brain-storm plans to mitigate its impact and improve disaster response using social media networks i.e.: Facebook, Twitter and LinkedIn. Learn how to effectively catalyse social media networks as an effective resource to enhance emergency and disaster preparedness, planning and management

Richard Wong Founder
EMBARK SOCIAL, SINGAPORE

SHOWCASING KEY PRESENTATIONS FROM WORLD CLASS ORGANISATIONS & LEADING INDUSTRY EXPERTS

James McAlister Chair
BUSINESS CONTINUITY INSTITUTE (BCI), UK
Founder & Director
CRISIS PREPARED LIMITED, UK

Henry Ee Chairman for Asia Chapter
BUSINESS CONTINUITY INSTITUTE (BCI), SINGAPORE

Joshua James Regional Head, Group BCM
STANDARD CHARTERED BANK, MIDDLE EAST & AFRICA

Dato' Dr. Haji Amirudin Abdul Wahab CEO
CYBER SECURITY AGENCY MALAYSIA

Lee Chew Weng Emergency Preparedness Officer /
Special Projects Futures Division
MINISTRY OF TRANSPORT, SINGAPORE

Florian Rhiza Nery Head, BCM
PHILIPPINES DISASTER RESILIENCE FOUNDATION

Dhirendra Kumar Head, Cyber Resilience &
Information Risk
BARCLAYS BANK, INDIA

Nick Crouch Global Director, Safety & Security
YAHOO, SINGAPORE

Mohd Affendi Bachik Business Continuity Manager
AIRASIA, MALAYSIA

Jenny Tan Partner, Risk Assurance
PWC, SINGAPORE

Dr. Goh Moh Heng President
BUSINESS CONTINUITY MANAGEMENT INSTITUTE (BCMI), SINGAPORE

Wong Tew Kiat Executive Council of Business
Continuity Group
SINGAPORE COMPUTER SOCIETY

Jayaraj Puthanveedu Regional Head, BCM
DEUTSCHE BANK, SINGAPORE

Navaneetharaj Rajan Global Director, BCM
AIG, MALAYSIA

Gopi Ganesalingam VP, Enterprise Development
MALAYSIA DIGITAL ECONOMY CORPORATION (MDEC)

Vicknaeswaran Sundararaju Head, Group
Information Security
PETRONAS, MALAYSIA

Kim Stengert Director, Communications
WWF, SINGAPORE

Danny Chan Regional Director-Global Safety &
Security
MARRIOTT INTERNATIONAL, INC

Adrian Sunil Associate Director & Global Lead
Strategist for Business Continuity Management &
Disaster Recovery
EY, MALAYSIA

Dr. Siope Vakataki 'Ofa ICT & Development Section,
ICT and Disaster Risk Reduction Division
UNITED NATIONS ECONOMIC AND SOCIAL
COMMISSION FOR ASIA & THE PACIFIC (UNESCAP),
THAILAND



THE PROGRAMME - DAY ONE

monday 5th march 2018

- 0830 Registration and Morning Coffee
- 0900 Opening and Welcome Remarks from the Chairperson
- 0915 **PLAN & PREPARE**
Formulating an Effective Response Action Plan to Foster Business Continuity in a Volatile Economic Environment
James McAlister, Chair, BUSINESS CONTINUITY INSTITUTE (BCI), UK, Founder & Director, CRISIS PREPARED LIMITED, UK
- 0955 **Plenary Two: Delving into BCI's New Good Practice Guidelines (GPG) 2017/2018**
Henry Ee, Chairman for Asia Chapter, BUSINESS CONTINUITY INSTITUTE (BCI), SINGAPORE
- 1035 Morning Refreshments
- 1100 **Plenary Three: Tackling Digital Transformation and Manifesting Networking Solutions to Reduce Cyber Attacks and Build Stronger Up-Front Protection**
Dato' Dr. Haji Amirudin Bin Abdul Wahab, CEO, CYBER SECURITY AGENCY MALAYSIA
- 1140 **Preparedness and Business Continuity Strategy in Managing Transport Emergency**
Lee Chew Weng, Emergency Preparedness Officer / Special Projects Futures Division, MINISTRY OF TRANSPORT, SINGAPORE
- 1220 Networking Luncheon

STREAM ONE

CRISIS MANAGEMENT & RECOVERY

- 1320 Chairperson Opening Remarks
- 1330 **Identifying, Managing and Mitigating Uncertainty to Improve Organisation's Preparedness during Terrorist Attacks**
 - Devising strategies that enables you to continue your business operations, recover quickly and effectively from any type of disruption
 - Managing threats rather than framing them in a more holistic way to ensure continuity plans are in place during attacks
 - Formulating robust strategies for high threat attributes to deal with the task requirements facing the organisation**Florian Rhiza Nery**, Head, BCM, PHILIPPINES DISASTER RESILIENCE FOUNDATION
- 1410 **Assigning Recovery Time Objectives for Critical Business Activities to Minimise Downtime and Effectively Recover from Crisis Situations**
 - Prioritising high exposure activities to outline practical strategies and help expedite
 - Identifying impacts of disruptive systems to develop and promote a contingency planning process
 - Analysing time taken against recovery pace objectives to ensure future disruptions are less painful**Navaneetharaj Rajan**, Global Director – BCM, AIG, MALAYSIA
- 1450 **Designing Business Resiliency Tools for that Automate Processes and Develop Formidable Defensive Mechanisms**
 - Implementing effective defense, detection, and deterrence to enhance application development and increase security
 - Enabling capabilities to bridge environments and resources for seamlessly automation
 - Leveraging cloud technologies to increase incident response rate**Vicknaeswaran Sundararaju**, Head, Group Information Security, PETRONAS, MALAYSIA
- 1530 Afternoon Refreshments

STREAM TWO

DIGITAL RESILIENCE & TRANSFORMATION

- 1320 Chairperson Opening Remarks
- 1330 **Testing Integrated End-to-End Continuity to Improve Business Operational Elasticity during Unforeseen Events**
 - Providing highly-managed solutions to bypass complicating factors and remove business costs
 - Choosing targeted strategies that address specific threats and promote productivity
 - Addressing disaster rehabilitation plans to enhance backups and restore a fast clean-up after incidents**Mohd Affendi Bachik**, Business Continuity Manager, AIRASIA, MALAYSIA
- 1410 **Asia-Pacific Information Superhighway : E-resilience Pillar**
 - Examining the widening digital divide in Asia and the Pacific
 - Delving into the Asia-Pacific Information Superhighway Initiative
 - Catalysing resilient ICT infrastructure to natural disasters**Dr. Siope Vakataki 'Ofa**, ICT & Development Section, ICT and Disaster Risk Reduction Division, United Nations Economic and Social Commission for Asia & the Pacific (UNESCAP), THAILAND
- 1450 **Enabling Remote Work Arrangements and Collaboration with New Technologies to Encourage Mobility and Ensure Resilience in Volatile Conditions**
 - Reiterating the importance of people-to-people connectivity to promote investment in infrastructure
 - Enhancing workforce experiences through increased availability and productivity
 - Identifying performance issues and outages in a timely fashion to maintain and exceed business goals**Adrian Sunil**, Associate Director & Global Lead Strategist for Business Continuity Management & Disaster Recovery, EY, MALAYSIA
- 1530 Afternoon Refreshments



LIVE GROUP ACTIVITY BASED SESSION

- 1600 **ADVANCED RAPID RESPONSE BOOT CAMP**
Leading Your Organisation's Social Media Messaging in a Crisis
An interactive engaging activity to identify potential crisis situations and brainstorm potential plans to mitigate the impact and improve disaster response using social media. Learn how to effectively catalyse social media networks i.e.: Facebook, Twitter and LinkedIn as an effective resource to enhance emergency and disaster preparedness, planning and management. Communicate and improve engagement, as well as, establish clear plans for successful and effective use of your crisis communication strategies and available resources.
Richard Wong, Founder, EMBARK SOCIAL, SINGAPORE
- 1730 Chairperson's Closing Remarks & End of Day One



THE PROGRAMME - DAY TWO

tuesday 6th march 2018

- 0830 Registration and Morning Coffee
- 0900 Opening and Welcome Remarks from the Chairperson
- 0915 **Plenary One: Develop a Comprehensive Continuity Management Blueprint to Drive Your Organisation Towards Business Resiliency**
Dr. Goh Moh Heng, President, BUSINESS CONTINUITY MANAGEMENT INSTITUTE (BCMI), SINGAPORE
- 1000 **Plenary Two: Leveraging Metrics Associated with Your BCM Programme to Reinforce Long Term Continuity**
Joshua James, Regional Head, Group BCM, STANDARD CHARTERED BANK, MIDDLE EAST & AFRICA
- 1045 Morning Refreshments
- 1115 **Plenary Three: Utilising Cloud Backup to Enhance Restoration Processes and Promote Business Resilience**
Jayaraj Puthanveedu, Regional Head, BCM, DEUTSCHE BANK, SINGAPORE
- 1200 **Plenary Four: Capitalising on Digital Transformation to Positively Impact Your Business Continuity Framework**
Wong Tew Kiat, Executive Council of Business Continuity Group, SINGAPORE COMPUTER SOCIETY
- 1245 Networking Luncheon

STREAM ONE CRISIS MANAGEMENT & RECOVERY

- 1345 Chairperson Opening Remarks
- 1355 **Establishing Flexible Strategies to Anticipate, Adapt and Quickly Recover from Unplanned Events**
 - Using stored data to build robustness in the face of unplanned disasters
 - Embedding and making BCM an enterprise-wide process to recover fast from major incidents
 - Including technical considerations for backup operations to promote fast recovery**Nick Crouch**, Global Director- Safety & Security, YAHOO, SINGAPORE
- 1440 **Implementing an Effective Communications Framework to Help Restore Corporate Reputation and Public Confidence**
 - Measuring the effectiveness and impact of internal communications to boost long-term investment returns
 - Analysing recent changes and training the crisis team for sudden unforeseen attacks
 - Developing key messages and facts about the dilemma and steps taken to prevent misconceptions**Kim Stengert**, Director, Communications, WWF, SINGAPORE
- 1525 Afternoon Refreshments
- 1555 **Case Study: Marriott's Approach to Security Risk Management**
 - Holistic approach where defense-in-depth measures are put in place
 - Lessons learnt and best practice in protecting soft targets
 - Turbulent times, planning ahead has never been more important**Danny Chan**, Regional Director-Global Safety & Security, MARRIOTT INTERNATIONAL, INC

STREAM TWO DIGITAL RESILIENCE & TRANSFORMATION

- 1345 Chairperson Opening Remarks
- 1355 **Identifying Configuration Errors, Unintended Data Access and IT Vulnerability Gaps to Increase Protection**
 - Establishing the ability to resume failed IT services after a serious incident and keep businesses operating
 - Organising the identification of incidents to boost associated processes and improve information security arrangements
 - Generating procedures to resume business functions following a disaster**Dhirendra Kumar**, Head, Cyber Resilience & Information Risk, BARCLAYS BANK, INDIA
- 1440 **Building Innovative Platforms that Push Businesses to the Frontier of the Digital Revolution**
 - Designing and building tools to enable a winning transformation in your business
 - Combining innovative models and technology to enhance the shift from traditional to digitalised workflow in the organisation
 - Gaining control and improving organisational resilience thereby allowing support teams to be more productive**Gopi Ganesalingam**, VP, Enterprise Development, MALAYSIA DIGITAL ECONOMY CORPORATION, (MDEC)
- 1525 Afternoon Refreshments
- 1555 **Aligning Business Continuity and Cyber Security Responses to Build a Resilient Organisation**
 - Combining separate response models to integrate IT's response into the existing business continuity structure
 - Providing appropriate organisational leadership information to enable effective response and decision-making in times of crisis
 - Improvising on existing strategies and integrating touch points to enable effective IT response**Jenny Tan**, Partner, Risk Assurance, PwC, SINGAPORE

RESILIENCE REVIEW ROUNDTABLES: DISCUSSING BUSINESS CONTINUITY TRANSFORMATION IN THE NEW WORLD OF WORK

- 1640 **ROUNDTABLE ONE**
Collaborating with All Stakeholders to Drive Business Continuity Results and Align with Mission Critical Market Trends and Needs
 - Monitoring threats continuously against updated plans to ensure efficient recovery
 - Providing tools to quickly communicate critical information and share information to enable speedy issue resolution
 - Performing well-planned exercises consistently to get better results when dealing with real crisis situations*Moderator to be Advised*
- 1725 Chairperson's Closing Remarks & End of Day Two

- ROUNDTABLE TWO**
Creating a Business Continuity Blueprint to Minimise the Impact of Disruptions and Maximise Digital Incidents Responses
 - Aligning business continuity and cyber security responses to deter the impact of disruptions due to cyber incidents
 - Ensuring comprehensive identification of all data requiring privacy protection to reduce recovery time and maintain effective continuity
 - Running vulnerability assessments to broaden awareness of threats, vulnerabilities, and increase effectiveness of existing controls*Moderator to be Advised*



EXPERIENTIAL WORKSHOP - DAY THREE

friday 7th march 2018

CAPACITY BUILDING FOR BCM: DEVELOPING SUCCESSFUL BUSINESS CONTINUITY FRAMEWORKS FOR YOUR ORGANISATION

Enabling BCM leaders to systematically and consistently deliver effective strategies in the current fast paced and volatile business environment

Session One

Inventorying and Assessing Your BCM Program and Readiness

- Is your BCM program against the benchmarked against any regulatory requirement or standards?
- What are the challenges that you faced in your BCM program?
- What are the resources and support that you wished you have at your disposal?
- How to efficiently work and engage the stakeholders in budget and support?

Session Two

Integrating BCM with the Related Disciplines

- How do enterprise risk and operational risk management operations and work together?
- How do you manage the overlap between the various other disciplines within the organisation?
- Is cybersecurity incident response part of the scope of BCM?
- What are the disciplines that need to be involved to minimise the unnecessary overlaps in the effort?

Session Three

Developing BCM Competency

- How competent are you as a BCM or resiliency professional concerning the global practice?
- What is the difference between BCM experience versus knowledge?
- Do you have a learning roadmap for the internal and external stakeholders?
- How do you design and maintain the minimum level of BCM competency within an organisation?

Session Four

Setting Metric and Measuring BCM Effectiveness

- Do you have a metric for measurement of BCM effectiveness and completeness?
- Can you progressive upgrade the maturity of your BCM program?
- Is the focus on the completeness or workability of the plan and procedures?
- How ready is your organisation for an impending disruption?

Session Five

Communicating and Managing the Crisis

- Is your command centre or Emergency operations Centre adequate to handle the crisis?
- How to develop and facilitate a senior team to work together during a crisis?
- When and how to communicate the traditional or social media way?
- Is there an integrated command and control apparatus set in place within your organisation?

Facilitated by:

Dr. Goh Moh Heng President
BUSINESS CONTINUITY MANAGEMENT INSTITUTE (BCM), SINGAPORE

Jeremy Wong SVP
BUSINESS CONTINUITY MANAGEMENT INSTITUTE (BCM), SINGAPORE

WORKSHOP PROGRAMME SCHEDULE

0830	Registration and Coffee
0900	Morning Session Commences
1030	Morning Refreshments and Networking Break
1100	Morning Session Re-Commences
1230	Networking Luncheon
1330	Afternoon Session Commences
1500	Afternoon Refreshments and Networking Break
1530	Afternoon Session Re-Commences
1700	Course Concludes

ABOUT THE FACILITATORS

Dr. Goh Moh Heng, President , BUSINESS CONTINUITY MANAGEMENT INSTITUTE (BCM), SINGAPORE

Dr. Goh Moh Heng is the President of BCM Institute and the Managing Director of GMH Continuity Architects. Dr. Goh's primary areas of expertise, which include Business Continuity Management, Disaster Recovery Planning (DRP), Crisis Communication and Management and Audit of BCM System, Dr. Goh has helped many organisations, particularly those operating in the Asia Pacific and Middle-East Regions. In recognition of his continuous effort to raise the BC standard and awareness in Asia, Dr. Goh Moh Heng was awarded the Business Continuity Lifetime Achievement Award in Europe from Continuity, Insurance and Risk Magazine on May 2012. Since 2012, Dr. Goh is on the expert panel of the Asia-Pacific Economic Cooperation (APEC) Network on Improving SME Disaster Resilience.

Before establishing BCM Institute and GMH Continuity Architects, Moh Heng held senior positions with some large organisations. During his career with the Government of Singapore Investment Corporation, he was responsible for all aspects of its BC and crisis management. At Standard Chartered Bank, he saw to the global implementation of its BC management and planning. He also managed the BCM practice at PricewaterhouseCoopers.

Jeremy Wong, SVP, BUSINESS CONTINUITY MANAGEMENT INSTITUTE (BCM), SINGAPORE

Jeremy Wong is the Senior Vice President of BCM Institute and GMH Continuity Architects. He is responsible for the delivery of BCM training and consulting services to clients within the Asia Pacific region. From the many professional qualifications, Jeremy holds the Business Continuity Certified Lead Auditor (BCCLA), Expert (BCCE), Disaster Recovery Certified Expert (DRCE) and the Crisis Management Certified expert (CMCE).

Before joining BCM Institute and GMH Continuity Architects, Jeremy Wong was the Head of Business Continuity Management for South Asia with Nomura, based in Singapore. He was responsible for planning and implementing BCM, developing policies, frameworks and standards to support BCM functions. Jeremy was also Vice President of Business Continuity Management with United Overseas Bank. He was a managing consultant with GMH Continuity Architects working on business continuity and disaster recovery projects such as the Asia Development Bank and the Stock Exchange of Thailand within the Asia Pacific region. Mr. Wong was also a regional IT manager with Bax Global and spent some years working at JP Morgan and Anderson Consulting (now known as Accenture). At JP Morgan, he headed the IT Products and Services team in the Corporate Technology Group. He was instrumental in the set up of the Regional Hub Response Center for Asia-Pacific. Mr. Wong was also a key member of their Business Continuity Planning team. At Anderson Consulting, he led in several major projects and implementation for property management, logistics and data warehousing solutions.

ABOUT THE WORKSHOP

Business Continuity Management (BCM) program often suffer a loss of visibility with the board and senior management due to the inability to maintain the momentum and expectation by management. Attend this highly interactive workshop to explore and discuss how to build the capacity to innovate and sustain the BCM effort and momentum continually.

Facing the challenges of a disruptive environment requires new ways of thinking and practices in BCM to survive and thrive. You will revisit the fundamentals of how commanding BCM program can be in preparing your organisation for unforeseen incidents, how changes can affect your employees and customers, as well as, how to survive disruptive changes from the environment. Embrace the impact of new innovative ideas and techniques on your business continuity processes and learn good decision-making techniques to accelerate quickly and stay competitive.

This workshop is facilitated by two senior "veterans" in the BCM industry, and they will revisit the critical success factors and good BCM practices based on the recent push toward resiliency. It is essential to build BCM competencies for all levels, develop measurement which is understood and meet the expectation of management, integrate into the rapidly changing risk, IT and security management structure. Attend this highly interactive capacity building workshop to learn the latest best practices, processes and tools. Also, examine and discuss how to apply effective BCM strategies to secure your business in the current volatile environment.



MORE ABOUT THE EVENT

WHY YOU CANNOT MISS THIS EVENT

marcusevans takes great pride in organising our flagship **Business Continuity Excellence**, large scale event from the **5th – 7th March 2018**.

This conference is a must attend gathering for those who wants to innovate and discover new business continuity strategies to stay resilient in today's ever-changing market. This event uncovers various business continuity trends and identifies market threats and risks, such as drivers, innovation opportunities, and challenges in all organisations.

This event provides an interactive platform to discuss current market dynamics and promote fast recovery to advance your business continuity.

Tailor-Make Your Own Programme by Selecting from Any of These Streams Over Day 1 and Day 2:

Stream One

Crisis Management & Recovery

This stream will discuss how to protect stakeholders from the vulnerability of unpredictable crisis situations and implement recovery plans that align with organisational goals and strategies. Develop effective event-specific risk assessments and communication to formulate strategies during disruptive incidents. Learn how to restore corporate reputation and public confidence by targeting operating models and strategies to manage business risks.

Stream Two

Digital Resilience & Transformation

This stream looks at formulating a business continuity blueprint to minimise the impact of disruptions and design tools for hybrid-IT environments. Learn how to cope with continuous data hacking and cyber security challenges, explore new ways to innovate with cost and time effective strategies to overcome key challenges during business transformation. Identify the right policies and procedures based on organisational priorities and the current needs of the business environment.

BENEFITS OF ATTENDING THIS MARCUS EVANS CONFERENCE INCLUDE

- **Mastering** mitigation and preparedness using the best business continuity plans
- **Upgrading** business continuity standards to ensure your processes are up to date and relevant in the current business environment
- **Planning** cost effective strategies to enable your business to recover quickly from cyber incidents
- **Establishing** BCM frameworks to cater to forthcoming threats and protect shareholders' value
- **Using** an evidence based approach to improve recovery time and preserve business reputation
- **Building** effective crisis communication procedures using social media and innovative applications

BUSINESS DEVELOPMENT OPPORTUNITIES

Does your company have services, solutions or technologies that the conference delegates would benefit from knowing about?

If so, you can find out more about the exhibiting, networking and branding opportunities available by contacting:

Mark Christopher on +91 22 6167 9600 or email MarkC@marcusevansin.com

WHO SHOULD ATTEND

This large scale conference is designed to attract all those who are involved in Business Continuity Management

Job titles;

Chiefs, SVPs, VPs, Directors, Managers, Heads of Business Units and Other Senior-Level Decision Makers:

- Business Continuity Management
- Business Continuity Planning
- Risk / Crisis Management
- Information Technology
- Cyber Security
- Information Security
- Safety & Security
- Disaster Recovery
- Crisis Communications
- Business Resumption Planning
- Business Resilience
- IT Continuity Planning
- Business Process Continuity Planning
- Innovation
- Strategy
- Digital
- Data

Other job titles include;

- Customer Relations
- Compliance/ Quality Managers
- Operations / Service Delivery
- Pandemic Planning
- Contingency Planning
- Emergency Management
- Incident Management
- Disruption Management
- Business Transformation
- Communications

SUPPORTED BY



The **Business Continuity Institute (BCI)** is the leading global membership and certifying organization for business continuity and resilience professionals. BCI membership gives you access to a wide range of member benefits including research, networking, CPD & mentoring programmes, discounts on events & resources, and much more.

marcusevans would like to thank all the world-leading visionaries, solution providers, associations, operators, end-users and delegates who have contributed to and supported the **marcusevans Business Continuity Excellence** Large Scale Event. We would particularly like to mention our speakers for their help in the research behind the event and also our sponsors for their continued support and commitment.

On behalf of **marcusevans** we hope you have a rewarding, enjoyable and productive time. We personally look forward to meeting you all and working with you at our future Large Scale Events planned in 2018. See you in March!