

# Business Continuity Awareness Week

March 22-26, 2010

The theme for Business Continuity Awareness Week (BCAW) 2010 is *"Why Business Continuity"*. For business continuity management (BCM) professionals, this is a rhetorical question given the lengthy series of events from the last ten years: Y2K, 9/11, SARS, the August 2004 major electricity outage, the avian flu, the current H1N1 pandemic, the global financial sector meltdown and the many "local" incidents which have affected our organizations, just to name a few.

The key message associated with this theme is that BCM helps create the organizational resilience necessary for businesses to manoeuvre through the obstacles to business longevity.

## BUSINESS CASE FOR BCM

**Call for case studies:** We would like to publish testimonials on business continuity from different sectors. The recommended size is 50 to 400 words. Pictures are welcome. We can offer you a by-line, unless you prefer to remain anonymous. Some topics to consider:

- Project Management Initiatives
- Business Impact Analysis
- Value added by BCM to seal the deal
- Successful BC & DR Partnerships
- The Evolution of Emergency Response
- Merging Business Continuity with Business Mission
- Improving the Business Continuity Plan Template
- BCM Stakeholder Communications

Please submit your testimonial as a PDF to:

DRIE (Disaster Recovery Information Exchange) - [communications@toronto.drie.org](mailto:communications@toronto.drie.org)

CCEP (Canadian Centre for Emergency Preparedness) - [jkilgour@ccep.ca](mailto:jkilgour@ccep.ca)

Canadian Red Cross - [john.saunders@redcross.ca](mailto:john.saunders@redcross.ca)

BCI Canada - [dave.arnott@bci.canada.org](mailto:dave.arnott@bci.canada.org)

DRI CANADA - [grant@dri.ca](mailto:grant@dri.ca)

With your permission we'll also publish these on the DRIE, CCEP, Canadian Red Cross, DRI CANADA, and BCI Canada websites and in the DRIE Digest. A panel of experts will later use these to forecast the future of business continuity in terms of management direction, efficiencies and evolving methodologies to meet the ever changing environment of BCP professionals.



Canadian Centre for  
Emergency Preparedness



## **WEBINARS**

To enable the widest participation possible, we would like to run free one-hour webinars during the BCAW week. We invite you to provide your webinar proposal on one of the following topics:

### **BCM and current issues:**

- Globalization, Supply Chain and the Pandemic Issue
- Climate Change and the Business Continuity Budget?
- Global Economy and Business Continuity in Governance

### **BCM and ROI:**

- Business Continuity and value to Small Businesses
- Business Continuity as a tool to get the competitive edge and “seal the deal” for a contract
- Business Continuity as a component of Regulation to ensure resilience
- The business case for BCM

### **If you have any other subject to propose, please contact:**

- DRIE (Disaster Recovery Information Exchange) - [communications@toronto.drie.org](mailto:communications@toronto.drie.org)
- CCEP (Canadian Centre for Emergency Preparedness) - [jkilgour@ccep.ca](mailto:jkilgour@ccep.ca)
- Canadian Red Cross - [john.saunders@redcross.ca](mailto:john.saunders@redcross.ca)
- BCI Canada - [dave.arnott@bci.canada.org](mailto:dave.arnott@bci.canada.org)
- DRI CANADA - [grant@dri.ca](mailto:grant@dri.ca)

**DEADLINE FOR TESTIMONIALS AND FEEDBACK: MARCH 15, 2010**



## LOCAL BCAW DAY

Wednesday, March 24, 2010 has been designated as "Local BCAW Day". This is an opportunity for forums and Chapters and businesses to organise their own "in-house" events targeting key audiences in the promotion of BCM.

SUPPORT FOR INTERNAL BCAW ACTIVITIES	PARTNER ORGANIZATIONS
<p>DRIE and RECO-Québec will provide artwork, in February 2010, which can be downloaded by members for use with posters, mugs, hats, etc..., to support in-house BCAW activities. We will also develop a single poster as in earlier years. Please contact <a href="mailto:communications@drie.org">communications@drie.org</a> for help</p>	<p>For organizations arranging their own activities during the week or wanting to make announcements, the DRIE, CCEP, Canadian Red Cross, DRI CANADA, and BCI Canada are willing to promote these events as part of the overall programme subject to sufficient notice being received.</p> <p><b>Contacts:</b></p> <p>DRIE (Disaster Recovery Information Exchange) <a href="mailto:communications@toronto.drie.org">communications@toronto.drie.org</a></p> <p>CCEP (Canadian Centre for Emergency Preparedness) <a href="mailto:jkilgour@ccep.ca">jkilgour@ccep.ca</a></p> <p>Canadian Red Cross - <a href="mailto:john.saunders@redcross.ca">john.saunders@redcross.ca</a></p> <p>BCI Canada - <a href="mailto:dave.arnott@bci.canada.org">dave.arnott@bci.canada.org</a></p> <p>DRI CANADA - <a href="mailto:grant@dri.ca">grant@dri.ca</a></p>

## WEBSITE & COMMUNICATIONS

A dedicated BCAW 2010 website will be set up and will contain all relevant information to support the week's activities. We are looking to set up an online forum on the website to invite those new to BCM to ask questions. *If you would be willing to make yourself available to respond to these questions, please let us know.*

BCAW briefing contact: [communications@toronto.drie.org](mailto:communications@toronto.drie.org)