



16th October 2018
10.00 am - 4.30 pm
Royal Rodale Club



EFFECTIVE BUSINESS CONTINUITY MANAGEMENT

A Workshop by Ayesha Sethi

PROGRAM OVERVIEW

In today's highly dynamic world of changing variables, it is becoming trickier to anticipate and manage risks. Disruptions can have many faces, from supply chain disruption to IT failure or a fire break out at the site. Resilient organizations do not only survive, they prosper. They adopt a proactive approach to manage disruptions; they anticipate, prepare, and adapt to unexpected disruptions to survive and flourish. This one day program is designed to equip your team determine benchmarks of a successful business continuity plan according to ISO 22301 standards. It provides a holistic approach to ensure that all business functions are well prepared to deal with disruptions and can resume business activity as fast as possible.

PROGRAM OUTLINE

1. Introduction to Business Continuity Management

- Understanding BCM and its importance to organizations
- BCM International standards: an introduction to ISO 22301

2. Planning for BCM

2. Planning for BCM

- Project proposal - critical dimensions
- Setting up a responsibility matrix
- Stakeholder management
- Resource allocation, realistic scheduling, and key deliverables

- 3. Key elements of a comprehensive BCM
 - Determining scope, assumptions, and objectives
 - Mapping out business processes - TRA/BIA
 - BCP Organizational Structure
 - What constitutes disaster? - BCP activation guidelines
 - Crisis communication plan
 - Disaster recovery operations

4. BCM execution and evaluation

- Testing effectiveness of BCM systems
- Monitoring and evaluating BCM processes

FACILITATOR'S PROFILE



Ayesha Tariq Sethi is the Chief Executive Officer of Sethi Learning & Company, and a member of the Global Network for Advancement Management. Her work experience spans across areas of innovating solutions for supply chain digitalization (Li & Fung HQ, Istanbul), conducting internal audits of business functions, managing control group forums, planning and executing nation-wide management trainee drive, engaging in lean-six sigma project, and providing support to company's Enterprise Risk Management Framework committee. Ayesha has actively led the implementation of BCM 22301 across its various stages for all business units of Engro Polymers Limited in collaboration with an external consulting firm. She has also served as a Visiting Faculty at SZABIST, conducted workshops for State Life Insurance Corporation, Tata Pakistan, Bank Alfalah, Bank Al-Habib, IBEX Global and was a speaker at the 6th National Project Management Conference, Islamabad. Ayesha has graduated from Koch University, Istanbul with an AMBA/EQUIS accredited MBA in Strategic Thinking. She has also completed on-campus Global Network for Advancement Management Modules from University of British Columbia, Vancouver and Koch University on global strategies and green innovations. She periodically contributes her articles to AMBA's (Association of MBAs) blog and her article 'The scientific approach to corporate excellence' was featured on the cover of the global business magazine's July edition.

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Workshop Venue: Royal Rodale Club, Karachi



Management Association of Pakistan

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Registration Fee*	Early Bird Fee (Register by) 1 st October 2018	Regular Fee (Register after) 1 st October 2018
MAP Institutional Member	Rs. 11,900/-	Rs. 13,500/-**
For two or more Institutional member nominations	Rs. 10,900/-	Rs. 12,500/-
MAP Individual Member	Rs. 9,500/-	Rs. 11,000/-
Student Member	Rs. 5,000/-	Rs. 5,500/-
Non-Member	Rs. 15,000/-	Rs. 16,000/-**

*Includes: MAP Certificate, Printed Course Material, Lunch & Tea.

** Note: 20% Discount is available on nominations of 5 or more participants

Registration:

Registration to be confirmed only on receipt of cheque in advance

- Cancellations or substitute nominees acceptable up to 48 hours prior to the event.
- Early bird discount can only be availed if payment is made before the day of event. Otherwise, invoice will be reissued at Standard Fee.
- Please complete the Registration Form attached here to along with a crossed cheque for the applicable fee, in favor of Management Association of Pakistan, to be sent to MAP's address given below:

For Direct Transfer

- Acct Title : Management Association of Pakistan
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