



ATENEIO DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS
CCE CENTER FOR CONTINUING EDUCATION



Business Continuity Management

ONLINE PROGRAM

CRISIS MANAGEMENT

December 14 & 16, 2021 | via ZOOM



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ABOUT AGSB-CCE

The Ateneo Graduate School of Business - Center for Continuing Education (AGSB-CCE) was established to complement the existing Ateneo-BAP Institute of Banking, a consortium between the Ateneo de Manila University and the Bankers Association of the Philippines. It was initially known as the Basic Leadership Program (BLP) until the name was changed to Continuing Professional Education (CPE) and then finally, to Center for Continuing Education (CCE).

Under AGBS, CCE takes an active role in addressing specific industry concerns that require immediate, purposeful, and focused response. As an industry resource and partner, CCE offers continuing professional development programs that are workplace-based with immediate take-away value. Methodologies are based on business simulation, practical exercises and applications, case analyses, and focused discussions. Courses are designed, developed and delivered by industry practitioners who are noted experts in their respective fields. Together, AGBS and CCE support the Ateneo mission to promote excellence, integrity and service.



WHO SHOULD ATTEND?

The general workforce within an organization or individuals who are keen to explore crisis management.

OBJECTIVES

Successful completion of this module enables the participant to:

- ➔ Describe the difference of a crisis and disaster;
- ➔ Ensure that the stakeholders are enabled during a crisis;
- ➔ Share various crisis mitigation techniques to minimize impact; and
- ➔ Develop a plan that is integrated to the BCM Program.

CRISIS MANAGEMENT

As we greeted the new decade, we were introduced to different crises and disasters in both the local and global scale. When the Taal volcano eruption happened, how did it affect your organization? When the first case of the 2019-ncov was confirmed in the country, what did your organization do?

It is important that you are able to respond to these crises effectively and avoid its escalation and interruption of your business enterprises. There are global methods like Incident Command Management Systems (ICMS) that allows appropriate response to any crises or incidents leading to a crises. This is what this course all about, allowing your companies to have a more effective and controlled approach on crises to minimize or mitigate the risk and impact of a business interruption.

Crisis Management focuses on how to proactively prevent crisis and how to take action when crisis arrives. There are various threats that can lead to crisis from IT systems, labor un-rest, theft, sabotage, fire and other environmental hazards. All of these risks have the capacity to affect your stakeholders. This course is designed to make sure that you are prepared.

Your organization needs to know how to respond or react when these events happen before they even happen. Live prepared by learning today.

PROGRAM OUTLINE

- I. What Is Crisis Management and its relationship to Business Continuity Program**
 - A. Importance of crisis management
 - B. Organization and role of crisis management team
 - C. Crisis communication plan
 - D. Incident response plan

- II. Disaster Recovery Institute International (DRII) Professional Practices on Crisis Communication and Incident Response**

- III. Crisis Communication Plan**
 - A. What is crisis communication
 - B. Crisis communication plan, purpose and elements
 - C. Role of business continuity practitioners in crisis communication
 - D. Source of information for crisis communication
 - E. Interacting with media
 - F. Crisis communication checklist

- IV. Incident Response**
 - A. What is incident response
 - B. Incident response plan elements
 - C. Role of business continuity practitioner in incident response plan
 - D. The Incident Response Team
 - E. Escalation procedures
 - F. ICMS Organization and Roles
 - G. Communication flow
 - H. Unified command
 - I. Coordination with external agencies

RESOURCE PERSON



MR. MEL CABODIL

Mr. Mel Cabodil was the founding President of the Business Continuity Manager's Association of the Philippines (BCMAP), the official forum organizer of the Business Continuity Institute from the United Kingdom and represents Disaster Recovery Institute International (DRII) classes in the Philippines.

His extensive experience on disaster recovery made him the first Certified Business Continuity Professional (CBCP) of Disaster Recovery Institute International (DRII) in the Philippines. He is currently the Executive Director of DRI Philippines.

His experience and competency led him to various management roles in consulting, sales, pre-sales, project delivery and general business management. He has extensive multinational exposure having been part of various ASEAN roles in consulting, sales and project delivery. He has led a number of SMEs and IT practitioners from various countries to deliver IT solutions in the region.

Mr. Cabodil earned his Bachelor's degree in Electrical Engineering from Mapua Institute of Technology.

ABOUT BCMAP

Business Continuity Managers Association of the Philippines (BCMAP) was formed in 2006 with the goals to organize forums, conduct certification classes, and promote the best practices and standards of Business Continuity and Disaster Recovery. BCMAP aims to address the needs of enterprises from various sectors in the country and ensure the protection of human lives and assets in the event of any disruption or crisis in business.

The group started to organize forums thru the sponsorship of companies like IBM, Citibank, ADB, BSP, ePLDT, Symantec, Meralco and Zuellig. They have also approached Disaster Recovery Institute International (DRII) from the US and the Business Continuity Institute (BCI) from UK to provide subject matter experts on the professional practices of business continuity. The forum continues to evolve and collaborate with various government agencies like NDRRMC, BFP, DOH and NGOs like WHO, Red Cross, Zuellig Foundation, among others to continue to promote the practice of Business Continuity in the country. They also encouraged and mentor practitioners to get certified as Business Continuity practitioners with DRII or The BCI to ensure implementation of best practices in the country.

The courses are delivered by seasoned practitioners on BC/DR. Some of their certified instructors are listed below:

- Mel Cabodil, CBCP, AMBCI, ITIL Professional
- Jaycee dela Cruz, CBCP, AMBCI, CBE, MBA
- Sebastian Puache, CBCP
- Carol Atido, CBCP
- Eugene Daga, CBCP
- Jeffrey Jardin, CBCP
- Joselito Capinpin, ABCP, PMP
- Eric Ugaddan, ABCP, NEBOSH Certified

CRISIS MANAGEMENT

PROGRAM DETAILS

December 14 & 16, 2021
Tuesday & Thursday
1:00 – 5:00 PM
via **ZOOM**

PROGRAM FEE

Php 5,600.00 (*Early Eagle Rate*)
Php 6,600.00 (*Regular Rate*)
Php 3,600.00 (*BCMAP Rate*)

**Schedules and prices may change without prior notice.*

INCLUSIONS

- Digital copies of the materials can be accessed through AteneoBlueCloud (Canvas LMS)
- Digital Certificate of Attendance

REGISTER NOW!

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SCAN CODE
TO REGISTER



Experience
EXCELLENCE
