



MADRA MEETING – WEDNESDAY June 24, 2015

AGENDA

Where:	Fannie Mae – 4000 Wisconsin Ave, NW, Washington, D.C.
Time	Event
11:30am – 12:00pm	Registration, Lunch, and Networking
12:00pm – 12:10pm	Opening Remarks and Announcements
12:10pm – 12:55pm	<p>Sean Murphy, CEO Lootok - Quick Creative Ways to Energize your Business Continuity Management Program</p> <p>Description: Tired of the same old presentations and exercises? Putting a creative spin on business continuity can build momentum for your program and engage people in unexpected ways. In this session, you'll experience some interactive activities designed to increase awareness and adoption, facilitate exercises, and build enthusiasm for your program. Learn how to inspire support amongst stakeholders at all levels and get attention for your initiatives.</p>
12:55pm – 1:05pm	Break
1:05pm – 1:50pm	<p>Sean Murphy, CEO Lootok - Business Continuity Command and Control</p> <p>Description: Many organizations fail by planning for an event before it happens and consequently, try to fit the crisis into the plan. But in the complex, chaotic environment of a crisis, we can only rely on plans as a starting point. The real planning must happen at time of event. This session discusses how to build tacit knowledge among leadership, maintain situational awareness during events, and develop solutions around the specific context of a crisis with a decision-making model called Command and Control.</p>
1:50pm – 2:00pm	Closing Remarks

Web: <http://www.madra.org/>

LinkedIn: [MADRA – Mid-Atlantic Disaster Recovery Association](#)

Speaker Biography

Sean is the CEO and President of Lootok. With more than 22 years of contingency experience, Sean oversees Lootok's quality assurance and serves an advisory role in program management, deliverable creativity and innovation, and leadership coaching. He is often seen at the helm of executive-level meetings providing guidance on brand reputation, system design, resiliency engineering, and crisis management. During his career, Sean has advised executives internationally in all aspects of business continuity management services including crisis and incident management and communication, emergency management, business continuity, IT recovery, supply chain risk and resiliency, policy and organization structure, leadership management, and program management.