

Business Continuity Awareness Week 2008.

28th April to 2nd May 2008

Introduction

Business Continuity Awareness Week (BCAW) is firmly fixed in the calendar of business continuity practitioners with the main focus of the week being to raise awareness with colleagues and clients and show the growing importance of Business Continuity Management (BCM) as an integral management tool. BCAW is an initiative of the Business Continuity Institute, a global not-for-profit organisation representing the interests of Business Continuity professionals

Centrally, the Business Continuity Institute aims to raise understanding of BCM with leading opinion formers in government and industry. During 2007 the Business Continuity Institute launched the BCI Partnership as a way of working with organisations to raise the profile of the discipline and to encourage corporate excellence in BCM.

Business Continuity Awareness Week is an opportunity for you to showcase your organisation's Business Continuity Programme and to demonstrate why Business Continuity Management is an increasingly important management tool.

Those with responsibility for Business Continuity are encouraged to introduce the concept or reinforce the recognition of your organisation's readiness to respond to known or unplanned events that may be disruptive in nature.

What can my organisation do to take part?

Here are some suggestions to help promote awareness and understanding of Business Continuity:

- Encourage your business groups to include Business Continuity Management as an agenda item during their staff meeting this week.
- Encourage your business groups to circulate and update their contact lists/call trees, etc.
- Encourage your business groups to review their evacuation procedures including the involvement of your building managers to conduct fire drills that week.
- Include articles in your corporate newsletters and/or on your intranet website
- Produce and circulate an annual schedule of BCM related activities (BIA review, BCP revisions, planned exercises, etc.)
- Conduct lunch & learn sessions across your organization:
 - Introduction to BCM
 - What's happening in the industry?
 - Show casing "best practices" within your organization – encourage

business units to share their experiences and successes

- Invite a fellow BCI business continuity expert to present to your business group – this will give a fresh perspective
- Conduct refresher sessions for your experienced Business Continuity Coordinators
- Conduct training sessions for new Business Continuity Coordinators
- Conduct refresher or training sessions for your Executives
- Conduct refresher or training sessions for your governance groups (compliance, audit, risk management, etc.) Invite these groups to present their own perspective on business continuity
- Conduct training sessions for employees
- Launch your exercise schedule for the year during this week
- Conduct a table top exercise with your executives
- Conduct table-top exercises across your business units
- Conduct component exercises such as:
 - Call tree activation
 - Command centre readiness
 - Table top exercises with external business partners

The BCI has produced various resources which are downloadable from its website www.thebci.org. These include:

[Pocket Size Good Practice Guidelines](#)

[Good Practice Guide](#)

[Useful statistics](#)

[Business Continuity articles](#)

[The Business Continuity Management Game](#)

For further information about the campaign contact:

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