



The key BCI message for the week is that BCM can help deliver the organizational resilience necessary to face up to the uncertain times we live in: “Resilience over Uncertainty”

The Business Case for BCM

Call for case studies: We would like to publish contributions from all sectors and countries. Contributions can be from 50 to 400 words (images also welcome). Full recognition of the contribution will be made unless anonymity is required. Some areas to consider in your response are listed below:

Board/shareholder recognition of the value delivered by BCM
Better understanding of your business/organization (detail the insight gained)
Improved decision making (what did you do that otherwise would have been missed)
Faster recovery after real incidents (relate to earlier non-BCM experience)
Reduced impact in real incidents (relate to earlier non-BCM experience)
Good method for achieving regulatory compliance (vs alternatives)
Reduced (business interruption) insurance; or cover received, where otherwise not available
Cost savings delivered (also cost efficiency, cost effectiveness vs alternative approaches)
Service level improvements delivered
New commercial opportunities enabled or relative competitive advantage experienced
Improvement in customer experience or satisfaction levels.

**Member
input,
please!**

Please submit contributions to lee.glendon@thebci.org

Webinars

To enable the widest possible participation the BCI will run free one-hour webinars on four of the five days. The topics provisionally planned are as follows:

- BCM and supply chain resilience
- What role for BCM in tackling the impact of climate change?
- State/public sector adoption and promotion of BCM
- Small business attitudes to BCM
- IT & Telecom are the primary causes of disruption: what is to be done?
- The business case for BCM

These webinars will be recorded and available to watch via the BCI's BCAW website for those who cannot participate. If you have content that you feel would support one of these proposed streams, please get in touch. We are happy to support more webinars if members and partners are able to provide the content and we specifically welcome non-English language events. Please contact tammy.lewis@thebci.org to discuss further.

Deadline for inputs and feedback: November 30th 2009



'Local Day'

Wednesday 24th March 2010 has been designated as "Local Day". This is an opportunity for forums and chapters to organise their own in-country events targeting key audiences in the promotion of BCM. In the UK, the BCI Secretariat is looking to organise a round-table discussion with players in the insurance industry to explore stronger links especially in light of the expected "market hardening" in 2010.

Support for internal BCAW activities

The BCI will provide artwork in January 2010 that 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. For members looking for ideas, there is an existing resource available on the BCI website: <http://www.thebci.org/BCAW2010activities.html>. Please contact jan.gilbert@thebci.org for assistance.

Partner Organizations

For organizations arranging their own activities during the week or wanting to make announcements, the BCI is willing to promote these events as part of the overall programme subject to sufficient notice being received. Contact jan.gilbert@thebci.org for assistance

Website & Communications

A dedicated BCAW2010 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.**

Our PR activities will look to focus on UK, North America and Asia. If you see an opportunity to gain coverage outside of these targeted regions, please get in touch. We would welcome offers to translate our media announcements. We are also keen to receive opinion article contributions (500-1,200 words), which we will seek to place in key media. Please get in touch with lee.glendon@thebci.org if you would like to make a contribution.

UK General Election Advance Notice

For members registered to vote in the UK, 2010 is General Election year. This presents an opportunity to promote the case for BCM to policy and law makers at a time when they are keen to engage with the electorate.

We will be organising an online petition and will ask members to contact their local parliamentary candidates to ask them to sign the petition in support of BCM. The timing of the General Election is open and technically only 17 days' notice needs to be given however the last possible date is June 3rd 2010 but 6th May 2010 is more likely, which means it may well be called during or shortly after BCAW.

So please, in preparation for the election, try to find out who the main candidates are in your local constituency. If you need help on this get in touch with lee.glendon@thebci.org.



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