

# **How to Engage Local Businesses in Critical Disaster Preparation Activities**

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**charleston metro chamber of commerce**

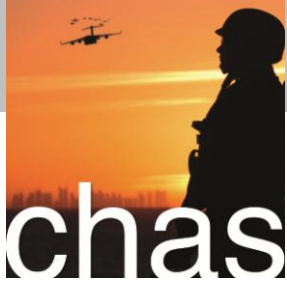


# **Business Continuity Planning Council**



## **BCP Council Mission**

- To motivate, educate and assist companies with business continuity planning
- Focus on four areas: Prepare, Protect, Response & Recovery



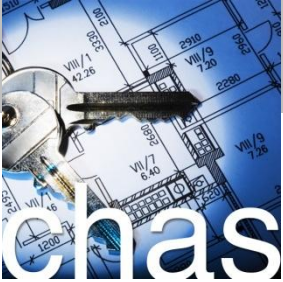
## **How Did the BCP Council Start?**

- 2005 Homeland Security Innovation Conference
- Presentations about Oklahoma City and 9/11



## **BCP Council – A History**

- Formed the Council in 2006
- Met frequently to determine the scope of work
- First event on pandemic influenza in partnership with DHEC



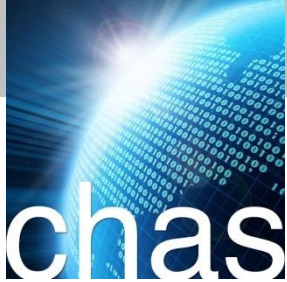
## **BCP Council – A History**

- Two events scheduled in 2007: Open for Business and Hurricane Preparedness Workshop
- Sofa Super Store – assembled a workshop on business recovery within weeks of the fire



## **BCP Council – A History**

- 2008 Events: BCP Expo, Preparing for Earthquakes & Hurricanes, and Workplace Violence
- Speaker's Bureau
- Community and Regional Resilience Institute (CARRI)  
[www.resilientus.org](http://www.resilientus.org)



## **BCP Council – A History**

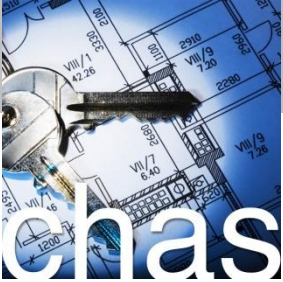
- 2009 Events: How to Write a BCP, Hurricane Preparedness for Business, Pandemic Influenza
- 2010 Events: Hurricane Preparedness Expo
- ESF-24





## Events

- Consistency in message
- Resources! Resources! Resources!
- Make it interactive
- Attendance



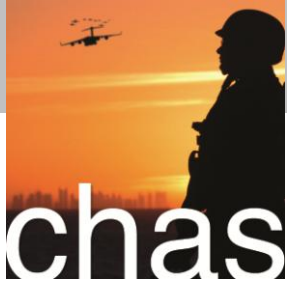
## CARRI

- Invited to participate because of the BCP Council
- Engaged many of our volunteers, past speakers, loyal attendees
- Helped create a framework for other communities
- Led to opportunities with other groups: FEMA, NetGuard



## **ESF-24**

- Partnership with Charleston County
- Help recruit volunteers to work in the Emergency Operations Center
- Serve as a hub of communication with other business organizations



## **What's Next?**

- Continue with ESF-24
- Speaker's Bureau
- Web Content

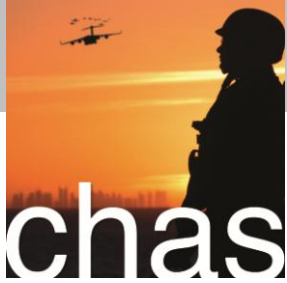


# Lessons Learned



# **Relationships are Critical to Success**

- Ensure consistent messaging
- Identify potential speakers for events
- Promote events and activities to larger audience



## **Key Relationship Examples - Government**

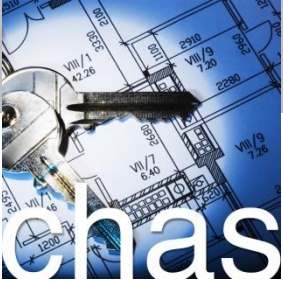
- County
- State
- Federal (FEMA)



# Key Relationship Examples – Local Media

- Newspapers
- TV Stations
- Radio Stations
- Business Journal





# Key Relationship Examples – Community Organizations

- United Way - VOAD
- Coastal Crisis Chaplaincy
- East Cooper Community Outreach (ECCO)



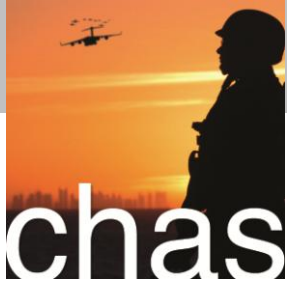
## **Key Relationship Examples – Business Continuity Professionals**

- Local Hospital (MUSC)
- Local Dept. of Defense Base (SPAWAR)
- Local College (College of Charleston)
- Large Employers (Boeing)



# Storytellers are Most Influential Speakers

- Personal experience with disaster is a powerful motivator for others
- Can be difficult to find: relationships are important!
- Can be reluctant to tell stories with bad ending



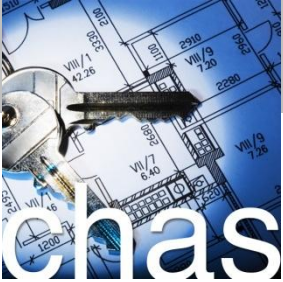
## **Timing is Important**

- Capture business and public awareness immediately after disaster event
- Media attention is at its highest around an event
- Prior relationships allow for promotion of your message following an event
- Preparedness vs. Recovery – transform message to capture attention after an event



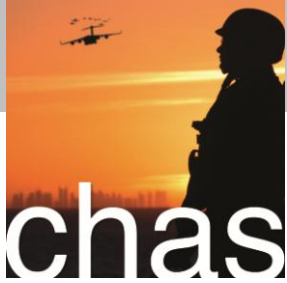
# Event Details are Important

- Length of event – shorter (few hours) is better than longer (all day)
- Cost of event – many factors involved, but even paid events are successful
- Overlap with other events where there is a larger audience for a broader topic
- Qualify speakers to ensure they will deliver message well



# Incentives are Difficult, but Worth Investigating

- Local vs. National Incentives – focus on local but stay aware of national (insurance)
- Business Licenses – discount for business continuity plan
- Fire Marshal – ask for business continuity plan during annual inspection



## Summary

- Relationships are critical to build an effective program.
- Allow the program to evolve and grow organically.
- Don't get discouraged! It takes time.



# Questions