Caribbean Hotel & Tourism Association

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Tips for a Business Continuity Plan

Emergency Management & Business Continuity Planning ??

Disasters – Hurricanes & Pandemics

Pandemics can cause business stresses and delays from absenteeism, reduced productivity, value chain interruptions, reduced demand for goods and ultimately, falling revenues.

"Approximately 1 out of 4 businesses never re-open following a local disaster"

... the Perfect Storm- How to Control the Outcome...

What is a Business Continuity Plan (BCP)
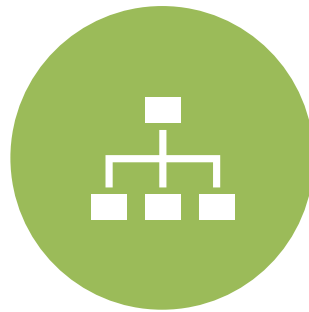
What's disaster management?

What's resiliency by your industry standard ?
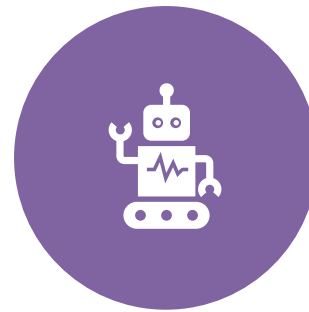
Do you know who is in charge?

1st Things First

CONDUCT RISK
ASSESSMENT (RA)

CONDUCT BUSINESS
IMPACT ANALYSIS (BIA)
TO THE RISKS IDENTIFIED

DEVELOP THE BCP WITH
THE BUSINESS PROCESSES
IN MIND MOST
VULNERABLE – BE IT,
HUMAN RESOURCES,
SUPPLY CHAIN, BUSINESS
LOCATION, ETC.

TEST THE PLAN
AND FILL THE
GAPS FROM
THE EXERCISE

Characteristics of a Basic BCP

Workable – ask your fist line staff for input

Cost effective – in relation to being caught unprepared and long down time

Easy to maintain – keep it simple & flexible

 Sample Plans – check your local Disaster Management Agency or CHTA & CDEMA's websites, CDC sites

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Business Continuity Planning Process Diagram - Text Version

Credit- FEMA.gov

A few things to consider...

Breakdown in communication is often very difficult barriers to overcome- *rumors & bad info spread quickly* – so public-private partnerships a must

In pandemic cases - *be in the know ! Get informed - stay close to* public partners – build up trust

Handling conflicts and avoiding unnecessary confrontations – Be transparent – Share the Facts

Strength by industry associations CHTA is encouraged

...the Perfect Storm...

- **Define the moment** – it's what you do next that counts

- Know your ***critical business processes*** – Must do a **risk analysis** – it's the first thing

- Establish your *crisis management procedures* and train the individuals responsible in advance – plan for the worst- case scenarios

- The *media can be your best friend or your worst enemy* - tips on communication strategy

- Have a ***media strategy*** – you control the talking points

- Social media isn't just a text message or Facebook alone- all messages are equal opportunity for social media to get access to- and remember it lives on in the cyber world

Crisis Communication tips

HOW we communicate - type of medium used i.e., print media versus **social media**

Identify **WHO** must be a part of the communication team – and **train them** !

Know **WHAT** needs to be said about the crisis/event and stick to it (create talking points) and change it only when the situation warrants it

Know **WHEN** to communicate with **stakeholders** including the general public

Recommendations for Response Planning

"Preparing a BCP for a pandemic cannot be done in isolation- you must factor in the whole community – pandemic spreads!"

Content Credit-2019White Paper by MIR3,Inc. "Pandemic Business Continuity"...

Incident Response Planning

Development and implementation of a pandemic response plan should follow standard business continuity best practices as outlined below.

1. Program Initiation Phase

- Plan the scope and assumptions for your plan
- Choose a project sponsor and identify a leader
- Outline your project plan and define a schedule

2. Analysis Phase

- Prepare a pandemic business impact analysis
- Assess and document your business risk
- Identify the opportunities for mitigation

3. Strategy Phase

- Develop your operational strategy
- Develop your vendor strategy
- Develop your company pandemic policies

4. Plan Development Phase

- Establish pandemic alert procedures
- Prepare a pandemic incident response plan
- Integrate all of this into your existing business continuity plan

5. Implementation Phase

- Plan publication and orientation
- Alert and response measure verification
- Personnel training activities
- Resource acquisition and installation
- Monitoring measures activation

Summary…

Prepare and prepare ! !

Exercise your BCP with staff/suppliers

Build culture of preparedness – for when seconds count

Take Care Of Your Staff and They Will Take Care Of Your Business

Hurricanes, Pandemics, Cyber hackers, earthquakes, volcanoes and even the Media collides causing a Perfect Storm ! Be ready.

The Cost Is Too High To NOT Have A BCP!!!

HAITI - EARTHQUAKE 2010