



presents

The 2002 Conference on Enterprise Risk Management:

Developing Effective Strategies for Assessing
and Managing Risk That Will Work

Sponsored by: 

October 22-23, 2002
Marriott Financial Center
New York, NY

Dear Colleague:

It is easy to understand how risk management is on every executive's priority list after September 11th and the very public demise of some large corporations in the past several months. The Conference Board invites you to hear from companies that have been successfully dealing with managing risk and to learn current best practices from their executives at our 2002 Enterprise Risk Management Conference.

This conference will bring together experts and corporate executives who have approached risk management throughout the entire company. We will look at how different senior leaders – including board members – seek to understand and manage company risks. The conference will address such critical issues as:

- Communicating Enterprise Risk Management (ERM) to the Board
- Reputation Risk
- Managing Risk Proactively
- Defining and Quantifying Operating Risk
- Developing the Right Systems to take on ERM

This conference has been developed for executives who must look at risk across the corporation: CEOs, CFOs, Chief Operating Officers, General Auditors and Chief Risk Officers and outside Directors.

Please join us October 22-23, 2002 in New York to learn best practices in this emerging area.

Sincerely,



Ellen S. Hexter, CFA
Conference Program Director

Tuesday, October 22, 2002

General Session

Examining Enterprise Risk Management from the Inside

Session A: 9 – 10 am

In the wake of the risks that dominated the news in 2001, from the terrorist attacks to the demise of large corporations, Enterprise Risk Management has taken on a different patina. We will review new research to see how ERM is being viewed and used in organizations post 9/11 including:

- How have attitudes changed in the wake of the World Trade Center and Enron disasters?
- How does a company assess its risks across the enterprise?
- How is risk information conveyed to senior leaders and Directors?

General Session

Internal Audit and ERM: Exploring the Critical Link

Session B: 10 – 11 am

The internal audit function has a critical role to promote and ensure enterprise risk management. We will look at how ERM is built into business processes to drive the concept of managing risks throughout all aspects of the business. We will examine how companies can develop an internal audit group with teeth to monitor and improve ERM. This session will also delve into understanding which responsibilities are handled by the Chief Risk Officer and which are covered by Internal Audit.

Networking Coffee Break: 11 – 11:30 am

General Session

Understanding the Intricacies of Reputation Risk: Building and Rebuilding It

Session C: 11:30 am – 12:30 pm

Is it possible to resurrect a company's reputation once it has been damaged? We will learn how the media views business scandals and how negative news coverage takes on a life of its own. We will also learn how to do damage control and what it takes to rebuild customer trust, damage to brands and lost revenues.

To register today, call Customer Service at

212 339 0345

Conference on Enterprise Risk Management

Luncheon Session: 12:30 – 1:30 pm

General Session

Managing Privacy Risk Proactively: A Case Study

Session D: 1:30 – 2:30 pm

In the Internet Age, privacy has become a much talked-about risk. While many companies address privacy because of regulatory demands, and others give it cursory attention, some companies are turning this risk into an opportunity. We will hear from a company that is proactively engaging their customers through their privacy policies and practices and have made their positions on privacy into a competitive advantage.

Refreshment Break: 2:30 – 3 pm

General Session

Integrating Risk Management Throughout the Organization

Session E: 3 – 4 pm

We will look at how companies have taken the leap from cataloguing and assessing risks to helping to change employee's behavior, specifically:

- The steps that need to be built into the business processes to enable people to make decisions based on risk/reward trade-offs
- How ERM can be embedded in planning, tied to strategy and cascaded throughout the enterprise
- The various methods to train and educate employees to most effectively bring risk management into their hearts and minds

General Session

Enabling Technology to Manage Risk: Developing the Best Systems to Promote ERM

Session F: 4 – 5 pm

Aligning systems to fit your ERM strategies and risk profile can be a crucial step toward building a risk system throughout your firm. We will look at how technology systems can be helpful in promoting enterprise risk management, and where the pitfalls may lie.

Networking Cocktail Reception: 5 – 6:30 pm

Visit our Web site at

www.conference-board.org/erm.htm

Wednesday, October 23, 2002

General Session

Defining and Quantifying Operating Risk

Session G: 9 – 10 am

Operating risk has been defined as the risks of running a business, excluding strategic risk and reputational risk. Strategic risk might prompt poor choices because a strategy is bad, but operating risk comes into play when the people, systems and processes are not functioning as they should. Reputation risk is more difficult to quantify and, perhaps, to recoup. We will look at how to define operating risk in the context of a company and industry, and how to begin to quantify these various forms of risk.

General Session

Using Scenario Planning Effectively

Session H: 10 – 11 am

While many companies use scenario planning to help in their strategic planning processes, fewer use the technique to help with risk management. By building the right metrics into scenario plans, companies are in a better position to anticipate and mitigate risks. During this session, we will learn how some companies use scenario planning not just as an exercise, but also as a way to identify and monitor risks.

Refreshment Break: 11 – 11:15 am

Are You Communicating Effectively with Your Board of Directors? Your Job May Depend Upon It.

Session I: 11:15 am – 12:15 pm

The role of the Board of Directors, including high profile committees such as the Audit Committee, is more demanding than ever. The concept of “oversight” requires Boards and their various committees to place an extraordinarily high premium on effective communication from management and outside advisors. Although the issues being discussed in the Boardroom are complex, the ability to “distill” strategic operational and financial risk management information in a manner that enhances the Board’s understanding from a governance perspective is critical. This session, conducted by a corporate Board member, will bring the importance of effective communication into clear focus.

To register today, call Customer Service at

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Conference on Enterprise Risk Management

A Partial Listing of Companies that sent Executives to Past Enterprise Risk Management Conferences:

Air Liquide America Corporation	GATX Corporation
Air Products and Chemicals	Harley-Davidson
Alliant Energy Corporation	Hewlett-Packard Company
Anheuser-Busch	Kimberly-Clark
Aon Corporation	Keyspan Energy Corp.
AT&T	Lockheed Martin Corporation
Barclays Global Investors	Mars
Bestfoods	Marsh
Bethlehem Steel Corporation	Microsoft Corporation
Boeing Company	Motorola
Bombardier	New York Times
Brown Brothers Harriman & Co.	Niagara Mohawk Power Corporation
Canadian National Railways	PECO Energy Company
Chase Manhattan Corporation	PepsiCo
Cummins Engine Co.	Perdue Farms
Deluxe Corporation	Philip Morris Companies
Deutsche Bank	Polo Ralph Lauren Corporation
Donaldson, Lufkin & Jenrette	Sandia National Laboratories
EDS	S.C. Johnson & Son
Federal Reserve Bank	Schlumberger Ltd.
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Registration Form

Online www.conference-board.org/erm.htm

By Phone Call Customer Service at 212 339 0345
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\$250 administration fee up to two weeks before the meeting.
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Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Team Discounts per person

For a team of three or more registering *from the same company at the same time*, take another \$100 off each person's registration.

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Fees do not include hotel accommodations. For reservations, contact the hotel directly no later than the cut-off date and mention The Conference Board's Enterprise Risk Management Conference.

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New York, NY 10006
Tel: 212 385-4900
Fax: 212 385-9174
Cut-off date: October 1, 2002

Airline Information

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The 2002 Conference on Enterprise Risk Management

October 22-23, 2002
Marriott Financial Center
New York, NY
Project #03813-1

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