



## P R E S S   R E L E A S E

Public and Private Businesses, Inc (PPBI) , in conjunction with the Disaster Recovery Journal (DRJ) Fall World Conference in San Diego, will be conducting a Mock Disaster Exercise on Sunday afternoon, from 1:30 – 4:30 p.m. This exercise will give the 200 registrants an opportunity to share their business continuity and disaster recovery experience with each other, learn new techniques, consider new aspects of crisis management, and observe and participate in the use of social media during a crisis.

Participants come from every corner of the business continuity world, as well as around the world. They come to learn, share, participate, and network.

The Mock Disaster exercise will involve a fictitious company, PPBI Widgets (<http://ppbiwidgets.wordpress.com>) , whose management team is meeting for a leadership seminar and planning retreat. Events catastrophic to the company occur around the participants, who must organize on the fly to manage the crisis and keep the company operating by building action plans to recovery and sustain their operations.

This is the first Mock Disaster hosted at the DRJ conferences that will take an extensive look at the use of the social media during a crisis. Participants will learn how the media can help and how it can confuse, see how the effects of valuable information are impacted by the influence of noise, and begin to appreciate the impact of the social media on the management of a crisis.

The press is encouraged to attend to observe the exercise and conference, which is held at the Harbor Island Sheraton conference center. Obtain conference press credentials from Patti Fitzgerald ([patti@drj.com](mailto:patti@drj.com))

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*PPBI is a non-profit corporation dedicated to fostering partnerships and improving cooperation among private industry business continuity and disaster recovery professionals and the public sector emergency management professionals.*

<http://www.ppbi.org>

*The Disaster Recovery Journal is the premier publication and organization dedicated to the business continuity and disaster recovery profession. Their quarterly magazine is renowned for the subject detail and peer reviewed articles. They sponsor two conferences annually dedicated to bringing professional practitioners, newcomers, and vendors together.*

<http://drj.com>

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