

## An example of a concise and well written Program Suggestion Form. Title matches the description. Speakers are listed.

Below are some examples of what the Conference Programming Committee looks for when reviewing a PSF.

- Catchy title.
- Concise and well written description...spelling errors and poor grammar gives a negative impression immediately.... take the time to ensure that your submission is correct.
- Being clear in the submission about whether you are offering practical advice on a subject. The attendees should be able to walk away with something that can be applied to their particular business and that should be identified in the description, or giving a "leading-edge" discussion of a more esoteric nature should be clear.
- Risk Manager identified on the panel - very critical in deliberation.
- If speakers have "real-life" examples to share in the session, it should be mentioned in the description.
- Use as few acronyms as possible, especially in beginning and intermediate sessions. If people don't understand the acronym, they are unlikely to be attracted to the session.

### Crisis Management Guide

**PSF Entry ID:** 10407

**Year:** 2007

**Structure:** Intermediate

**Format Length:** Presentation - 90 Minutes

**Category:** Claims Management

**Description:** A well-written, well-executed crisis management plan can often mean the difference between an organization's survival or demise. How should a risk manager respond to multiple employee fatalities, widespread product contamination or an unexpected terrorist attack? In this session you will explore the key elements of a crisis management plan, how to maintain and restore confidence in your business in the aftermath of a disaster, and hear actual case-studies from the crisis management experts.

**Speaker:** Philip S. Renaud, II, CPCU, VP, Risk Management, Americas, Excel

**Speaker:** Steven G. Watts, CSP, Executive Director, Risk Management, Cingular Wireless

**Speaker:** Michael McCool, ARM, AIC, National Liability Practice Leader, Sedgwick CMS, Inc.

*In this description, the first two sentences allow you to clearly understand the topic and the last sentence tells you what you will learn and that you are going to hear "actual case studies". Clear and concise and gives you a "take home" for the session.*

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*RIMS makes coordinating sessions very enjoyable and I am generally the biggest fan of the panels that are put together. Your website page is excellent. The first paragraph describes my approach to developing a session with precision. I favor risk managers as speakers and I select topics that interest me. In my PSF, I try to express why the topic is relevant, describe key components related to the topic that will be addressed, and then close by describing the session deliverables. I also coach my speakers to share practical information. My speakers are excellent. Risk managers generally have a sincere desire to share their experience, expertise, and talents. Things to avoid in a PSF are ramblings with no purpose or vision, poor grammar, lack of creativity, a panel of vendors, narrow topics that interest few, and other such mishaps.*

**Catherine Bennett**