



PARTNERSHIP

corporate excellence in business continuity management

INTRODUCTION

The Business Continuity Institute was founded in 1994 to enable individual members to obtain guidance and support from fellow business continuity practitioners.

Professional members of the BCI can be identified by their designations of FBCI (Fellow), MBCI (Member), SBCI (Specialist) or ABCI (Associate) conferring internationally recognised status as certified practitioners competent to carry out business continuity management to a consistently high standard. Requirement entries for professional membership will change during 2007 with the introduction of an examination - the BCI Certificate.

Since 1994 the Business Continuity Institute has expanded considerably and membership now stands at nearly 4,000 total members in 80 countries. The wider role of the BCI has also developed to include the promotion of the highest standards of professional competence and commercial ethics in the provision and maintenance of BCM. The BCI is now the world's most eminent BCM institute and our logo is instantly recognisable as a major symbol standing for good practice and professionalism.

Three clear strands of awareness run through the activities of the Business Continuity Institute focussing on three discrete groups:

Individual Members - recognition of competence, certification and ethics in practising business continuity management.

Products and Tools for BCM Practitioners - the flagship of the BCI is the Good Practice Guidelines, offering a methodology of best practice. A suite of other products, based on the GPG, are in production to give support to BCI members and those aiming to carry out BCM to a high standard.

Awareness Raising in a Corporate Environment - acting as a source of knowledge for the many varied industries and organisations that require information on business continuity management and the benefits of embedding BCM within their corporate culture.

The BCI currently offer corporate partnerships to many organisations who wish to support the aims of the BCI and also accept sponsorship from several leading organisations. Many of these companies, however, feel they have more to contribute than simply lending their name to the BCI but, as the BCI is an institute of individuals; it is often difficult to incorporate the requirements of these companies within the ethos of a professional institute.

The BCI Board have, therefore, taken a decision to launch a new stand alone association - **The BCI Partnership** - enabling companies to work with the BCI to deliver the overall mission of:

Promoting the art and science of business continuity management worldwide

BCI PARTNERSHIP

2007 may prove to be a key year for Business Continuity Management. The launch of BS25999 in late 2006 has seen a significant rise in interest in BCM as a discipline. At the same time continued growth in BCI membership confirms that BCM is now a chosen career path for an increasing number of professionals. BCM has matured and is now firmly established on the corporate governance agenda.

The BCI Board believe that now is the right time to work in partnership with organisations to further raise the profile of BCM and to ensure that corporate excellence in BCM is adopted by more companies.

To support this intention the new partnership will undertake the delivery of:

- a new website full of resources including a Knowledge Bank
- regular industry research
- a new BCM focussed business publication
- industry sector specific forums and congresses
- codes of practice for different aspects of BCM
- roadshows and pr to raise the profile of BCM including revitalising Business Continuity Awareness Week
- lobbying governmental and other agencies

Two types of Partnership are proposed:

Corporate Partner

Industry Partner

CORPORATE PARTNERS

Corporate Partners will be drawn from those organisations that either practice BCM at a mature level or those that aspire to. Corporate partnership benefits will include:

- use of the BCI logo, underlining your commitment to corporate excellence in business continuity management
- discounts on all BCI products including events and publications
- opportunities to take part in regional forum meetings
- opportunities to attend sector-specific BCM congresses
- copy of *Continuity* magazine
- access to the members' only section of the BCI website which includes exclusive information including the Knowledge Bank
- copies of research reports

Corporate partners would be expected to aim to achieve the highest standards of BCM practice by appointing qualified BCM practitioners where possible and/or encouraging existing staff to become qualified.

INDUSTRY PARTNERS

Industry Partners within the BCI Partnership are likely to be those companies that make or deliver BCM products and services and who wish to have an opportunity to network with potential clients and to showcase their products and services.

The Business Continuity Institute currently accepts sponsorship from BCM suppliers. These existing sponsors will have the opportunity to transfer their support to the **BCI Partnership** which will afford more opportunities to promote services and products to a wider audience than can currently be accommodated within a professional institute of individuals.

Industry Partners will have the opportunity to benefit from these marketing opportunities:

- Use of the BCI logo on their publicity material/website
- may exhibit at BCM congresses
- dedicated Industry Partner showcase webpages on BCI website
- press release of new products and services to BCI Partners
- production of Yearbook incorporating supplier directory
- may nominate advertising buttons on BCI web pages

- one free display advertisement per year in the BCI Partnership's *Continuity* magazine
- discount on all other display advertising in *Continuity* magazine

It is envisaged that there will be different levels of Industry Partnership with different associated fees. The level of benefits will be dependent on level of Industry Partnership.

FUNDING THE BCI PARTNERSHIP

The BCI Partnership will be a not for profit organisation and a wholly owned subsidiary of the Business Continuity Institute Forum. Although the existing BCI Secretariat will be able to support the BCI Partnership during the launch phase, it will be necessary to appoint an Executive Director to drive the Partnership forward and dedicated Partnership staff will be recruited to undertake key functions. Surpluses generated by the Partnership will be returned to the Partnership to fund future activities.

Planned activities for the BCI Partnership include: a new website full of resources including a Knowledge Bank; regular industry research; a new BCM focussed business publication; industry sector specific forums and congresses; codes of practice for different aspects of BCM; roadshows and PR to raise the profile of BCM, including revitalising Business Continuity Awareness Week; and lobbying governmental and other agencies.

A minimum fund of £150,000 will be needed to recruit the Executive Director and fund first year activities. It is therefore proposed to establish this fund by inviting founding contributions from Founding Partners.

FOUNDING PARTNERS

Those organisations that commit to Founding Partner status of the BCI Partnership will be seen to be at the leading-edge of business continuity management best practice. They will be sending a clear message to members of staff, management, board directors, shareholders, customers and suppliers that corporate excellence within business continuity management is promoted within their organisation.

Because Founding Partners will be the foremost companies within their sectors, the fact they are promoting an adherence to best BCM practice will encourage others to follow their example. Founding status therefore presents an opportunity for competitive advantage.

Founding Partners will have the opportunity to:

- act as a leading voice for their industry sector including guiding the development of sector specific Codes of Practice
- act as host or sponsor for sector specific BCM congresses
- network at exclusive Founding Partners events

- sit on the BCI Partnership Steering Group and influence direction
- work with other Founding Partners to demonstrate thought leadership through industry research, publishing White Papers, and contributing to the Knowledge Bank

Founding Partner status will be limited to organisations supporting corporate excellence in business continuity management and will only be available during the development phase of the BCI Partnership.

The proposed first year Partnership Subscription Fees are therefore set at:

Founding Partner: £15,000 for the first year with a 5 year commitment to partnership. Subscription fees for subsequent years will be set dependent on actual income and proposed activities.

Industry Partner: £6,000 for Gold level
£4,000 for Silver level
£2,000 for Bronze level

Corporate Partner: £3,000 for Gold level
£1,500 for Silver level
£500 for Bronze level