

Business Continuity Awareness Week

March 22-26, 2010

CONVERSATIONS DRIVE BUSINESS CONTINUITY AWARENESS WEEK

Business Continuity Awareness Week (BCAW) – March 22-26, 2010 – is a great opportunity to promote business continuity within your organization. The theme this year is, *“Why Business Continuity”*.

One function of internal public relations is to interpret the work of various departments to the entire organization. Your public relations or marketing department would likely welcome hearing from you about Business Continuity Week.

Some of the things you could work on together:

- An article for your internal newsletter
- A posted letter of support from your CEO
- A webpage or PowerPoint download for your intranet
- A tabletop display for a high traffic area
- Making a short presentation at a regular meeting
- A display and list of BC books at your library
- Posters and information sheets
- A open house at your department

Get a few people together and explore this. Give yourselves at least four weeks lead time. Decide on what works for you and make it happen. Then tell us about it.

We'll be collecting stories and sharing them at www.bcaw.groupsites.com

Why business continuity?

Begin the conversation.



Canadian Centre for
Emergency Preparedness

