BCIEoE – Management Committee Meeting 18/09/2020

09:00 – 11:00 GMT, by Skype Teleconference

Attendees:

David Thorp, Executive Director BCI

Rachael Elliott, Head of Thought Leadership BCI

Mark Suttle, Chair

Richard Verrinder, Vice Chair

Brian Kinch, Secretary

Adrian Jolly, Member

Tim Cracknell, Member (left call 10:00)

Matthew Neall, Member

Lauren Kinch, Administrator

Apologies:

Jim Barrow, Member

Chris Aldred, Member

David West, Ex-officio Member

Welcomes and Introductions:

MS welcomed everyone to meeting and a particular welcome was extended out to DT and RE. BK made apologises for those who were not available to attend the call.

DT started with opening remarks and gave his perspective regarding how COVID-19 has impacted the Head Office for the Business Continuity Institute e.g. how membership has been affected/how working from home is efficient because there are less distractions, etc. There then followed a general discussion on the repercussions of Corona virus on the longer-term business environment.

Questions and Answers with David Thorp:

1. BK opened the Committee questioning by referencing the Chapter leader meeting each year and asked whether, rather than providing a synopsis of proceedings on the website, or relying upon the Chapter representative to report faithfully back, minutes could be produced and circulated to each Chapter. DT indicated this should be ok but that he would check with DW.
2. BK expressed the Committee’s concern that membership numbers seem to remain static and that there are many business connections who are not BCI members despite their eligibility, some of which are instead members of other professional groups. DT advised the BCI strategy is to develop a full spectrum of value offerings for current members plus to promote member community growth through outreach and reciprocity with other partners. DT advised the BCI are considering using a subscription model in addition to a membership-only model.
3. BK questioned what the true differential is between member value and community value. DT conceded that the BCI has probably given too much access for free to casual community members and that certain materials and benefits needed to be restricted behind a member firewall. However, DT indicated research needs to be carried out before changes are made but he assured that relevant discussions are already happening.
4. BK reiterated the Committee’s gratitude for DT and RE attending today’s proceedings and suggested it would be a good idea for other members of the BCI senior team to attend Chapter meetings on an ad-hoc basis. DT advised he is happy to attend as many events as possible and RE indicated she is regularly asked to attend other Chapter events, to present at third party events, to have outreach to other groups such as the Women In Resilience (WiR), and that she also likes to observe face-to-face interviews being conducted during research assignments. BK thanked them for this update and indicated that the Committee will continue to promote BCI senior team involvement in subsequent Chapter meetings.
5. MS queried what the BCI’s community strategy is in that there seems to be a reluctance to share Chapter events or activities outside of the direct catchment area. MS asked whether some of these restrictions can be relaxed especially in view of the COVID-19 challenges. DT confessed that he thought any communication restrictions had been removed and stated that he saw real value in sharing the work of each Chapter with others in order to build connections, to provide insight into other geographies and groups, and to share best practise and prevent common mistakes.
6. Reflecting on the earlier discussions about member and community value, MS asked whether the value proposition for membership is being looked at. DT advised DW is actively trying to identify ways to add value to the membership package and that we should expect different elements to the package over the next year.
7. MS asked whether there are any restrictions or concerns about the Chapter creating its own social media presence as there had seemed to be some reluctance when the subject had been broached recently. MS gave the example of a LinkedIn profile to help drive constituent and community engagement. DT advised that other Chapters are already active on social media, that we should use DW’s guidance on how to best create and maintain, and that he had no real concerns so long as the profiles were created and maintained professionally and appropriately.
8. MS asked whether there are any activities that the BCI can undertake to help enhance diversity and inclusivity, especially considering the current constitution of the Committee. DT indicated liaising with WiR may prove beneficial and MS indicated this is already underway, but no representative has yet been secured. DT conceded that assuring diversity is a challenge not least in the way that elections are run, and there is a need to change this to help enhance and engineer representatives from different countries, different genders and different ages.
9. BK and MS referenced a prior opportunity that had come through the BCI to brief a London Council on continuity and queried whether the BCI should have a dedicated spokesperson to respond in these instances. DT advised he was not aware of this situation but confirmed that although there is a BCI Technical panel there is not a series of spokespeople for educational or practitioner opportunities. DT advised that he would have DW and RE liaise to resolve this issue.
10. On an allied topic MS queried whether there is a move to get the BCI more into the public eye, especially bearing in mind the opportunity that COVID-19 had brought to bring continuity and resilience more into the media and public conscience. DT advised that he would welcome greater public attention to the BCI but conceded media liaison is a difficult area to get into effectively and often needed a lot of public relations activity to build out relationships and trust to make it work. DT recalled a similar challenge during his time at the Security Institute where it took years of liaison to regularly get on the media radar and was not cost effective. RE agreed it can be a real battle to get positively into the press and whilst there have been successes with trade press in particular there continues to be a need for other work to get the BCI more into the public eye. DT suggested that a prerequisite to positive media engagement is having a set of well-defined policies which can be challenging and costly to create, maintain and represent faithfully.

Being no further questions, MS indicated that he would hand over to RE for her presentation.

The Future of Business Continuity in a Post-COVID-19 Environment with Rachael Elliott:

The presentation was recorded and made available to those interested.

Any other business:

Being no further business, MS thanked the Committee and RE for their attendance and contributions and drew the meeting to a close.

Next Committee meeting Friday 16th October.

Call ended 11:15.