



The Need for ERM

Today's executive is challenged to navigate the volatile environment where unexpected risks are constantly emerging. A further challenge is to protect and grow shareholder value while effectively and appropriately addressing the company's key risks. Companies are implementing enterprise risk management (ERM) as a way to cope with these challenges. Shareholders, boards of directors, and rating agencies are all pressing for enhanced ERM capabilities. Companies lagging in ERM sophistication are more vulnerable and executives lacking these skills are likely to lose their competitive edge.

Who Should Attend

SimErgy ERM Boot Camp is for individuals involved with identifying, measuring, managing, or disclosing risks, or those with oversight over those functions. This includes:

- Heads of ERM programs, such as chief risk officers (CROs) or those functioning in that capacity
- Corporate ERM team members that conduct qualitative risk assessments or build models to quantify risks
- Heads of internal audit
- Heads of compliance
- Senior executives, such as CEOs and CFOs
- Directors, including chairs of board audit committee and chairs of risk committees
- Heads of external relations or those communicating with analysts and rating agencies

Curriculum

SimErgy ERM Boot Camp is a practical hands-on training program designed to give participants tangible skills that can be applied immediately to successfully implement ERM at their organization. This program uses a stimulating and dynamic combination of lectures, individual exercises, small group exercises, large group exercises, and case studies.

The program is led by Sim Segal, FSA, CERA, SimErgy's president and founder and a globally recognized thought leader on ERM. The program content is based on:

- Segal's ERM book, *Corporate Value of Enterprise Risk Management: The Next Step in Business Management*
- Segal's consulting experience in a range of industries
- Segal's MBA course at Columbia Business School

Benefits to Attendees

SimErgy ERM Boot Camp is designed to provide attendees with knowledge and skills to perform various ERM activities:

ERM Framework

- Implement an advanced yet practical ERM framework
- Benchmark ERM programs against 10 key ERM criteria

Risk Identification

- Employ the five keys to successful risk identification
- Develop a risk categorization and definition (RCD) tool
- Conduct qualitative risk assessment surveys

Risk Quantification

- Develop risk scenarios using the Failure Modes and Effects Analysis (FMEA) technique
- Quantify strategic, operational, and financial risks
- Define your organization's risk appetite

Implementation

- Understand how best to use ERM vendors
- Learn how to build buy-in with key stakeholders

Summary Program (see other side for detailed program)

Day 1: ERM Infrastructure

- 1) Introduction
- 2) Defining ERM
- 3) ERM framework
- 4) Risk governance
- 5) ERM vendors

Day 2: Risk Identification

- 1) Risk categorization and definition
- 2) Qualitative risk assessment
- 3) Emerging risk identification
- 4) Killer risks

Day 3: Risk Quantification and Defining Risk Appetite

- 1) Developing a quantitative ERM model
- 2) Calculating baseline company value
- 3) Quantifying individual risk exposures
- 4) Quantifying enterprise risk exposure
- 5) Defining risk appetite

Registration

Registration Fee

Full 3-days: \$2,450 by April 29 / \$2,650 after April 29

Day 1 only: \$950 by April 29 / \$1,050 after April 29

Registration includes materials, breakfast, lunch, and refreshment breaks.

To Register

Register online: Go to www.simergy.com/registration

Register by phone: Call Armand at (646) 205-0002

See other side for detailed program, instructor bio, and location of event.

Day 1 (Monday, June 6, 2011)	
8:15am - 9:00am	Breakfast and Registration
9:00am - 10:30am	1) Introduction <ul style="list-style-type: none"> Evolution of ERM Challenges to ERM 2) Defining ERM <ul style="list-style-type: none"> Definition of risk Basic definition of ERM The 10 key criteria of ERM
10:30am - 10:45am	Refreshment Break
10:45am - 12:10pm	<ul style="list-style-type: none"> The 10 key criteria of ERM (cont.) Exercise 1 (group): Evaluate case study against the 10 key criteria ERM process cycle Benefit of ERM to stakeholders
12:10pm - 1:00pm	Lunch
1:00pm - 3:00pm	3) ERM Framework <ul style="list-style-type: none"> Three core challenges typical of traditional ERM frameworks Value-based ERM framework Lessons from the financial crisis Non-corporate entity framework
3:00pm - 3:15pm	Refreshment Break
3:15pm - 4:45pm	4) Risk governance <ul style="list-style-type: none"> Roles and responsibilities Organizational structure Policies and procedures 5) ERM vendors <ul style="list-style-type: none"> How vendor offerings fit in
Day 2 (Tuesday, June 7, 2011)	
8:15am - 9:00am	Breakfast
9:00am - 10:30am	1) Risk categorization and definition <ul style="list-style-type: none"> Risk categorization/definition tool Defining risks by source Categorizing risks evenly Exercise 2 (group): Categorize risks Exercise 3 (solo): Categorize risks
10:30am - 10:45am	Refreshment Break
10:45am - 12:10pm	<ul style="list-style-type: none"> Exercise 4 (group): Categorize risks 2) Qualitative risk assessment <ul style="list-style-type: none"> Participant identification Advance communication Defining metrics clearly
12:10pm - 1:00pm	Lunch
1:00pm - 3:00pm	<ul style="list-style-type: none"> Qualitative risk assessment survey Gathering data appropriately Identifying risks prospectively Exercises 5/6 (pairs/switch roles): Conduct surveys Consensus meeting
3:00pm - 3:15pm	Refreshment Break
3:15pm - 4:45pm	3) Emerging risk identification <ul style="list-style-type: none"> Monitoring for known risk Environmental scanning 4) Killer risks

Day 3 (Wednesday, June 8, 2011)	
8:15am - 9:00am	Breakfast
9:00am - 10:30am	1) Developing a quantitative ERM model <ul style="list-style-type: none"> Input of data and assumptions Model calculations Output of results 3) Quantifying individual risk exposures <ul style="list-style-type: none"> Input of data and assumptions Deterministic risk scenarios Developing scenarios using FMEA
10:30am - 10:45am	Refreshment Break
10:45am - 12:10pm	<ul style="list-style-type: none"> Exercise 7 (group): Conduct FMEA Model calculations Output of results Exercises 8/9 (group/solo): Quantify individual risk scenario Case studies
12:10pm - 1:00pm	Lunch
1:00pm - 3:00pm	4) Quantifying enterprise risk exposure <ul style="list-style-type: none"> Input of data and assumptions Model calculations Output of results Economic capital 5) Defining risk appetite <ul style="list-style-type: none"> Risk appetite consensus meeting Defining/quantifying risk appetite Case study
3:00pm	Adjournment

Instructor Bio



SIM SEGAL, FSA, CERA, is president and founder of SimErgy Consulting, which provides ERM consulting services and training seminars. He is author of *Corporate Value of Enterprise Risk Management: The Next Step in Business Management*. Segal also teaches an MBA course on ERM at Columbia Business School. For a complete bio, visit www.simsegal.com.

Hotel Information

Sheraton New York Hotel and Towers
 811 Seventh Avenue (between 52nd and 53rd Streets)
 New York, NY 10019
 (212) 581-1000

For More Information

Call Armand at (646) 205-0002 or visit www.simergy.com