



Press release

Brussels- the 15<sup>th</sup> of February, 2022

## Business Continuity Convention 2022 - 2<sup>nd</sup> edition Hilton Brussels Grand Place on the 24<sup>th</sup> of November, 2022

*« By failing to prepare, you are preparing for failure »*

While this quote from Benjamin Franklin dates back to the 18<sup>th</sup> century, it is still very relevant in this (post-?) Pandemic period, especially in IT. The theme will also be the focus of the Business Continuity Convention on November 24, 2022 at the Hilton Brussels Grand Place hotel.

According to a recent study by the consultancy firm Mercer, more than half (51%) of companies worldwide would have no plan or protocol to deal with a major disaster. A few more figures: 54% of organisations have suffered a business interruption of at least 8 hours in the last 5 years (source: DataCore), 70% of attacks perpetrated against SMEs in 2020 are due to external factors (source: Verizon) and 45% of data leaks involve hacking (source: Verizon).

In short, investing in business continuity appears to be urgent. Especially with the pandemic and the lockdown, companies have had to impose teleworking and open - often in a hurry - their IT infrastructures to their collaborators, with the security and continuity problems that this involves. Likewise, digital transformation is forcing organisations to open their platforms to their business partners (including suppliers and customer) making their systems even more vulnerable.

In this context, Mark-Com Event will offer on November 24, 2022 the 2<sup>nd</sup> edition of the Business Continuity Convention at the Hilton Brussels Grand Place. This event will combine a high-level conference program with a large exhibition space. The ambition of the day is to present the latest developments in terms of business continuity in its various aspects, whether technological (business recovery plan, backup and disaster recovery, operational resilience, guarantee of continuity, (cyber-) security, remote access, emergency power supply, generators, insurance against DR, Disaster Recovery-as-a-Service, etc.) or human (support helpdesk, crisis communication, risk management, GDPR compliance, etc.). The emphasis will be on the practical dimension of the problem as well as on its practical variations in SMEs, main players of the economic fabric in the French-speaking part of the country.

François Vajda, Managing Director of Mark-Com Event and organiser of the event: «The Business Continuity Convention 2022 will allow end users to learn about the latest developments, the technological evolution and the market offer in terms of business continuity activity in the broad sense of the term, both from a technical, human and organisational point of view. In addition, it will give visitors the opportunity to meet the main suppliers and to exchange with them as well as with other colleagues about their concrete experiences. And who knows, make new business contacts and enter into new business relationships.»

## PRACTICAL INFORMATION

### Date

November 24, 2022

### Location

Hilton Brussels Grand Place

### Opening hours

From 8:30 am to 4 pm

Free access through invitation

## MAIN TOPICS

Disaster recovery, high availability, remote access, (cyber)security, back-up infrastructure, hosting/cloud, operational resilience, risk management, business impact management, crisis communication, teleworking

## TARGET AUDIENCE

Business continuity managers, CIO, Operational decision-makers, marketing managers, CTO, Logistic managers, DRH, CFO, CEOs, Security Manager

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