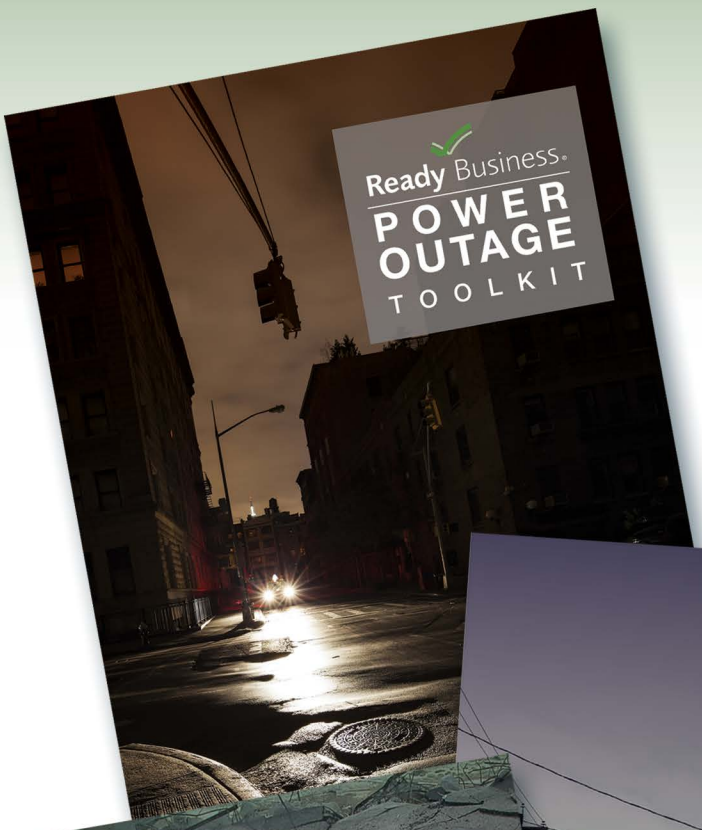
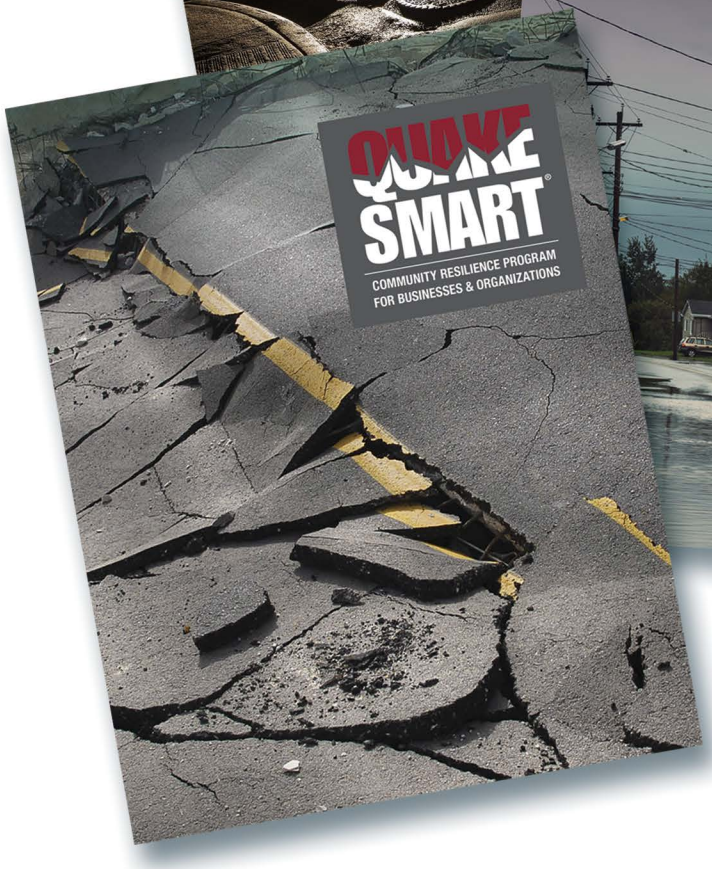
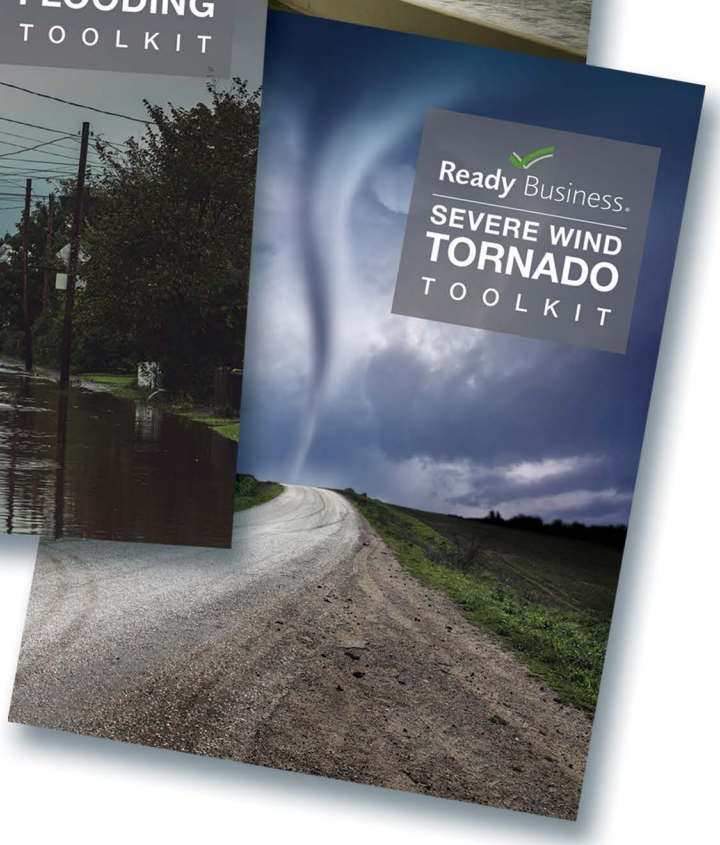
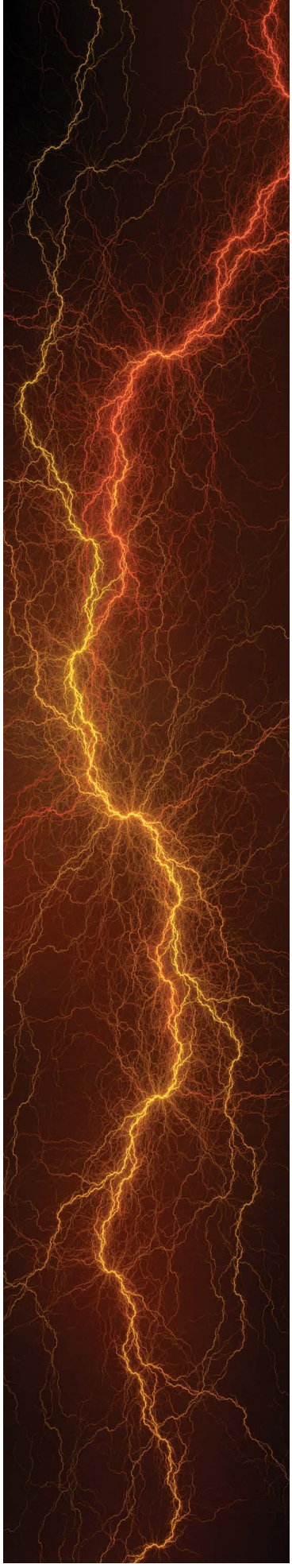
# Ready Business®

# HOW-TO GUIDE







# Table of Contents


**INTRODUCTION ..... 2**

Program Background ..... 2

Purpose of the "How-To" Guide ..... 5

Workshop Overview ..... 5

Workshop Implementation ..... 8

**1 I PREPARE FOR A *READY BUSINESS WORKSHOP* ..... 9**

**2 I DELIVER A *READY BUSINESS WORKSHOP* ..... 14**

**3 I CONDUCT *READY BUSINESS WORKSHOP* FOLLOW-UP ..... 14**

Appendix A I Sample Agenda ..... 15

Appendix B I Description of Speaker/Presenter Roles ..... 16

Appendix C I Invitation and Marketing Email Template ..... 17

Appendix D I Sample News Media Advisory ..... 19

Appendix E I Sample Attendee Email ..... 20

Appendix F I Sample Feedback Form ..... 22

# Introduction

## Program Background

The goal of the FEMA *Ready Business Program* is to help businesses and organizations develop effective preparedness and mitigation programs. The *Ready Business Program* accomplishes this goal by providing tools to create business continuity and Preparedness and *Mitigation Project Plans* with a focus on the impact of relevant, local hazards.

**THE READY BUSINESS PROGRAM COMBINES LEADING PRACTICES ALONG WITH PRESENTATIONS, PANEL DISCUSSIONS, AND A SCENARIO-BASED TABLETOP DISCUSSION TO MOVE ORGANIZATIONAL LEADERS THROUGH A STEP-BY-STEP PROCESS TO:**

| | |
|---|---|
| ✔ | Identify Your Risk |
| ✔ | Develop a Plan |
| ✔ | Take Action |

1) *Identify Your Risk*, 2) *Develop a Plan*, and 3) *Take Action*.

The two components of the *Ready Business Program* are a series of hazard-specific *Ready Business Toolkits* and in-person *Ready Business Workshops*.

The first program component, the *Ready Business Toolkit* series, focuses on earthquakes, hurricanes, inland flooding, power outage, and severe wind/tornado events. Toolkits provide organizations with information needed to develop a business continuity plan and *Preparedness and Mitigation Project Plans*, and provide an application for recognition of participating organizations.

Toolkits are available for download here on the Federal Emergency Management Agency (FEMA) website.

The second program component is the *Ready Business Workshop*. Workshops provide participants with information from subject matter experts and facilitates collaboration with local leaders.

Fundamentals for a successful *Ready Business Workshop* include:

- A dedicated, integrated host committee
- Strong support from the relevant local, state, and regional emergency management authorities
- Centrally located venue that allows for ease of attendance
- Meeting room layout that fosters active, interactive discussion
- Relevant local leadership voices to inspire attendees
- Knowledgeable and articulate disaster preparedness and mitigation subject matter experts
- Participation by a skilled, experienced, scenario-based discussion leader
- Broad-based business and organization participation

## Benefits to planning and executing a *Ready Business Workshop* in your community include:

**Advancement and integration** of business continuity and preparedness and mitigation planning into the systematic, daily operations of the business community;

**Development of new, productive relationships** between FEMA headquarters, FEMA regional offices, state and local partners, and the business community;

**Introduction of new organizations** to the benefits of the *Ready Business Program* and public-private partnerships to enhance disaster resilience; and

Organizations that possess, **understand, and leverage** available resources for disaster preparedness and mitigation education.

> After attending an earthquake version of the ***Ready Business Workshop***, one attendee commented, "I have many opportunities to attend high-profile emergency conferences, but this workshop provided more practical, useful information than any of those other events."

# Purpose of the "How-To" Guide

This "How-To" Guide is designed to support those that wish to organize and implement a *Ready Business Workshop* in their community. The protocol in this guide is based on a successful workshop model that has attracted more than 450 U.S. private and public sector participants, including small and large companies, such as Alaska Airlines; Century Link; Cisco; Goodwill; Google; United Methodist Church; UPS; and many more.

Once you select a *Ready Business Toolkit* as the basis for a workshop, this guide will assist you and your planning team by providing insight to the process to plan and execute a *Ready Business Workshop*. The guide provides recommendations from inception to post-workshop evaluation.

If you are interested in hosting a *Ready Business Workshop* and need technical assistance, please contact the *Ready Business Program* at FEMA-Private-Sector@fema.dhs.gov for more information.

# Introduction: Workshop Overview

The *Ready Business Workshop* contains five sections that align with the *Ready Business Toolkit*.

The first three sections outline the step-by-step process in the toolkit: *Identify Your Risk*, *Develop a Plan*, and *Take Action*. The next section, a scenario-based discussion which reinforces workshop topics through a simulated disaster response, is integrated into the workshop either during the *Identify Your Risk* step or after all the steps have been covered.

Finally, an optional *Partnership Showcase* may be organized and added to the workshop agenda to provide opportunities for relevant service organizations, vendors, and community groups to network with participants and share preparedness and mitigation information.

## IDENTIFY YOUR RISK

This section of the workshop outlines the risk to the organization through two presentations.

1. The first presentation outlines the risk through science. Typically, a local disaster risk expert discusses the level of local risk for the peril topic and recaps impacts of previous disasters that have occurred in the region.

2. The local risk presentation is followed by a business continuity presentation by an expert who covers the *Back-to-Business Self-Assessment* in the toolkit. The *Back-to-Business Self-Assessment* allows the participating business or organization leader to think through a scenario, answer questions, and record the insights regarding how the local disaster would impact their organization.

The answers to their questions will provide them the specific information needed to participate in the scenario-based discussion and move into the next section of the workshop, *Develop a Plan*. This questionnaire can be downloaded here and should be completed in advance of the workshop so that participants can fully participate in the discussions.

## DEVELOP A PLAN

An interactive panel will discuss the elements necessary to create a *Business Continuity Plan* or a *Preparedness and Mitigation Plan*.

During the *Develop a Plan* interactive panel, subject matter experts will review the toolkit and present information about each pertinent area. Depending on the weather hazard, the following areas will be included in the interactive panel:

| | |
|---|---|
| **STAFF** | Planning and preparedness activities for the protection of staff. |
| **SURROUNDINGS** | Nonstructural elements outside the building that potentially pose a threat during an event. |
| **SPACE** | Nonstructural workplace surroundings on the interior of the building. |
| **SYSTEM** | Systems that support the operation of the building. |
| **STRUCTURE** | Architectural and structural elements of the building. |
| **SERVICE** | Opportunities for an organization to engage and serve the community following an event. |

A dialogue between presenters and participants is encouraged, and time for questions is reserved at the end of each panel to ensure engagement.

## TAKE ACTION

The *Ready Business Program* is intended to recognize and reward businesses and organizations that complete preparedness and mitigation actions to protect employees, customers, and business continuity. This section of the workshop emphasizes that developing a plan is not enough and the organization needs to follow through by taking action and reviews the process to gain recognition as a Ready Business.

## SCENARIO-BASED DISCUSSION

The scenario-based discussion can occur at any point during the workshop. Ideally, it should be integrated in the *Identify Your Risk* section and use the already completed *Back-to-Business Self-Assessment* completed by the attendees. Another option is to have the scenario based discussion as the final activity in the workshop and review all three steps of the *Ready Business Program*. In either form, a facilitator

walks participants through a predetermined disaster scenario tailored to the local community and the risks it faces. A scenario-based exercise template is available for download here on the Federal Emergency Management Agency (FEMA) website.

The scenario-based discussion is typically led by an experienced exercise facilitator that is adept at involving all the organizations in the room and keeping the discussion moving forward. Please contact your local emergency management office to identify an exercise facilitator.

## PARTNERSHIP SHOWCASE

Organizers can consider adding tables or booth space to allow for businesses, organizations, and service providers to showcase information, network, and facilitate additional conversation between the hosts and attendees during breaks and lunch.

The *Partnership Showcase* should allow for planning committee members and key partners (often from the presenter's organizations) to display their information when relevant. Further, workshop organizers should carefully consider, evaluate, and possibly limit showcase participants to ensure the workshop focus remains consistent with preparedness, mitigation, and public-private partnerships.

# Workshop Implementation:

## 1 PREPARE FOR A READY BUSINESS WORKSHOP

This section of the toolkit outlines the steps necessary to prepare for a *Ready Business Workshop*. This includes information regarding establishing partnerships, choosing a venue, developing the agenda, and selecting presenters. It is important to note that the examples provided are best practices and may be modified to fit the host community.

Templates to assist with the development of the workshop are available for each *Ready Business Toolkit* and may be downloaded here on the Federal Emergency Management Agency (FEMA) website. *Ready Business Workshop* downloads include:

- *Back-to-Business Self-Assessment*
- Sample Feedback Form
- Invitation and E-Invite Language
- Sample News Media Advisory
- Presentation Format for Each Peril
- Programs for Each Peril
- Sample Agenda
- Scenario-Based Discussion Template
- Workshop Signage Template

## 2 DELIVER A READY BUSINESS WORKSHOP

This section of the toolkit provides logistics details for the day of the event, including reminders for the workshop host and strategies for ensuring that the scenario-based discussion is successful.

The majority of workshop preparation should be completed well in advance of the workshop day. However, organizers should be prepared to adjust and adapt to last minute changes due to weather, travel, or other contingencies.

## 3 READY BUSINESS WORKSHOP FOLLOW-UP

This section of the toolkit provides suggestions on outreach and workshop follow-up. Examples include suggestions to share all presentations and the attendee list, as well as securing feedback for future improvements.

# 1 | *Prepare For a Ready Business Workshop*

Follow these steps to prepare for a *Ready Business Workshop*.

Identify a Workshop Planning Team Leader: _____

Record the date of the first Planning Team Meeting: _____

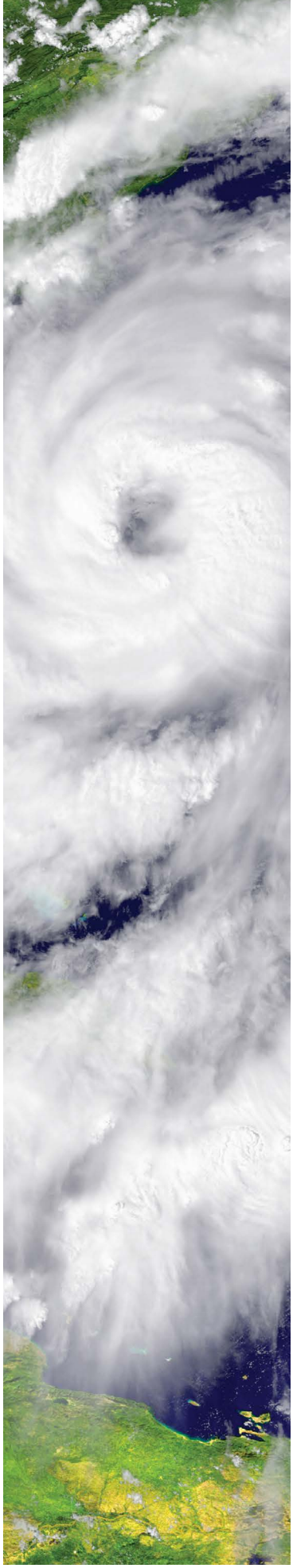
| TASK | TASK DURATION | INFORMATION AND CONSIDERATIONS | ASSIGNED TO | COMPLETION DATE |
|---|---|---|---|---|
| **Four Months in Advance** | | | | |
| Identify, Recruit and Build a Team for Workshop Planning | One Month | • Partners should include FEMA Regional PIO's and private-sector liaison, state and local emergency management officer or hazard mitigation officer, and area chamber of commerce representatives.<br>• Important to secure upfront commitments from partners to actively promote the workshop through eBlasts, newsletter articles, organizational calendars, and/or social media. | | |
| **Three Months in Advance** | | | | |
| Convene Initial Meeting of the Planning Team | Ongoing | Schedule these meetings to occur every two weeks from this point until the workshop. | | |
| Determine Workshop Date | Two Weeks | Cross-reference date against known conferences/workshops, holidays, and/or anniversaries of significant events. | | |
| Develop a Budget | Two Weeks | • Consider the expense of the venue.<br>• Consider the expense of stipends for subject matter experts to present.<br>• Consider lunch and break expenses (this could be done through a private partner contribution as well).<br>• Consider the expense of audio/visual needs.<br>• Consider the expense of parking fees for participants. | | |

| TASK | TASK DURATION | INFORMATION AND CONSIDERATIONS | ASSIGNED TO | COMPLETION DATE |
|---|---|---|---|---|
| **Three Months in Advance (cont.)** | | | | |
| Secure Venue | Two Weeks | • Consider exhibition space.<br>• Locate space that accommodates up to 100 attendees.<br>• Look for a venue that includes audio/visual equipment, so this will not become an additional expense for the workshop.<br>• Ensure space allows for adequate room to conduct the scenario-based discussion.<br>• Ensure space allows for those with Access and Functional Needs (AFN). | | |
| **Ten to Twelve Weeks in Advance** | | | | |
| Develop an Agenda and Secure Presenters | Four Weeks | • Appendix A - Sample agenda can be used as the starting point.<br>• Appendix B - Description of speaker/presenter roles.<br>• Recruit/secure FEMA regional and local representatives along with technical speakers.<br>• Confirm hands-on activities/exhibit space. | | |
| **Eight to Ten Weeks in Advance** | | | | |
| Name the Table-Top Exercise Coordinator | One Day | • Coordinator is responsible for developing a draft table-top exercise for review.<br>• Reference the exercise template at (website for download). | | |
| Develop Online Registration System | One Day | • Develop online registration portal to gather attendee information.<br>• Recommendations include RegOnline and Cvent. online registration tools.<br>• Develop confirmation email that includes instructions for completing *Back-To-Business Self-Assessment* before the workshop. | | |
| Start Marketing/Promotion | Ongoing | • Develop and distribute invitation (Appendix C - Invitation and Marketing Email template).<br>• Develop media advisory and news release (Attachment D - Sample News Media Advisory). | | |

| TASK | TASK DURATION | INFORMATION AND CONSIDERATIONS | ASSIGNED TO | COMPLETION DATE |
|---|---|---|---|---|
| **Eight to Ten Weeks in Advance (cont.)** | | | | |
| Start Marketing/ Promotion | Ongoing | • Start targeted outreach to local business/ community calendar reporters.<br>• Contact local chambers of commerce and neighborhood business associations and ask them to promote the workshop to their membership.<br>• Request that partners engage in promotion and follow up individually with materials needed to promote and a reminder of who and when they promised to reach out to. | | |
| **Six Weeks in Advance** | | | | |
| Review Table-Top Exercise with Coordinator | One Week | Coordinator to review table-top exercise during planning team meeting and then route for review. | | |
| **Four Weeks in Advance** | | | | |
| Finalize Table-Top Exercise | One Week | • Coordinator to review comments from the planning team and incorporate into exercise.<br>• Review the exercise with the planning committee.<br>• Finalize exercise and send to the workshop lead for incorporation into the presentation. | | |
| Order Audio Visual Support and Equipment | One Week | Baseline equipment should include projector, screen, podium microphone, table top microphone(s) for four-person panel, and two wireless microphones for audience questions. | | |
| Reminder to Registered Attendees and Email Blast to Garner Registrations | Ongoing | • Feature information about one of the speakers/presentations.<br>• Include reminder to complete *Back-to-Business Self-Assessment.* | | |
| Media Pitching | One Week | Use media advisory to pitch by phone to local media. | | |
| Meet with all Presenters to Discuss Material and Workshop Logistics | One Week | • Schedule meetings with each presenter to discuss their presentation and address logistical needs, such as headshot and bio.<br>• Inform presenters that their presentations will be shared following the workshop. | | |

| TASK | TASK DURATION | INFORMATION AND CONSIDERATIONS | ASSIGNED TO | COMPLETION DATE |
|---|---|---|---|---|
| Confirm Exhibitors (if Applicable) | Two Weeks | • Consider private-sector partners whose services and/or products are relevant to the perils.<br>• Consider nonprofit organizations and government agencies relevant to response and recovery. | | |
| **Three Weeks in Advance** | | | | |
| Receive Speaker Headshots and Bios for Program | Ongoing | • Begin development of the program.<br>• Download a sample workshop program here. | | |
| Order Food and Beverage for the Workshop | One Week | • Ideal to secure private sponsorship of lunch.<br>• Consider food allergies and special food requests. | | |
| **Two Weeks in Advance** | | | | |
| Complete Agenda and Program | Two Days | • Provide presenters with the agenda.<br>• Add the agenda to the workshop program.<br>• Send the completed agenda to the registered participants with a workshop reminder. | | |
| Print Program/ Workshop Guide | Two Days | Includes printing and assembly of workshop program guides. | | |
| **One Week in Advance** | | | | |
| Print Signage | One Day | Directional, podium, and partner signs. | | |
| Ship Items to Venue | One Day | Send programs and all directional, podium, and partner signs to venue. | | |
| Secure Name Badges and Holders | One Day | _ | | |
| Complete Name Badge Template | One Day | _ | | |
| Ship Workshop Materials | One Day | Shipping time frame dependent upon location of workshop. | | |
| Pitch Media | Ongoing | Pitch media (all outlets and trades) to cover workshop. | | |

| TASK | TASK DURATION | INFORMATION AND CONSIDERATIONS | ASSIGNED TO | COMPLETION DATE |
|---|---|---|---|---|
| **One Week in Advance (cont.)** | | | | |
| Receive Speaker Presentations and Develop Master Presentation | Two Days | Use the appropriate presentation template for the workshop. | | |
| Send Reminder to Registrants Regarding the Workshop and Completing the *Back-to-Business Self-Assessment* | One Day | • Include address.<br>• Include information regarding cancellation policy.<br>• Include contact name for specific questions. | | |
| **One Day Before Travel** | | | | |
| Complete Name Badge Printing | One Day | Assemble name badges. | | |
| Develop Tent Cards to Assign the Exhibitor Tables | One Day | Create tent cards. | | |
| **One Day Before Workshop** | | | | |
| Send Reminder Email to All Registered Attendees | One Day | • Include address and lunch information in this email.<br>• Include reminder to complete the *Back-to-Business Self-Assessment*. | | |



## 2 | *Deliver a Ready Business Workshop*

There are two important items to manage on the day of the workshop: room setup and audio/visual equipment. For room setup, assign a planning team member to oversee the following during the workshop:

- Placement of signs to direct attendees to the proper room
- Location and ease of access to the registration table
  - » This should be located directly outside workshop room
  - » A sign in sheet and nametags should be available at the table
- Layout of the workshop room is conducive for presentations and scenario-based discussion
- Location of fire exits and restrooms are known
- Lunch space has been provided and is easily accessible

For the audio/visual setup, it is important to check the following:

- Computer systems with the projector attached
- Loaded and prepared presentation slides
- Sound and internet connection for any videos
- Microphones for the presenters

Additionally, as the workshop progresses throughout the day, organizers should monitor the workshop environment including basic logistics like room temperature, as well as ways to increase engagement and participation of attendees with the presenter or host.

---

## 3 | *Ready Business Workshop Follow-Up*

After the workshop is complete, it is important to follow up with the attendees. Post-event information for workshop attendees may include:

- Attendee roster
- Link to download the presentations and program
- Links to partner websites

Consider adding participants to a list serve with additional information and future events.

Additionally, reviewing feedback forms and discussing recommendations with the planning team for future workshops is critical. A feedback form template is available for download here on the Federal Emergency Management Agency (FEMA) website.

Share this information with the FEMA Ready Program and Individual and Community Preparedness Division. Other FEMA regions hosting workshops in the future will benefit from this feedback.

# Valuable Websites

**America's PrepareAthon!**

www.ready.gov/prepare

**FLASH**

www.flash.org

**Ready Business**

www.ready.gov/business

**Ready Business Templates**

Link Not Yet Active

# *Appendix A*

## Sample Agenda

The following is a template you may use to develop your workshop agenda. The panel will consist of only those elements contained in the peril-specific toolkit.

### Anywhere Ready Business Workshop Agenda

**Anywhere Conference Room**
**Date of Workshop**
**9:00 a.m. – 4:00 p.m.**

| | |
|---|---|
| 8:30 a.m. – 9:00 a.m. | Registration |
| 9:00 a.m. – 9:15 a.m. | Welcome |
| 9:15 a.m. – 9:30 a.m. | Introduction to Ready Business – Flooding |
| | *An overview of the Ready Business Program.* |

### IDENTIFY YOUR RISK

| | |
|---|---|
| 9:30 a.m. – 10:00 a.m. | The Disaster Threat to Your Businesses |
| | *An explanation of the science and the risk of flooding in your area.* |
| 10:00 a.m. – 10:30 a.m. | Break |
| 10:30 a.m. – 11:00 a.m. | *Back-to-Business Self-Assessment* |
| | *Learn about the impacts flooding could have on your business by using the Ready Business – Inland Flooding Back-to-Business Self-Assessment as the first step in your planning process.* |

### DEVELOP A PLAN

| | |
|---|---|
| 11:00 a.m. – 12:00 p.m. | Ready Business Interactive Panel |
| | *Learn about the components of preparedness and mitigation that go into developing a Preparedness and Mitigation Plan.* |

### TAKE ACTION

| | |
|---|---|
| 12:00 noon – 12:15 p.m. | Ready Business Application & Recognition |
| | *Learn how to have your business recognized for working towards a more resilient community.* |
| 12:15 p.m. – 1:00 p.m. | Lunch |
| 1:00 p.m. – 1:30 p.m. | A Service Story |
| | *A local business shares their disaster and recovery story.* |

### SCENARIO-BASED DISCUSSION (Break between the Modules)

| | |
|---|---|
| 1:30 p.m. – 4:00 p.m. | Scenario-Based Discussion |
| | *Discuss the coordination and communication activities in a severe weather scenario among local public sector, private sector and non-governmental organizations, and identify barriers to coordination or information sharing.* |

# *Appendix B*

## Description of Speaker/Presenter Roles

| Speaker/Presenter Role | Description |
|---|---|
| Workshop Lead | This individual is responsible for introductions and movement from one section of the workshop to another throughout the day. Typically, a workshop lead is from the Workshop Planning Team. |
| Welcome Speaker | This individual welcomes the attendees to the workshop and the area, and is usually a local leader from a member of the Workshop Planning Team. |
| Introduction to Ready Business | This presenter must be familiar with the Ready Business *Program* and history of the *Ready Business Workshops*. |
| The Disaster Threat to Your Business | This presenter is a meteorologist or disaster specialist that can speak to the science behind disasters in that region. |
| *Back-to-Business Self-Assessment* | This presenter is a business continuity expert that uses the scenario and questionnaire from the toolkit to assist business leaders with identifying risk to their businesses from disaster. |
| Ready Business Interactive Panel | This panel is comprised of subject matter experts in the fields of staff preparedness, mitigation, and service before, during, and following a disaster. Examples of presenters include individuals from academia, mitigation experts, and volunteer experts. |
| Ready Business Application and Recognition | This presenter must be familiar with the *Ready Business Program* and the steps to apply for recognition. |
| A Service Story | This presenter is from a business that survived a disaster and can share lessons learned and how they changed their habits moving forward. |
| Scenario-Based Discussion | This individual is an experienced scenario-based discussion leader. |

# *Appendix C*

Invitation and Marketing Email Template

2016
WORKSHOP SERIES

Ready Business®

## JOIN US!

**Get Ready®, Atlanta.**

***Identify Your Risk***
Learn about business continuity, disaster response, and the cost benefit of preparing for severe weather.

***Develop a Plan***
Identify preparedness and mitigation steps needed to ensure safety and business continuity. Complete assessments and begin developing a plan.

***Take Action***
Work with other business, community, and local government leaders to discuss your response to a simulated flood scenario in Atlanta, GA.

**WHO**
Private Sector, Public Sector, Non-Governmental, Faith-Based, and Voluntary Organizations

**WHAT**
Atlanta Ready Business Inland Flooding Workshop

**WHEN**
Tuesday, September 20, 2016
8:30 am – 4:00 pm

**WHERE**
Atlanta Marriott Century Center
2000 Century Boulevard NE
Atlanta, GA 30345

**HOW**
The Workshop is free, but registration is required.
Click here.

FEMA | FLASH Strengthening Homes & Safeguarding Families | Georgia Emergency Management Homeland Security | Ready Georgia Prepare. Plan. Stay Informed. | America's PrepareAthon! Be Smart. Take Part. Prepare.

# *Appendix C* *(cont.)*

## Invitation and Marketing Email Template

Dear Last Name,

Should your organization be concerned about severe wind and tornado risk? In most instances, yes. Most of the United States is at some risk for severe wind and tornadoes, including Johnson county.

Why is this important? The Small Business Administration (SBA) estimates that 40 percent of small businesses will not reopen after disaster, 25 percent more will close within one year, and 75 percent of businesses without continuity planning will fail within three years of a disaster. Businesses, large and small, are at risk - as are your employees, customers, and the community you serve.

The good news is that the actions to protect your business, employees, and customers are simple, scalable, and many are very low cost to implement. The Johnson County Ready Business Workshop will provide you with actionable information to protect your people, property and operations by assisting you to *Identify Your Risk, Develop a Plan and Take Action*.

*The Ready Business Workshop* will provide:

- Experts to explain severe weather risks specific to Johnson county;
- Information explaining the level of support you can expect from your local emergency management agency if a large-scale disaster occurs;
- Preparedness actions you can take before, during, and after disasters; and
- Provide simple materials and helpful links to additional resources.

Maintaining business continuity is important for you, and when you are able to continue operations after a disaster, you will improve your community's ability to recover as well.

Regardless of your experience level in preparing for disasters, this FREE workshop is for you - please join us!

# *Appendix D*

Sample News Media Advisory

Media Point of Contact Name
Phone Number
Email Address

September 6, 2016

## ***Ready Business* Workshop Set for Atlanta**

*New Inland Flooding Toolkit for Businesses Now Available*

**WHAT:** FEMA Individual and Community Preparedness Division, FEMA Region IV, the Georgia Emergency Management and Homeland Security Agency (GEMHSA), and the Federal Alliance for Safe Homes, (FLASH) will welcome businesses and organizations to the area's first *Ready Business* workshop in Atlanta. With a focus on the new *Inland Flooding Ready Business Toolkit*, workshop participants will learn to identify their risks, develop a plan, and take action to mitigate potential impacts. The day long workshop delivers invaluable insights focused on Staff, Surroundings, Space, Systems, Structure, and Service.

**WHO:** Featured presenters will include:

- Anita Shipman – CEO, Turning Point Accounting and Financial Services
- Will Lanxton – Meteorologist, GEMHSA
- Jason Milhollin – Director, Douglas County Emergency Management Agency

**WHEN:** Tuesday, September 20, 2016, 8:30 a.m. – 4:00 p.m.

**WHERE:** Atlanta Marriott Century Center
2000 Century Boulevard NE
Atlanta, GA 30345

**HOW:** The *Ready Business* workshop is free, but registration is required. Please click here to register, or contact *XYZ* for more information.

# *Appendix E*

## Sample Attendee Email

Good Morning Johnson County Workshop Attendees,

This is a reminder that the Johnson County *Ready Business Workshop* is only a week away. Registration will begin at 8:30 a.m., and the Workshop will start promptly at 9 a.m. on Thursday, May 26 at the Johnson County Administration Building. The address is:

Johnson County Administrative Building
111 S. Cherry Street
Olathe, Kansas 66061

The workshop will be located on the ___ floor in room ___. Parking will be complimentary and will be located_____.

A complimentary box lunch will be included for registered, full-day attendees.

If you have any questions, please call (555) 555-5555, or email xyz@abc.org.

# Appendix F

Sample Feedback Form

## PARTICIPANT FEEDBACK FORM
## Inland Flooding Ready Business Workshop
## Region 4 - Atlanta

Participant Name (optional): _____ Date: September 20, 2016

Organization Name: _____

Location: Atlanta, GA – Atlanta Marriott Century Center

---

## Part I – Participant Evaluation

**Section I.** *Please rate, on a scale of 1 to 5, your overall evaluation of the activities relative to the list provided below, with 1 indicating a rating of **Strongly Disagree** and 5 indicating a rating of **Strongly Agree**.*

| | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|---|---|---|---|---|---|
| Introduction to Ready Business – Inland Flooding | 1 | 2 | 3 | 4 | 5 |
| The Disaster Threat to Your Businesses – GEMHSA | 1 | 2 | 3 | 4 | 5 |
| *Back-to-Business Self-Assessment* – Turning Point Accounting & Financial Services | 1 | 2 | 3 | 4 | 5 |
| Ready Business Interactive Panel – Turning Point Accounting & Financial Services, FEMA Region IV, Hillsborough County, FL, Douglas County EMA | 1 | 2 | 3 | 4 | 5 |
| Ready Business Application & Recognition | 1 | 2 | 3 | 4 | 5 |
| A Service Story – Douglas County | 1 | 2 | 3 | 4 | 5 |
| Scenario-Based Discussion | 1 | 2 | 3 | 4 | 5 |
| The workshop presentations were relevant to current issues. | 1 | 2 | 3 | 4 | 5 |
| Overall, the workshop was constructive and worthwhile. | 1 | 2 | 3 | 4 | 5 |

## Part II – Participant Feedback

**Section I. Observations and Recommended Actions**

*In the space provided below, please record strengths or areas of improvement you are considering as a result of the exercise. Please provide a corresponding recommended action to enhance or correct that observation i.e., planning, policies, training, personnel, equipment, etc.*

Observation:_____

_____

_____

# *Appendix F* *(cont.)*

## Sample Feedback Form

Recommendation:_____
_____
_____
_____

Observation:_____
_____
_____

Recommendation:_____
_____
_____
_____

**Section II. Additional Feedback**

*Please provide us with any additional feedback regarding the workshop.*

_____
_____
_____
_____

FEMA

FLASH®
Strengthening Homes & Safeguarding Families

The Federal Alliance for Safe Homes, Inc. (FLASH)® has prepared the *Ready Business Toolkit* for informational and educational purposes only. Although the information and recommendations are presented in good faith and believed to be correct, the author makes no representations or warranties, express or implied, regarding the information. Users are advised to seek the assistance of a licensed professional engineer or design professional with any questions about this material as it may apply to their circumstances. If the User is dissatisfied with any information in this toolkit or with any of these Terms and Conditions of Use, the User's sole and exclusive remedy is to discontinue using the *Ready Business Toolkit*.