

# OVERVIEW OF ERM FUNDAMENTALS: **THE BASICS OF LAUNCHING ERM FOR STRATEGIC VALUE**

**RALEIGH, NC**  
**MARCH**  
**19-20**

Join us for our **Overview of Enterprise Risk Management Fundamentals: The Basics of Launching ERM for Strategic Value** on Thursday and Friday, March 19-20, 2015 in Raleigh, NC at the Marriott City Center Hotel & Conference Center. Gain valuable knowledge about the fundamentals of enterprise risk management (ERM) including methods and strategies for strengthening board and management oversight of your entity's emerging enterprise risk exposures. The course, which is designed for those with minimal understanding of ERM, is taught by faculty who lead NC State's ERM Initiative, in addition to guest speakers who lead risk oversight in their organization. The course consists of lectures and in class exercises and resembles an MBA-level course design.

## WHO SHOULD ATTEND?

Business executives representing a variety of management positions within organizations, including board of directors, who want to better understand the core elements of effective ERM and how ERM differs from traditional risk management approaches.

## CONFERENCE SESSIONS

- Understanding Relationship of ERM and Existing Risk Management Processes
- Addressing Increased Expectations for Stronger Risk Oversight
- Pinpointing Critical Elements of an ERM Process
- Ensuring ERM is Integrated with Strategic Planning - Creating a Strategic Lens on Risks
- Highlighting Strategies for Risk Identification and Assessment
- Assessing Adequacy of Current Risk Responses and Developing Key Risk Indicators to Monitor Emerging Risks
- Communicating Risk Information to the C-Suite and Board
- Illustrating Practical Tools and Templates to Support an ERM Process

## Intensive. Invaluable. Interactive.

This high-level workshop gives you the tools and hands-on training to confidently and competently address your questions regarding effective enterprise-wide risk oversight. You'll interact with top strategists and renowned experts on enterprise risk management, as they provide their insights and ideas during a real-world, comprehensive workshop.

**Limited to just 50 participants**, this intimate and interactive environment promotes greater interaction between attendees and speakers, and allows a greater sharing of experiences with colleagues. Don't miss this unique learning opportunity.

## A HANDS-ON TRAINING CONFERENCE

LIMITED TO  
**50**  
REGISTRANTS

12.5  
**CPE**  
CREDITS

For more information, visit  
<http://erm.ncsu.edu/executive-education/event/overview-of-erm-fundamentals>

## PROGRAM INFORMATION

THURSDAY MARCH 19 | DAY ONE

7:30 AM - 8:30 AM | **BREAKFAST**

8:30 AM - 10:00 AM

**Session 1**

**Understanding The Need for Better Risk Oversight**

Mark Beasley

Deloitte Professor of Enterprise Risk Management  
Director, ERM Initiative, Poole College of Management  
North Carolina State University

10:00 AM - 10:15 AM | **BREAK**

10:15 AM - 11:30 AM

**Session 2**

**Overview of Effective ERM and Its Connection to Strategy**

Bonnie Hancock, Executive Director, ERM Initiative  
Poole College of Management  
North Carolina State University

11:30 AM - 12:20 PM

**Session 3**

**Techniques for Identifying Risks**

Bruce Branson, Associate Director, ERM Initiative  
Poole College of Management  
North Carolina State University

12:20 PM - 1:30 PM | **LUNCH**

1:30 PM - 2:20 PM

**Session 4**

**Techniques for Assessing Risks**

Bruce Branson

2:20 PM - 2:30 PM | **SHORT BREAK**

2:30 PM - 3:45 PM

**Session 5**

**ERM in Practice: Real-Life Example of Launching ERM**

John Tartt, Assistant Vice President of ERM  
Carolinas HealthCare System

3:45 PM - 4:00 PM | **BREAK**

4:00 PM - 5:15 PM

**Session 6**

**Responding to Risks in Light of the Organization's Risk Appetite**

Bonnie Hancock

5:30 PM - 6:30 PM

**Networking and Cocktail Reception**

FRIDAY MARCH 20 | DAY TWO

7:30 AM - 8:30 AM | **BREAKFAST**

8:30 AM - 9:20 AM

**Session 7**

**Developing Key Risk Indicators to Monitor Strategic Risks**

Mark Beasley

9:20 AM - 10:10 AM

**Session 8**

**Communicating Key Risk Information to Management and the Board**

Bruce Branson

10:10 AM - 10:30 AM | **BREAK**

10:30 AM - 11:30 AM

**Session 9**

**Real World Example: Engaging the Board in Risk Oversight**

Billy Hinshaw

Director of ERM

Reynolds American

11:30 AM - 11:40 AM | **BREAK**

11:40 AM - 12:30 PM

**Session 10**

**Developing Your Next Steps for Strengthening Risk Oversight**

Mark Beasley

## REGISTRATION & ACCOMMODATIONS

**CONFERENCE LOCATION** Marriott City Center - Downtown Raleigh - 500 Fayetteville Street, Raleigh, NC 27601

**CONFERENCE FEE | \$1250 EARLY BIRD BY FEBRUARY 20, 2015**  
**Early bird rate is \$1250 by February 20, 2015.** The regular rate is \$1350 after February 20, 2015. The conference fee includes conference materials, continental breakfast and lunch. To register, visit <http://www.ermevents.com> and select "ERM Fundamentals".

**ACCOMMODATIONS - A limited number of rooms has been reserved at the group rate of \$176 per night. The rate is valid until February 18, 2015.**

**Marriott City Center**, Downtown Raleigh  
500 Fayetteville Street, Raleigh, NC 27601 | 919-833-1120

For **ONLINE RESERVATIONS** go to <http://tinyurl.com/mr2xmbz>

**CONTACT US** AT [erm\\_initiative@ncsu.edu](mailto:erm_initiative@ncsu.edu) | 919-513-0901

**RECOMMENDED CPE CREDIT | 12.0**

The ERM Initiative is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: <http://www.learningmarket.org>.

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