



Global Strategic Management Institute

Presents

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March 1st
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The 4th Annual ENTERPRISE RISK MANAGEMENT SUMMIT

June 9-11, 2010

The W Hotel

San Diego, California



This Content Driven
Industry Event
Demonstrates How To:

- Develop an ERM program that meets the needs of both senior leadership and your Board
- Integrate ERM into your strategy to deliver growth and value for your organization
- Mitigate systemic risk to navigate today's challenging economy



Join the management discussion at
www.GSMIweb.com/community

REGISTER TODAY!

Call: 888.409.4418

Visit: www.ermsummit.com
www.gsmiweb.com



Implementing an Efficient ERM program to Reduce Risk While Delivering Value

Dear Colleague,

In today's challenging economy, developing an Enterprise Risk Management program is vital for your organization. With no standard template for ERM, firms are struggling to identify and mitigate risks. Now in its fourth year, the Enterprise Risk Management Summit provides you with tools you need to develop and implement a successful ERM program while delivering value.

Developing an Action Plan

Over the course of the three day summit you learn from ERM leaders who have successfully integrated programs and have the results to back it up. Through first hand experience, case studies, and interactive discussions, you gain an understanding of the ERM landscape to developing your program or enhance an existing one. Key highlights include:

- Determining What Elements are needed for a Successful Program?
- Obtaining Buy-In from the Board for the ERM Function
- Evaluating The Role of Board In the ERM Process
- Conducting a High Level Risk Assessment & Integrating it into Your Organizational Operations
- How to Translate Risk Appetite Into Your Business Strategy
- Risk Management & the Economic Crisis: Incorporating Systemic Risk into Your Strategy
- Best Practices for Implementing Risk Measures into Your Organizations Strategy
- Aligning ERM Objectives To Meet the Boards Expectations

New Content & Features for 2010

- **Keynote address** on the ERM landscape and what lies ahead for 2010
- **Technology Roundtable** – learn about the newest products and solutions to meet your ERM challenges in this interactive roundtable session.
- **2 in depth training workshops** to get you started on creating a comprehensive, successful ERM program

Don't miss out on this opportunity to get insight from industry leaders, peers and solutions providers. Register today by calling **888.409.4418** or visit us at www.gsmiweb.com. I look forward to meeting you in San Diego in June!

Regards,

Regina D'Alesio

Regina D'Alesio
Conference Director
GSMI



Who Should Attend?

- Chief Risk Officers
- Chief Financial Officers
- Chief Operating Officers
- Risk Managers
- Actuaries
- Members of Board of Directors
- Investment Professionals
- Asset-Liability Management Professionals
- Heads/Directors of Risk Management
- Heads/Directors of ERM
- Heads/Directors of Operational Risk
- Heads/Directors of Credit Risk
- Heads/Directors of Market Risk
- Heads of Compliance
- Compliance Officers/Managers



AGENDA AT A GLANCE

Day One

June 9, 2010

1

- 8:30 *Continental Breakfast and Workshop Registration*
- 9:00 **Workshop A:** Getting Started: Assessing Risk for Your Organization to Develop an Effective ERM Program
- 12:00 *Luncheon*
- 1:15 **Workshop B:** Understanding Regulations to Reduce Risk and Stay Compliant
- 4:15 *Adjourn*

Day Two

June 10, 2010

2

- 8:00 *Continental Breakfast and Registration*
- 8:45 Keynote Address: Update on Enterprise Risk Management Initiatives & What's on the Horizon for 2010?
- 9:30 Panel Discussion: Establishing an ERM Program: Determining What Elements are needed for a Successful Program
- 10:30 *Break and Refreshments*
- 11:00 Roles and Governance in Today's Risk Environment
- 11:45 Evaluating The Role of Board In the ERM Process
- 12:30 *Networking Luncheon*
- 2:00 Conducting a High Level Risk Assessment & Integrating it into Your Organizational Operations
- 2:45 Technology Roundtable: Cutting Edge Solutions to Your ERM Needs
- 3:45 *Break and Refreshments*
- 4:00 How to Translate Risk Appetite Into Your Business Strategy
- 4:45 Obtaining Buy-In from the Board for the ERM Function
- 5:30 *Networking Reception*



Day Three

June 11, 2010

3

- 8:00 *Continental Breakfast*
- 8:30 Best Practices for Implementing Risk Measures into Your Organization's Strategy
- 9:15 5 for 7 Showcase
- 10:00 *Break and Refreshments*
- 10:30 Risk Management & the Economic Crisis: Incorporating Systemic Risk into Your Strategy
- 11:15 What Will ERM Look Like in the Future?
- 12:00 *Networking Luncheon*
- 1:30 Developing a Risk, Governance and Compliance Initiative
- 2:15 Staying Ahead of Emerging Risk through Effective Planning
- 3:00 *Conference adjourns*

Top 5 Reasons to Attend

- 1 Learn how to identify, evaluate and mitigate risks impacting your organization
- 2 Gain insight into the industry landscape and what lies ahead for Enterprise Risk Management
- 3 Discover how to develop an ERM program that meets the objectives of senior leadership and the Board
- 4 Develop a comprehensive ERM program to minimize risk while delivering value
- 5 Network with ERM industry leaders, peers and solution providers

The W Hotel



421 West B Street
San Diego, CA 92101

Phone: (619) 398-3100
Fax: (619) 231-5779



The W Hotel is located in the Columbia district of San Diego. The conference venue is within walking distance to two of San Diego's greatest attractions - the Gaslamp Quarter and Little Italy.



Day One: Pre-Conference Workshops: June 9, 2010

8:30 Continental Breakfast and Registration

Workshop A:

9:00 Getting Started: Assessing Risk for Your Organization to Develop an Effective ERM Program
 Risk means different things to different people. This can be a difficult challenge for executives directing enterprise risk management initiatives for their organizations. This workshop focuses on how best to define risk categories and conduct a successful risk assessment in an effort to develop a comprehensive risk management program.

Highlights of this workshop include:

- Understanding risk vocabulary and how to define risk categories
- Integrating risk assessment into a enterprise risk management program
- Developing risk ratings and how to rank those ratings

12:00 Luncheon

Workshop B:

1:15 Understanding Regulations to Reduce Risk and Stay Compliant
 Organizations face the challenge of developing a standard set of processes and objectives when developing an enterprise risk management program. Additionally, regulations on the local and federal level need to be considered in order to meet compliance standards. Join us for this workshop to understand the changing regulatory landscape and what companies are doing to meet the varying regulations.
 Participants gain valuable insight into regulatory requirements and how best to incorporate those compliance practices into their organizations.

Day Two: June 10, 2010

8:00 Continental Breakfast

8:45 Keynote Address: Update on Enterprise Risk Management Initiatives & What's on the horizon for 2010?

In today's economy more organizations are turning to Enterprise Risk Management to identify and reduce risks. In this session, our distinguished presenter provides a 10,000-foot view into the current ERM landscape, what opportunities an effective ERM program can provide, as well as the common pitfalls that keep organizations from being as successful as they can.

9:30 Panel Discussion: Establishing an ERM Program: Determining What Elements are needed for a Successful Program

With no clear standards for developing an ERM program, many executives struggle with how to design a comprehensive program. This interactive panel provides insight into how other organizations have developed their programs, the best approaches to integrate initiatives and how to overcome challenges throughout the process. This session shares best practices to every element of an ERM program including:

- Identifying risks within your organization's structure
- Raising awareness and support for Enterprise Risk Management
- Creating a standard for audit, insurance, federal and other guidelines

10:30 Break and Refreshments

11:00 Roles and Governance in Today's Risk Environment

Topics to be covered in this session include:

- The impact of evolving regulatory requirements and mounting investor pressure on risk management roles and responsibilities
- Embedding risk management roles throughout the organization
- Providing guidance to the business on evaluating and managing risk
- Forming and defining expectations of a Risk Oversight Committee
- Internal Audit's role in a redefined ERM program
- The role of the Board of Directors
- Managing the culture change

11:45 Evaluating The Role of the Board In the ERM Process

12:30 Networking Luncheon

2:00 Conducting a High Level Risk Assessment & Integrating it into Your Organizational Operations

- Identifying the elements of a comprehensive risk assessment and how to quantifying that risk
- Strategies for incorporating risk assessment into your annual planning
- How to integrate risk assessment across a large organization with multiple divisions and locations

Best Practices and Strategies from Leaders in ERM!



Day Two: June 10, 2010 (Continued)

2:45 Technology Roundtable: Cutting Edge Solutions to Your ERM Needs

In this networking session, attendees have the opportunity meet with solution providers to learn about new software and technology products. Participants rotate to meet with numerous providers to optimize your learning experience and networking opportunities.

3:45 Break and Refreshments

4:00 Aligning Risk Appetite and Business Strategy For Profitable Growth

At its simplest, risk appetite can be defined as the amount of risk, on a broad level, than an organization is willing to take on in pursuit of value. Risk appetite goes to the heart of how a company does business and is paramount to the development of a organization's business strategy. This session will include a case study example of aligning risk appetite and business strategy in the planning process. Significant attention will be given to the process of articulating risk appetite and cascading the appetite into risk tolerances, risk limits and embedding these elements at the operational level.

Learning Objectives Include:

- Characteristics of a well-defined risk appetite
- Process to develop and articulate risk appetite
- Cascading risk appetite into tolerances and limits
- Aligning risk appetite and business strategy

4:45 Obtaining Buy-In from the Board for the ERM Function

- Establishing an effective ERM strategy to obtain the Board's support
- Defending the role of the CRO in light of recent breakdowns
- Developing a successful strategy and how best to communicate that strategy to leadership and across the organization

5:30 Cocktail Reception



Day Three: June 11, 2010

8:00 Continental Breakfast

8:30 Best Practices for Implementing Risk Measures into Your Organization's Strategy

- How to incorporate risk metrics into strategy
- Identifying areas of return and changing strategy to boost those results
- Evaluating risk versus capital and how it drives strategy

9:15 5 for 7 Showcase

5 for 7 is a new innovative showcase where 5 hand-picked sellers present for 7 minutes each, their latest innovations to interested buyers who are eager to learn about the latest solutions in the market. 5 for 7 is a distinctly unique option that affords 5 solution providers an enhanced opportunity to summarize the key aspects of their products in an highlighted and informational setting to a captive audience of interested decision makers who are looking for options and answers to their ERM challenges.

10:00 Break & Refreshments

10:30 Risk Management & the Economic Crisis: Incorporating Systemic Risk into Your Strategy

In today's economy navigating volatility is a challenge facing every organization. So what can risk managers do to limit its impact? In this session, our presenter provides insight into how to account for systemic risk, strategies for and ultimately minimize risk.

11:15 What Will ERM Look Like in the Future?

This closing session will recap the high points of the last two days, review the current and future environment for ERM, suggest ways to apply what you have learned, and discuss what a successful ERM program will look like in the future, including:

- Top things we learned
- How to use what you learned
- ERM past and present environment
- ERM future environment and program appearance
 - Qualitative or quantitative in nature
 - Separate process/program or incorporated in existing processes/programs
- Company culture and philosophy:
 - Risk Taking or Risk Management
 - Efficient or Effective

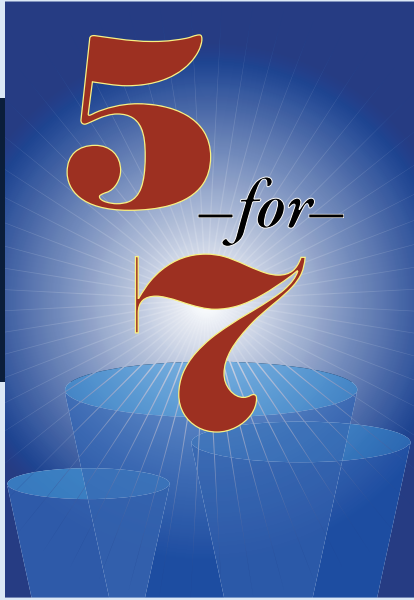
12:00 Networking Luncheon

1:30 Developing a Risk, Governance and Compliance Initiative

2:15 Staying Ahead of Emerging Risk through Effective Planning

Having an ERM plan is vital for any company, especially in today's volatile market. But how well will your plan be executed when risks emerge? This session discusses how firms have executed effective communication and efficient planning to successfully navigate risks and minimize interruptions.

3:00 Conference Adjourns



What is 5 For 7?

VALUE OF GSMI's FACE-TO-FACE EVENTS

GSMI events are an essential component to a cost-effective and successful marketing strategy!

Leading industry research supports this fact.

- The most effective lead generation vehicles include in-person events, industry specific magazines, and online marketing.
- 63% indicated in-person events are considered the best tactic to generate qualified leads.
- Exhibitions continue to attract a high quality audience before, during and after national recessions.
- Exhibitions also continue to attract first time attendees during recessionary periods.*

GSMI has added a 5 for 7 showcase to our Enterprise Risk Management Program. Previous attendees told us that they want exposure to specific solutions to their compliance challenges. 5 for 7 offers them information and you opportunity

5 for 7 is a new innovative showcase where 5 hand-picked sellers present for 7 minutes each, their latest innovations to interested buyers who are eager to learn about the latest solutions in the market.

5 for 7 is a distinctly unique option that affords 5 solution providers an enhanced opportunity to

Summarize the key aspects of their products...

In an highlighted and informational setting to a...

Captive audience of interested decision makers who are...

Looking for options and answers to their ERM challenges and...

GSMI's Enterprise Risk Management Summit is the

Only ERM event that provides a platform where you can

Truly showcases the latest innovations in products and services

6 Benefits of Sponsorship and Exhibiting at GSMI Events

- The typical GSMI event attendees include: C-Level Executives, Directors, VP's, Principals, Managing Directors and other senior level executives
- The events are expertly targeted to a well defined market of senior executives and decision makers
- The GSMI team is committed making sure that our supporters feel that their marketing dollars were well spent
- You will undoubtedly develop new business leads, and have an opportunity to influence buy side decision makers to ensure future growth
- You can revisit your existing customers and cement your existing client relationships
- You can brand your company name and generate awareness of your corporate image

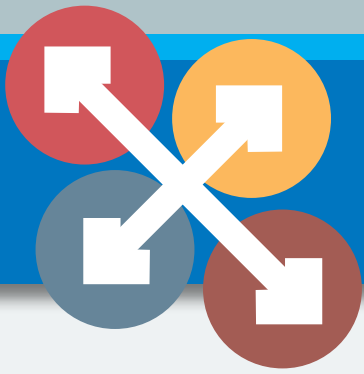
COST TO MAKE FIRST FACE-TO-FACE CONTACT WITH POTENTIAL BUYER*

With lead garnered from an exhibition:
Average Cost = \$215

Without a lead garnered from an exhibition:
Average Cost = \$1,039

*According to Forrester Consulting Services B2B Marketing Mix Study and CEIR Research Reports

→ **Call or Email today** to start planning your customized and tailor a marketing program for GSMI's **Enterprise Risk Management Summit** at: **888.409.4418, ext. 5**



Join in on the Discussion People. Ideas. Community.

Easy 2-Step
Sign-Up

Watch Interactive
Videos of Executives
Discussing Today's
Management Issues

Meet and network
with colleagues facing
the same challenges
that you are!



Join The Management
Discussions -
Read & Write a Blog

Online Networking

After registering, log in and maximize both your learning experience and your opportunity to connect with fellow attendees with our easy to use online format before you arrive at the event.

- Target your networking
- Establish a peer group
- Easy 2-step sign up
- Join the discussion – read and write a blog

One-on-One Meetings

We understand that networking and creating lasting contacts can be difficult at events. To help facilitate meetings we have introduced an electronic meeting system. It's simple, during registration you'll have the opportunity to opt-in. Two weeks prior to the event, we'll send out meeting information and you can start developing your meeting schedule before you arrive.

Start Your Networking As Soon As You Register

www.gsmiweb.com/community

Registration: The 4th Annual Enterprise Risk Management Summit

June 9-11, 2010 • San Diego, California



TUITION TABLE:	1st Early Bird March 1, 2010	2nd Early Bird April 16, 2010	Regular Rate
COMMERCIAL			
Conference only	<input type="checkbox"/> \$1295	<input type="checkbox"/> \$1595	<input type="checkbox"/> \$1995
Conference + 1 Workshop	<input type="checkbox"/> \$1695	<input type="checkbox"/> \$1995	<input type="checkbox"/> \$2395
Conference + 2 Workshops	<input type="checkbox"/> \$2095	<input type="checkbox"/> \$2395	<input type="checkbox"/> \$2795
GOVERNMENT NON-PROFIT			
Conference only	<input type="checkbox"/> \$1095	<input type="checkbox"/> \$1395	<input type="checkbox"/> \$1795
Conference + 1 Workshop	<input type="checkbox"/> \$1395	<input type="checkbox"/> \$1695	<input type="checkbox"/> \$2095
Conference + 2 Workshops	<input type="checkbox"/> \$1695	<input type="checkbox"/> \$1995	<input type="checkbox"/> \$2395
WORKSHOPS ONLY COMMERCIAL			
1 Workshop	<input type="checkbox"/> \$400	N/A	N/A
2 Workshops	<input type="checkbox"/> \$800	N/A	N/A
GOVERNMENT NON-PROFIT			
1 Workshop	<input type="checkbox"/> \$300	N/A	N/A
2 Workshops	<input type="checkbox"/> \$600	N/A	N/A



Global Strategic Management Institute 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 addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. Web site: www.nasba.org

ADMINISTRATIVE NOTE:

For cancellations received in writing 	Four weeks or more prior to the event: Full refund or Full Credit Voucher
	Four weeks or less prior to the event: No Refund; a Credit Voucher minus the \$300 cancellation fee
	If you do not cancel your registration by the day of the event you will be charged your full registration fee

Credit vouchers may be applied toward any future GSMI event within one calendar year of the date of the cancellation. If GSMI decides to cancel any part of this event, the Company is not responsible for covering airfare, hotel or any other costs. Speakers, agenda, networking and recreational events are subject to change without notice. For more information regarding refunds please contact the customer service department at: 888.409.4418, ex. 1

SUBSTITUTION POLICY:

Substitutions may be made up to the day of the event

PAYMENT POLICY:

Payments can be made by American express, Visa, MasterCard, Company Check (USD checks must be drawn on a US bank), or by wire transfer. If registering 2 weeks or less prior to the start of the Conference, you must submit your credit card information as a form of payment. If registering more than 2 weeks prior to the start of the Summit and payment is not received at the time of registration, a credit card hold will be required to maintain your registration status. If payment is not received 2 business days prior to the conference date, the respective credit card will be utilized as the form of payment. Please make all checks payable to Global Strategic Management Institute. In the memo area of the check please write the name(s) of **The 4th Annual Enterprise Risk Management Summit** registrants(s).

GSMI OFFERS 6 WAYS TO REGISTER

Tel: (888) 409-4418, ex: 1
Monday - Friday 8:00 a.m.
6:00 p.m. US Pacific Time

Mail: 1501 India St.
Suite 103-60
San Diego, CA 92101

Email: registration@gsmiweb.com
Please include your name
& telephone number

Fax: (619) 923-3542
24 Hours a Day

Scan: Completed registration forms can be emailed to: registration@gsmiweb.com

World Wide Web: www.gsmiweb.com

Please fill in the following information and fax back to: (619) 923-3542
Please submit one form for each delegate attending.

Name: _____

Title: _____

Department: _____

Company: _____

Mailing Address: _____

City: _____ State: _____

Zip/Post Code: _____ Country: _____

Telephone: _____ Fax: _____

Email: _____

Payment Method: Credit Card: Amex Visa MasterCard Check

Credit Card Number: _____

Name on Card: _____

Expiration Date: _____

Do you have any dietary restrictions (e.g. kosher, vegetarian)? Yes No

If so, please specify: _____

Do you require any accommodations that require special attention? Yes No

If so, please specify: _____

(e.g. wheel-chair access)

How did you hear about this event? _____

VENUE:

The 4th Annual Enterprise Risk Management Summit will be held at W Hotel located at 421 West B Street, San Diego, CA 92101.
(619) 398-3100
Room rate: \$249 / night

EXHIBITION AND SPONSORSHIP INFORMATION:

To learn more about exhibiting at this year's **4th Annual Enterprise Risk Management Summit**, please contact Byron Mignaneli at (888) 409-4418 or e-mail him at Byron@gsmiweb.com.

A limited number of table-top and booth exhibits will be open during the course of the event. Sponsors/Exhibitors will have the opportunity to promote products and services of special interest to conference attendees.