

CRISIS AND EMERGENCY MANAGEMENT COURSE

Thrive and Survive – No Matter What!

Prepare for all eventualities – Gain a thorough insight into planning for crisis, brand and reputation management

A specialist workshop adapted and targeted for all managers who could face crisis situations on behalf of their organisations.

- **Discover** a methodical and practical approach to identify how, why and when crises appear in your organization and manage their consequences
- **Learn** how to develop effective and holistic incident, crisis, business continuity and contingency plans to manage crises for oil, gas and related industries
- **Understand** the relationships with emergency services and public authorities – and how to work with them
- **Develop** a better understanding of crisis response at local, regional, state and national levels.
- **Formulate** effective incident, contingency and continuity strategies, timelines and plans to manage and mitigate crises
- **Use** the various techniques and time frames to help you handle incidents smarter - before, during and after the crisis
- **Learn** how to deal with the media and get them on-side
- **Achieve** a state of crisis and continuity preparedness
- **Adopt** methodologies that allow your spokespersons to deliver messages using their own unique personality: **improve** credibility and confidence in talking to the media.
- **Establish** effective internal and external communications

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WHO SHOULD ATTEND

This highly practical and interactive course has been specifically designed for:

- Business Continuity Managers
- Emergency Managers
- Operational Risk Managers
- Technical Support Managers and staff
- Security Managers and Planners
- I.T. Managers
- Fire Officers
- Health & Safety Professionals
- Marketing Managers
- Financial Managers
- Facilities Managers
- Auditors
- Insurance Managers

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COURSE OVERVIEW

Crisis Management is part of good governance. Don't let a crisis manage your company, but learn how to design a strategy and build the team that can successfully manage the crisis. In this seminar the latest standards in the field will be reviewed and new and innovative techniques will be demonstrated. You will systematically learn and practice ways to create, train and exercise a crisis management team (CMT) in your organisation. You will be able to:

- Understand the Anatomy of a Crisis
- Develop effective Crisis Management Strategies and Crisis Mitigation Plans
- Create effective media and communications skills
- Protect your brand and reputation
- Establish your operational capability to effectively manage a crisis

COURSE METHODOLOGY

This programme will be highly interactive, with a mix of theory and practical sessions. You will have the opportunity to share your experience, learn from others through group discussions and you will develop your skills through a series of individual and interactive group exercises. There are a wide variety of video case studies, which illustrate good practice in crisis management.

The course also includes a desk top exercise with a realistic narrative. It is a generic scenario based on a major incident at a company headquarters, time lapsed over several days. The exercise is designed to embed the learning points of the seminar and to increase familiarity with the individual roles and responsibilities in a crisis management scenario.

MEET YOUR COURSE DIRECTOR – ABOUT YOU

Ian Pidgen is a highly accomplished Crisis Management Consultant with significant International exposure spanning Banking, Energy, Financial Services, Corporate, Local Authorities, NHS, Aviation, Transport and Telecoms. He is an excellent presenter and report writer with considerable experience of 'C' level engagement. He is a member of Business Continuity Institute and Subject Matter Expert in Crisis management.

He is from a law enforcement background and was a senior officer from The UK National Crime Squad. His role was to advise Multi National Companies who suffered kidnaps of senior executives, product contaminations and extortion demands. His calm systematic approach to crisis management is based on his real life experiences and case studies.

Recommendations for Ian Pidgen

“Ian has been a fantastic CM consultant running Crisis exercises for us in the UK. I have no hesitation in recommending Ian. He has the patience and presence to make senior management take notice. All round a great guy.”

ING Bank London

“Ian worked with me to deliver a multi site Incident Management Exercise. He is a thorough professional with an in depth knowledge of a multitude of incidents. This is, in part, gained from his experience in the police, but is also from his meticulous preparation. Ian has a particular skill in presenting complex (and sometimes quite intimidating) topics in a way that can be understood by participants of all knowledge and seniority. A pleasure to work with.”

Biscon, London

“Ian has made valuable contribution to the understanding of Incident Management and Crisis Handling. He has shared valuable and useful information with the participants. We certainly look forward to work with Ian again”

UNI Singapore

“Ian delivered exceptional results in a politically sensitive environment - on time, on budget. I highly recommend him.”

Kingswell, London

“He has shared valuable and useful information with the participants. We certainly look forward to working with Ian again in 2012.”

CEL, Hong Kong

COURSE OUTLINE

DAY 1

The Nature of an incident

- The case for crisis management
- Types of crisis
- Case studies
- Videos

Exercise; Learning the lessons from Case studies

Planning and Procedures

- Preparedness Phase
- Incident control planning
- Emergency response
- Incident control teams

Plan Structure

- Quick reference Guides
- Crisis management plan
- Support Functions
- IT Disaster recovery
- Communications
- Human Resources
- Facilities and security
- Incident levels
- Incident roles
- Key elements in plan

Exercise: Plan review

DAY 2

The Emergency Management Centre

- What to look for in a EMC
- Facilities and equipment
- Lay out
- Control boards
- Virtual EMC
- Security

People

- Personal Priorities in a Crisis
- Human factors

- Critical Disaster stressors
- Cognitive reactions
- Counseling & other interventions

Human Factors, Case studies

Coordination with Public Authorities

- Command Structure
- Designated point of contact
- Information required
- Bomb alerts
- Assembly points
- Cordons
- Suspect Packages

Major Incident Case Studies. 9 -11 Twin Towers, 7 – 7 London

DAY 3

Business Continuity

- Review of Business Interruptions
- The case for Business Continuity
- Key components
- Risk Evaluation and control

Exercise, Site Inspection Risk Assessment

- Identifying the single point of failure
- Business Impact Analysis
- Recovery Time Objectives
- Recovery Point Objectives

Exercise, Identifying your critical activities

- Business Continuity Strategies
- Business Continuity Operations

Public Relations and Media Management

- Public Relations Case Studies
- BP Case Study
- Dominos Pizza Case Study
- Prepared Statements
- Stakeholder management
- Internal Communication

Exercise, Prepared Statements exercise

Testing and Exercising

- Auditing your Plan

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Exercise, Auditing your Plan

- Areas to be tested
- Exercise progression
- Enhancements
- Conducting the exercise
- Exercise Debrief
- Post test reporting

Exercise, Developing a scenario

Pandemics

- Planning Issues
- Policy development
- Technology
- Control measures
- Workforce issues
- Supply chain
- Transport
- Communications

Crisis Management Standards

- Review of the current crisis management standards
- BS 25999 Business Continuity
- PAS 200 Crisis management

DAY 4

DESK TOP EXERCISE

- Desk top exercise with a realistic narrative
- Generic scenario based on a major incident at a company headquarters,
- Delegates split into syndicates

There will be two PowerPoint's. The first will be the scenario (This will be supported by video feeds and live injects). The second will highlight operational issues and will be used to require the delegates to make decisions and record them on the log of events.

The format will be to promote discussion as the scenario develops and to evaluate the potential impact on the companies operations. The exercise is designed to embed the learning points of the seminar and to increase familiarity with the individual roles and responsibilities in a crisis management scenario.

Crisis Management Quiz

- Team Crisis Management Quiz
- Learning points
- Presentations and Certificates

ADDITIONAL REQUIREMENTS

Delegates should bring a lap top. They will be given a copy of the Crisis Management Framework on CD to use during the course.

Delegates should also bring a electronic copy of their companies current crisis management plans. These will be subject of a confidential audit and review during the seminar

They should also prepare 2 examples of incidents in the workplace that they have encountered or have knowledge of. These will be discussed during the exercises to identify the learning outcomes and issues arising