

# Upstream Emergency Management for Oil & Gas Industries

## Prepare for all eventualities – Gain a thorough insight into planning for emergency and reputation management

- ✓ **Discover** a methodical and practical approach to identify how, why and when emergencies and crises appear in your organization and manage their consequences
- ✓ **Create** an effective Emergency Management organization, with clear roles and responsibilities for the Incident Commander and Team members
- ✓ **Learn** how to develop effective and holistic on-scene and supporting emergency, crisis, business continuity and contingency plans to manage crises in upstream oil and gas industries
- ✓ **Develop** a better understanding of crisis response at local, regional, state and national levels.
- ✓ **Formulate** effective emergency, contingency and continuity strategies, procedures and plans to manage and mitigate emergencies
- ✓ **Use** the various techniques and time frames to help you handle incidents smarter - before, during and after the emergency
- ✓ **Learn** how to deal with the media and get them on-side
- ✓ **Achieve** a state of emergency, crisis and continuity preparedness
- ✓ **Understand** the relationships with emergency services and public authorities – and how to work with them
- ✓ **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
- ✓ **Create** the most applicable strategies to build your reputation and protect it in times of crisis.
- ✓ **Appreciate** the relevance and impact of related standards
- ✓ **Learn** how to minimize the business impact and financial damage to your brands and reputation
- ✓ **Discover** the most applicable reputational risk protection strategies in the oil and gas industries.
- ✓ **Embed** your organization's buy-in as one of the success factors in mitigating crisis
- ✓ **10 CASE STUDIES**

Attend at the date or venue convenient for you:

8-10 November 2011

Peninsula All-Suite Hotel, **Cape Town, South Africa**

29 November - 1 December 2011

Pacific Regency Hotel Suites, **Kuala Lumpur, Malaysia**



Expert Course Director:

**Ian Pidgen**

International Energy Risk Management Expert

Get Crisis Management™ CD containing templates, models, checklists and formats you can immediately use in your workplace!

Organised by:



Connecting industry professionals worldwide

Registration No: 200707851H

**Jose**  
**65 6391 2555**

## About This Course:

This training course is carefully designed to provide participants with an in depth understanding of all aspects of risk involved in exploration, production, drilling and transportation of oil and gas activities. Even with the most careful precautions, incidents and crisis may happen at any time. Corporate governance, compliance requirements – as well as the need to protect stakeholders' interests – demand that effective emergency, incident, contingency, continuity and crisis management plans are in place.

Participants to the training course will understand that lack of preparedness may compromise an organisation's ability to recover from an incident and irreparably damage the business. The first few hours of a crisis are crucial to the organisation's ability to recover successfully.

This course is designed to analyse and discuss emergency management best practices at an advanced level to provide a detailed insight into key issues and problem areas in practice. The various sessions will comprise case studies, videos and realistic, hands-on exercises based on the gas, oil and related industries including examples from Shell, BP, Texaco, Esso, Total and other industry majors

## Who Should Attend

This workshop is aimed specifically at those with direct responsibility for managing incidents, emergencies and crises whether at a Strategic or Tactical level. It will give them practical experience and guidance for dealing with a wide variety of incidents.

- Crisis, Emergency and Incident Managers
- Business Continuity Managers
- Operational Risk Managers
- Risk Managers
- Technical Support Managers
- Security Managers / Planners / Advisers
- Audit Professionals
- Insurance Managers
- Project Managers / Strategy Planners / Head of Operations
- Property and Facilities Management Officers
- Security Officers
- Fire Officers
- Safety Professionals
- Marketing Managers
- Financial Controllers

## Why Should You Attend?

Emergency, Incident, Crisis and Continuity Management are part of good corporate governance. Don't let an emergency manage your company, but learn how to design a strategy and build the team that can successfully manage the crisis. New and innovative techniques will be demonstrated. In this practical, pragmatic workshop, 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 incident and crisis management in your organisation. You will be able to:

- Understand how an emergency can develop into a Crisis – and how to prevent this
- Create appropriate Procedures and your Standard Emergency response plan
- Understand the organization of emergency team including roles and responsibilities
- Develop on-scene management, emergency management and crisis management
- Establish the role and terms of reference of the Incident Commander
- Relate to industry standards for reference
- Benefit from the experience of Oil & Gas Companies with specific industry case studies

**You will take away Crisis Management™ CD, containing, templates, models, checklists and formats you can use NOW to improve your incident, emergency, business continuity and crisis planning.**

## Expert Course Director

Ian Pidgen is a highly-experienced Business Continuity Consultant who has over 27 years experience in Crisis Management ranging from administration, systems analysis and design, operations, project management, business process reengineering, business analysis and consultancy to crisis management and business continuity planning.

Ian has consulted oil and gas majors including **Abu Dhabi Company for Onshore Oil Operations (ADCO), Abu Dhabi National Oil Corporation (ADNOC), ADGAS (Abu Dhabi), AEA Technology (UK) Anglo Petroleum (Libya), British Gas, BP, Caspian Oil Exploration (Iran), Kuwait National Petroleum Company, Lubrication Engineers (South Africa), National Iranian Oil Company (NIOC), Oman LNG, Oman Refineries & Petrochemicals Company (ORPC), Petroleum Engineering & Development Company (PEDEC) (Iran), RasGas (Qatar), Saudi Aramco (Saudi Arabia), Shell International Petroleum, Transco Gas (UK) and Woodside Energy (Libya)** among others.

Ian has worked with a wide range of organisations - both nationally and internationally - identifying and mitigating hazards and protecting key staff from unnecessary risk. Additionally, he previously worked for the national crime squad where his role was to advise companies who had suffered criminal attacks, product contaminations and kidnapping of senior executives.

He has also held key posts throughout Avon and Somerset Constabulary, including the Criminal Investigation Department and as a Critical Incident Manager in central Bristol. He is a long-standing member of the Business Continuity Institute and holds a Diploma in Business Continuity Management from Coventry University.

# Design Successful Emergency & Crisis Response & Reputational Management Strategies

Registration starts at 8.30am. There will be mid-morning and mid-afternoon refreshments. Lunch will be served from 1.00pm to 2.00pm each day. Course ends at 5.00pm daily.

## EMERGENCY & INCIDENT MANAGEMENT

### The nature of an incident (with oil and gas case studies to illustrate the learning points)

- Physical Incidents
- Terrorist activity
- Kidnap and extortion
- Modern-day pirates
- Sabotage and product contamination
- Natural disasters
- Fire and Flooding
- General criminal activity

### Planning & Procedures

- Emergency Management Plan (manual)
- Emergency control procedures (escalation) and priority actions
- Logging actions, decisions and audit trail.
- Emergency Management location (Command Centre)
- Resource and infrastructure requirements.
- Communication requirements.
- Co-ordination with Public Authorities
- National and International disaster response
- Examples of emergency plans in the oil and gas industries
- Damage assessment
- Salvage procedures

### Organization of Emergency Management Team

- Emergency Management organization
- Role requirements.
- Incident Commander – role and Terms of Reference
- Team roles, responsibilities and selection.
- Trauma & Stress management
- Critical Incident debriefing

### The Emergency Management Centre (EMC)

- On scene management – the Emergency Management Centre
- What to look for in a good EMC and what to avoid
- How fancy does an EMC have to be?
- The EMC in a box
- The virtual EMC
- Executive and EMC security during a crisis

### Training & Exercising

- Planning the exercise programme
- Participants
- Structure, scenario & materials
- Exercise management skills
- Evaluation, feedback and post exercise reporting
- Maintenance & Audit of plan

Real-life Scenario Exercise and video - Crisis Management, Incident Control and Communication

### Desk Top Exercise

A generic crisis management scenario with a realistic narrative based on attacks on an oil company's infrastructure, time lapsed over several days.

Delegates are placed in crisis management syndicates. They are called upon to make and justify decisions as the scenario progresses.

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 & REPUTATION MANAGEMENT

### Anatomy and Types of Crisis

- Crisis Analysis: classification of Crises
- Reasons for Crisis
- How Crisis evolves: current, emerging and dormant
- Physical crisis
- Environment crisis
- Product counterfeiting / contamination / recall
- Reputation crisis
- Crisis Impact Assessment

Case Studies - Real-Life Crises: Exxon Valdez and Amoco Cadiz; ConocoPhillips China oilfield leak in Bohai Bay.

### Developing Effective Crisis Management Strategies: The Road Map

- Developing accurate guiding principles and processes for effective crisis preparedness
- Recognize the opportunities for converting catastrophic events into manageable situations
- Strategies to deal with crisis quickly (before, during and after the crisis)
- The Golden Hour: Managing the first hour after the crisis breaks before key stakeholders and the public learn of it from the media
- The importance of pre and post crisis management strategies
- Crisis recovery strategies and development

### Building Optimal Crisis Mitigation Plans

- Appropriate action to de-fuse a potential crisis before it becomes an issue
- Strategies to prepare for the unexpected crisis that may arise
- Techniques to achieve a state of crisis preparedness
- Timeframe to mitigate crisis

Case Study / Scenario Exercise: Developing Crisis Management Plans

### Developing Effective, Quick and Practical Media and Communication Skills

- Learn how the media work and how to work with media
- Strategies to communicate to the media (traditional and new), stakeholders and the public
- Handling fast communications on the internet: New media - bloggers, cellphone, Google journalists, twitters and tweets
- Convincing stakeholders that your company can be trusted
- Training communicators (director / spokespersons) to get them quoted accurately and get the message across
- Rebuilding confidence and trust among employees by effective communications

### Reputation Building: Strategies in times of crisis

- Techniques to recapture brand and reputation value for your organization
- Strategies to build reputation - before, during and after crisis - that will build corporate brand identity, renew public trust and renew stakeholder value
- Develop a plan to minimize disruption and damage to the brand
- Tools and methods to create and establish and more holistic reputational risk protection strategies for oil, gas and related industries
- Building a comprehensive Reputational Risk Protection Framework and Design.

### The Role Of Business Continuity Planning

- The Role of Business Continuity in Crisis Management
- Risk and impact analysis
- Business Continuity Strategy and Options
- BC Organisation, Roles and Responsibilities
- Developing and integrating business continuity plans
- Business continuity plan formats and examples

Case Study - A Real-Life Disaster. Deepwater Horizon Gulf of Mexico Spill (the Macondo blowout)

### Crisis Management Plan Testing and Audit

- How to review the plan
- Current auditing techniques applied to crisis management
- Simulation works
- How to develop, run and manage an exercise

Video: Training and Exercising

### Relevant Standards

- US Spill Prevention, Control, and countermeasure (SPCC) rule
- Major Accident Hazards – requirements & IEC 61508
- Regional Conventions regulating offshore activity
- Reporting requirements
- Standards-based auditing of the emergency management function
- Understanding the standards
- Standard for Disaster/Emergency Management and Business Continuity Programmes (NFPA 1600) National Fire Protection Association
- ISO 25999 Standard for Business Continuity
- Business Continuity Institute & Disaster Recovery Institute International standards
- ISO/TC 223 initiatives to improve preparedness before a crisis, coordination during a crisis and reconstruction and remedial action afterwards

Register for this Course today! Call Jose at 65 6391 2555



## Upstream Emergency Management for Oil & Gas Industries

8-10 November, Peninsula All-Suite Hotel, Cape Town, South Africa

29 November - 1 December, Pacific Regency Hotel Suites, Kuala Lumpur, Malaysia

### UPSTREAM EMERGENCY MANAGEMENT FOR OIL & GAS INDUSTRIES (CR-245 / CR-246)

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I/ We will be attending the training course in

- 8-10 November, Peninsula All-Suite Hotel, Cape Town, South Africa (CR-246)  
 29 November - 1 December, Pacific Regency Hotel Suites, Kuala Lumpur Malaysia (CR-245)

Fee Per Delegate	EARLY BIRD FEE <i>(register &amp; pay before 8 Oct 2011)</i>	NORMAL RATE FEE <i>(register &amp; pay after 8 Oct 2011)</i>
		USD 3299

*(Fees quoted are nett and are exclusive of all taxes).*

Name: Mr/Mrs/Ms/Dr \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

Mobile No: \_\_\_\_\_

Company: \_\_\_\_\_

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Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Name of Training Manager \_\_\_\_\_

Email: \_\_\_\_\_

Main Business Activity \_\_\_\_\_

Contact name for payment confirmation (if different from above)

Name: \_\_\_\_\_

Tel: \_\_\_\_\_

Email: \_\_\_\_\_

### VENUE INFORMATION

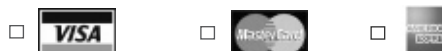
**Pacific Regency Hotel Suites**  
KH Tower, 8 Jalan Punchak off Jalan P Ramlee  
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Contact Person: Nazhan Abd Razak  
Business Development Manager  
Tel: 603 2332 7777  
DID: 603 2332 7712  
Mobile: 6012 268 0644  
Reservation Fax: 603 2031 4715  
Website: www.pacific-regency.com

**The Peninsula All-Suite Hotel**  
313 Beach Road, Sea Point  
Cape Town, South Africa  
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Food & Beverage Manager  
Tel: 27 21 430 7777  
Fax: 27 21 430 7776  
Email: FandB@peninsula.co.za  
Website: www.peninsula.co.za

### PAYMENT DETAILS:

**BANK TRANSFER**  
Payment by telegraphic transfer must be made payable to **Magenta Global Pte Ltd** Account No. 556-002236-301, SWIFT Code: OCBCSGSG, OCBC Bank, Hougang Mall Branch, 90 Hougang Avenue 10, #01-01/02/03 Hougang Mall, Singapore 538766  
(All bank transfers must be marked clearly with the delegate name and event title. Bank charges are to be deducted from participating company own accounts).

**CREDIT CARD** Please debit my credit card (tick and complete details)



Card No: \_\_\_\_\_

Security Code: \_\_\_\_\_

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Signature \_\_\_\_\_

*(please provide photocopy of front and back of your credit card)*

### HOW TO BOOK:

TELEPHONE: **65 6391 2555 Jose**

FAX : **65 6392 3592** to reserve your place

EMAIL your details to us at: **jose@magenta-global.com.sg**

POST the completed form together with payment to **Magenta Global Pte Ltd, 20 Kallang Avenue, Level 2 Pico Creative Centre, Singapore 339411.**

### BOOKING CONDITIONS

Full payment must be received prior to the event for entrance to be guaranteed. If payment is not received a personal credit card will be required to allow entry.

A confirmation letter and invoice will be sent to you on receipt of your booking. If you are unable to attend, a substitute delegate is always welcome. If you cancel your place in writing 10 working days before the event, a cancellation fee of 10% shall be applicable. Thereafter cancellations are not refundable.

It may be necessary for reasons beyond the control of the organizers to alter the content, timings or venue. The company will not accept liability for any transport disruption or any claims whatsoever and in such circumstances the normal cancellation restrictions apply.

### DATA PROTECTION

The personal information provided by you will be held on a database and may be shared with companies in the Magenta Group. Sometimes your details may be made available to external companies for marketing purposes. If you do not wish your details to be used for this purpose, please email the Database Administrator at **enquiry@magenta-global.com.sg**