

Crisis & Emergency Management for the Energy Sector

Design successful incident and crisis response and reputational management strategies

FREE

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

Reserve your seat **NOW** to avoid disappointment!

25 – 29 April 2010 : Al-Khobar, KSA 6 – 10 September 2010: Astana, Kazakhstan
10 – 14 May 2010: Lagos, Nigeria 17 – 21 October 2010: Tripoli, Libya
30 May – 3 June 2010: Cairo, Egypt 7 – 11 November 2010: Abu Dhabi, UAE
7 – 11 June 2010: Istanbul, Turkey

By attending this interactive course you will:

- Discover a methodical and practical approach to identify how, why and when crisis appears in your organisation and manage their consequences
- Learn how to develop effective and holistic incident, crisis, business continuity and contingency plans to manage crisis for energy, for oil and gas and related energy 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.
- Learn how to deal with the media and get them on your side
- Achieve a state of crisis and continuity preparedness
- Establish effective internal and external communications
- Create the most applicable strategies to build your brand and protect it in times of crisis
- Develop and design a more holistic Reputational Risk Protection Framework
- Embed your organization's buy-in as one of the success factors in mitigating crisis

Researched and developed by:



Media partners:



Who should attend?

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

- Business Continuity Managers
- Emergency Managers
- Operational Risk Managers
- Risk Managers
- Technical Support Managers and Staff
- Security Managers, Planners and Advisors
- I.T. Managers
- Security Officers
- Fire Officers
- Health & Safety Professionals
- Marketing Managers
- Financial Controllers
- Facilities Managers
- Audit Professionals
- Insurance Managers

CRISIS RESPONSE

Course Overview

Activities in the broader energy industries including exploration, production, refining, petrochemical, drilling and transportation, involve high risk: even with the most careful precautions, incidents and crisis can happen at any time. Corporate governance, compliance requirements – as well as the need to protect stakeholders' interests – demand that effective incident, contingency, continuity and crisis management plans are in place.

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 workshop will be punctuated by graphic case studies, videos and realistic, hands-on exercises based on the oil, gas and broader energy sector including examples from Shell, BP, Texaco, Total and other industry majors.

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in-house training programmes, keeping them up-to-date with industry trends, technological developments and the regulatory landscape. **IQPC's** large scale conferences are market leading "must attend" events for their respective industries.

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Meet your expert course leaders:



Andrew Hiles, *Managing Director*, **Kingswell International.**

Andrew Hiles, BA, FBCI, MBCS, MIMIS, has some 25 years business experience ranging through administration, systems analysis and design, operations, project management, business process reengineering, business analysis and consultancy to crisis management and business continuity planning.

He founded and Chaired the first international user group for business continuity and disaster recovery. He is an adviser to the Continuity Forum and to Contingency Planning and Management magazine. In 2004 he was inducted to the BC Hall of Fame in Washington DC.

He has authored and contributed to numerous books on enterprise risk management and on BC Management including a book sponsored by the UK Institute of Chartered Accountants of England and Wales. Some of these books are course texts, required, recommended or referenced reading at over 20 universities around the world. Andrew has been delivering highly acclaimed consulting and public and in-company training in BC and related subjects for over 20 years. Before founding Kingswell International, Andrew held positions with the UK Atomic Energy Authority at Harwell Laboratory; was the first Business Analyst employed by the UK Post Office and was responsible for the Business Process Improvement function of London Transport.



Ian Pidgen, *Consultant*, **Kingswell International**

Ian is a highly experienced Business Continuity Consultant who has over 27 years experience in Crisis Management. He has worked with a wide range of organisations both nationally and internationally, identifying and mitigating hazards and protecting key staff from unnecessary risk. Ian 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.

Crisis & Emergency Management for the Energy Sector

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Course Timings:

Registration will be at 08:00 on day one with the course commencing promptly at 08:30 each day and concluding at 17:00. There will be two short breaks and an hour for lunch each day.

EMERGENCY & INCIDENT MANAGEMENT

The nature of an incident (Case studies)

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

Planning & Procedures

- Incident Management Plan (manual)
- Incident control procedures (escalation) and priority actions
- Logging actions, decisions and audit trail
- Incident Management location (Command Centre)
- Resource and infrastructure requirements
- Communication requirements
- Co-ordination with Public Authorities
- National and international disaster response
- Damage assessment
- Salvage procedures

People

- Role requirements
- Staff selection
- Trauma and stress management
- Critical Incident debriefing

The Emergency Management Centre (EMC)

- 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 and materials
- Exercise management skills
- Evaluation, feedback and post exercise reporting
- Maintenance and audit of plan

Real-life Scenario Exercise - Crisis Management, Incident Control And Communication

A generic crisis management scenario with a realistic narrative, 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 Study - A Real-Life Crisis

Crisis Management Team (CMT) Selection

- Build enthusiasm for crisis management through awareness
- Make each executive want to be part of the team
- Work within the executive ranks to select the best team

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

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Coordination With Public Authorities

- Coordination with emergency services and public authorities
- Example of national arrangements for responding to a disaster
- International response to a disaster

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

Brand Building: Strategies in times of crisis

- Techniques to recapture brand and reputation value for your organization
- Strategies to build brand's name - 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

Strategies to build and implement a complete reputational risk protection framework

- 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
- Business Continuity organisation, roles and responsibilities
- Developing and integrating business continuity plans
- Business continuity plan formats and examples

Case Study - A Real-Life Disaster

Action-Oriented Plans For Executives

- Key success factors for a great plan
- Logical plan organisation
- Protecting the plan - a confidential document
- Obtain executive input without annoying the executives
- Example of an action plan for an emergency management team

Training The Un-trainable

- Why executives are executives
- Building the CMT through training
- Simulation works
- Mini crises build maxi teams

Crisis Management Plan Testing And Audit

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

Video: Training And Exercising

Helping The Directors Sleep at Night

- Standards-based auditing of the crisis management function
- Understanding the standards
- Governance, control and audit for information and related technology (CoBIT), Third Edition, IT Governance Institute
- Incorporating ISO17799 IT disaster recovery
- Standard for Disaster/Emergency Management and Business Continuity Programmes (NFPA 1600) National Fire Protection Association
- ISO 25999 Standard for Business Continuity
- Business Continuity Institute and 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

