

# Implementing Effective Crisis Management

Preparing for all eventualities – Gain a thorough insight into planning for business continuity and crisis management

Including a specialist workshop adapted and targeted for all managers who could face serious issues or crisis situations on behalf of their organisations, with particular guidance for PR and other corporate communications professionals

## Designing A Successful Crisis Management Strategy

- Discover how to design and structure an effective crisis management strategy that will help your organisation minimise loss whilst maintaining your ability to continue business and protecting your business image
- Establish clear, defined and concise lines of communication, responsibility and action, thereby ensuring a reasonable and correct response to crisis situations
- Ensure your personnel are well equipped both in terms of procedures and resources to manage a crisis event 24/7
- Update yourself on the latest development in crisis management planning to optimise your resources and time management during a crisis event
- Create, train and exercise an effective crisis management team (CMT) in your organisation
- Participate in and learn from real case studies illustrated with video, photos and graphics

**Audit your crisis management programme, using internationally accepted standards**

Delegates will receive  
**FREE!**  
Crisis Management  
Framework™

## Three-Day Interactive Seminar

# Designing A Successful Crisis Management Strategy

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:

- Select alternate and secure locations for your executive team
- Understand the importance of properly opening and closing the emergency management centre
- Create effective, action-oriented, plans to manage through a disaster
- Work with public authorities to reduce the impact of a crisis
- Audit the crisis management programme, using internationally accepted standards

### Introduction And Workshop Objectives

#### Purpose Of Crisis And Incident Management

- Incident control
- Crisis logistics
- Dealing with stress and trauma
- Emergency procedures
- Damage assessment and salvage

#### Video - A Real-Life Disaster

#### 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

#### Siting, Selection And Outfitting 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

#### Different Types Of Crisis And How To Handle Them

- Physical crisis
- Environment crisis
- Product contamination / recall
- Reputation crisis

#### Coordination With Public Authorities

- Example of national arrangements for responding to a disaster
- International response to a 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

### Scenario Exercise - Crisis Management, Incident Control And Communication

#### Developing Crisis Management Strategies

- Strategy – the options
- Insurance – why it won't save you
- Protecting vital materials

#### The Role Of Business Continuity Planning

- Risk and impact analysis
- Developing a business continuity plan
- Business continuity plan formats and examples

### Scenario Exercise: Developing Crisis Management Plans

#### Training The Un-trainable

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

#### Crisis Management Plan Testing And Audit

- How to review the plan
- Plan audit
- How to develop, run and manage an exercise

### Scenario Exercise: Developing Crisis Management Exercises

#### 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 ISO 20001
- Publicly Available Specification (PAS) 77 for IT DR
- Standard for Disaster/Emergency Management and Business Continuity Programmes (NFPA 1600) National Fire Protection Association

- BS 25999 Standard for Business Continuity
- Business Continuity Institute & Disaster Recovery Institute International standards
- Current auditing techniques as applied to crisis management

### Introducing Your Expert Seminar Leader

### Andrew Hiles

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 business continuity planning.

He was founder and Chairman of the first international user group for business continuity and disaster recovery. Andrew was also a founding Director and is a Fellow of the Business Continuity Institute, the business continuity world's international professional association, and a founder of the World Food Safety Organisation. 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.

Andrew is a Director of Kingswell International consultants, who specialise in Enterprise Risk Management. Activities include risk and impact assessment, crisis management, business continuity planning and disaster recovery planning. Clients include major blue chip companies and smaller, dynamic organisations both in the private and public sectors around the world.

Andrew is a published writer and international speaker on business continuity and contingency planning. He is the author of:

- *Business Continuity Management – Best Practice* ISBN 0-9641648-3-3. and *Enterprise Risk Assessment and Business Impact Analysis – Best Practices* ISBN 1-931332-12-6. The first book explicitly covers all the ten areas of business continuity competence required for membership of the Disaster Recovery Institute International (DRII) and the Business Continuity Institute (BCI) and the book is endorsed by both bodies. Both are published by Rothstein Associates [www.rothstein.com](http://www.rothstein.com).
- *Guide to Risk Management*, published by the Institute of Chartered Accountants of England and Wales.
- He is also the editor and main contributor to *The Definitive Handbook of Business Continuity Management, 2<sup>nd</sup> Edition*, ISBN 078-0-4750-51638-6 (HB) published by Wiley & Sons Limited
- .....and the IBM UK *G.U.I.D.E. Manual on Disaster Recovery*. Andrew also contributed to the Confederation of British Industry's *Business Guide to Business Continuity Handbook*. He has had some 250 articles published on the subject.

Andrew's books are required or referenced reading at universities across the USA, Canada and the Middle East.

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