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Corporate Emergency Preparedness & Response

30 – 31 May 2006,
Crowne Plaza Mutiara
Kuala Lumpur, Malaysia

24 – 25 May 2006,
Orchard Hotel
Singapore



PLUS

Bonus Session On
"Managing Corporate
Emergencies with ICS"



Special Add-On Crisis Management Masterclass

Crisis Management Insights

- Lessons on How to Survive and Thrive
Beyond a Disaster

1 Jun 2006,
Crowne Plaza Mutiara
Kuala Lumpur, Malaysia

26 May 2006,
Orchard Hotel
Singapore

Workshop/Masterclass Leader

Gideon F Mukwai

- Vice-President - International Region of International Association of Emergency Managers (IAEM, USA) - The world 's leading professional emergency management organisation,
- Board member of Business Continuity Group (BCG), Singapore,
- Certified Business Continuity Professional (CBCP),
- Founder and Principal of **XtraMile Crisis Resilience**

Corporate Emergency Preparedness & Response

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Why This Workshop

We live in uncertain times.

Bali bombings ... Tsunami ... Bird flu and SARS ... - In recent times, Asia has faced many disasters of unparalleled magnitude. Without doubt, these catastrophes are shaping and redefining the way we live and do business in several parts of Asia and beyond.

What happens to an organisation when the unexpected occurs – like the recent bombing that took place in Bali? How about an earthquake where your primary contract manufacturer is located or a fire in the plant of your supplier? What plan do you have in case you hear of the closure of a port due to riots or civil strikes? These scenarios are taking place around the world each day and you can be a victim of one or the other, either sooner or later.

Your organisation's prosperity and survival is very much dependent on how well prepared you are, when the unimaginable happens. Your inability to manage the unexpected can result to severe loss of public confidence, reputation and business contracts. These can ultimately result in failure!

So beware that training and being prepared is the best insurance you can buy today!

What Makes This Workshop Unique

This workshop has been specially designed and tailor-made based on market research and feedback received from past participants relating to their fears and concerns.

Workshop Objectives

At the end of this workshop, you will learn how to:

- Identify significant threats that may adversely affect your organisation;
- Use basic tools and techniques to conduct threat assessment;
- Determine suitable mitigation strategies threat create vulnerability;
- Understand elements of effective incident management;
- Steer your organisation to a higher platform of emergency and crisis preparedness;
- Maintain some measure of control against escalating natural and technological and man-made disasters worldwide;
- Use simple tools and techniques to overcome persistent threats that may cripple modern organisations.

Workshop Methodology

This programme is content driven and remains strictly practical and industry focused to give you a feel of the most current regulations, standards and expectations of emergency stakeholders in South East Asia and the world at large. Unnecessary theories and hypothesis are excluded.

You will have the unique opportunity to practice the basic methodologies that can be implemented immediately after the workshop to reinforce the level of preparedness within your organisation.

The programme is specially designed to engage the participants to examine issues surrounding threat identification, mitigation, prevention, response and incident management. Previous participants have found this workshop very insightful, relevant, practical and above all easy to implement at work.

Workshop Methodology

This workshop will be presented by using a variety of methods including: role-play, scenario-based tabletop exercise, lecture, hands-on exercise and games. Case studies from recent incidents like Asia Tsunami others like

Hurricane Katrina will also be used to drive home important lessons learned.

At the end of the workshop, participants can take away powerful principles, checklists, simple yet proven procedures, practical guidelines on effective emergency planning and response that they can implement immediately.

This workshop comprises of two distinct modules that have been combined for the benefit of the participants. These are:

- Module I – Emergency Planning
- Module II – Emergency Response

Training Deliverables

- Checklist of common threats facing organisations in SE Asia
- Emergency preparedness checklist
- Emergency response checklist
- Evacuation preparedness checklist

Who Should Attend

- Facility / Property and Estate Managers, Fire Safety Officers, Risk Managers, Business Continuity Manager, Human Resource Managers, PR Executives;
- Crisis Management Team Members - like Directors of Corporate Security, Health and Safety;
- Operations, Front Office, Engineering, Production Managers.

Programme Outline

Module I - Emergency Planning

- Basic concepts and definitions
- Threat assessment and vulnerability assessment
- Threat mitigation strategies
- How to design or troubleshoot an emergency response plan
- How to identify and train emergency response teams
- How to select mutual aid partners and implement reciprocal agreements
- How to work with emergency public and regulatory authorities
- An overview of local and international legislation and standards
- International standards on emergency/disaster management

Module II – Emergency Response

- General incident management principles
- Damage assessment
- Emergency Response Team roles and responsibilities
- Crisis Management Team roles and responsibilities
- Interface between corporate teams and public responders
- Incident Command Systems
- Incident control points
- Deployment of external resources
- Emergency operations centre
- How to link on site to off site response

Table-top Simulation Exercise

This practical session has been specially designed and incorporated to ensure active learning for the participants. This will engage participants in:

- Stimulating discussions
- Identifying conflicting issues
- Reflect and tackle the challenges of preparedness and response.

Managing Corporate Emergencies with Incident Command System

In the event of an emergency, how do you gain effective command and control of the trying circumstances that will besiege you?

Increasingly, more organisations are turning to Incident Command System (ICS) in dealing with the unexpected. ICS has been used in managing incidents like inferno, bomb threat, a power-outage, emergency evacuation, virus attack, IT infrastructure breakdown etc. It is a tried, tested and proven tool for effective on-site incident response, which allows you to keep full control over incident management and at the same time perform effective handling of your reporting duties to board of directors.

ICS is normally presented as a separate workshop. However, for the first time ever, this will be included as a SPECIAL ADD ON VALUE for you. You will learn some incredible practical and tactical considerations when deploying ICS.

Bonus Session



Crisis Management Insights

- Lessons on How to Survive and Thrive Beyond a Disaster

1 Jun 2006,
Crowne Plaza Mutiara Kuala Lumpur, Malaysia

26 May 2006,
Orchard Hotel Singapore

Why This Masterclass

The best way to learn is from other people's pitfalls and success stories. This masterclass has been put together to walk you through the compelling lessons learned from past disasters. You will discover the extraordinary emergency and crisis response strategies of business executives in other companies. Due to their sterling performance, their companies were able to stage a swift and unprecedented post disaster recovery.

These carefully selected case studies offer specific insights into how the executives conquered daunting disasters. Are you looking to learn?

What Makes This Masterclass Unique

This programme offers unparalleled methods of mapping the lessons learned from past disasters into enforceable strategies that you could deploy in your company to increase your level of preparedness. It is not enough to just learn the lessons and strategies but to also identify the tasks, specific action steps, checklists and how to assign these responsibilities within your organisation.

Behind each of the lessons learned, you will be assisted on how to diagnose the principle, the procedure and the practical application of the concepts so that you can use this as your secret tool to stage a comeback from a disaster whenever the need arises.

Masterclass Objectives

At the end of this masterclass, you will learn to:

- Identify common principles that make crisis management successful;
- Recognise common pitfalls often exhibited by companies before and during response;
- Elucidate success factors and best practices from different case studies;
- Build corporate resilience through active mobilisation and integration of both internal and external forces that must blend well during disruptions and disasters;
- Explore alternative ways on how to build a disaster resilient corporate culture.

Masterclass Methodology

This masterclass will be highly interactive and hands-on. To make the learning more practical and effective, the programme will include a series of:

- Case studies
- Insightful real life examples
- Engaging scenario-based team exercises
- Lively group discussions
- Fun role-play assignments
- Interactive games

At the end of the training, participants can take away useful concepts, effective tools, winning techniques and powerful tips that they can implement immediately, with confidence and success.

Training Deliverables

- Checklist of common threats facing organisation in SE Asia
- Emergency preparedness checklist
- Emergency response checklist
- Evacuation preparedness checklist

Who Should Attend

- Senior Directors in Operations, Front Office, Engineering, Production and Marketing;
- Managers and Executives responsible for Facility / Property / Estate / Building, Fire Safety, Risk, Business Continuity, Human Resource, Public Relations / Media / Corporate Communications
- Crisis Management Team members in Corporate Security, Health and Safety

Programme Outline

- Basic concepts and definitions
- Common threats and vulnerabilities
- Identification of stakeholders
- Common pitfalls from crisis management
- General crisis management principles
- Best practices from Switzerland (manufacturing industry)
- Best practices from Singapore (transport industry)
- Best practices from the Scandinavian countries (telecom industry)
- Best practices from USA (transport industry)
- Nurturing a disaster resilience culture - latest industry thinking
- Surviving and thriving in context of today

Special Feature

A unique feature of this masterclass is the inclusion of a scenario-based tabletop exercise, which has been specially customised to encourage application of the principles learned. Participants will find this session stimulating, useful and impactful.

Programme Schedule

Registration: 08:30 – 09:00 hours

Programme: 09:00 – 17:00 hours

Luncheon, morning and afternoon tea-breaks will be provided for during the event(s).

Other Related Programmes

Gideon and his associates also conduct these training programmes:

- Business Continuity Planning
- Corporate Emergency Preparedness, (CEP) for Crisis Management Teams
- Supply Chain Emergency Planning and Response, (SCEP) for Logistics and Transport Executives
- Anti-Terrorism Preparedness and Awareness, (ATP) for Frontline Personnel and Security Officers
- Hazardous Waste Operations and Emergency Response for (Hazwoper) for Industrial Employees

For enquiries on tailor-made in-house sessions, please contact us at 65-6288 1273 or email us at enquiries@partners-conference.com



Workshop/Masterclass Leader:

Gideon F Mukwai



Gideon is the founder of **XtraMile Crisis Resilience**, a Singapore-based company that specialises in Crisis, Emergency Management and Resilience Training.

Combining specific emergency management insights with originality and his passion, Gideon presents a message that touches the minds of executives on how to design their roadmaps to disaster/crisis resilience.

Gideon is a Certified Business Continuity Professional (CBCP), who specialises in emergency management training and consulting. He draws on over 8 years of experience in both public and private sectors, locally and internationally. He is a former HazMat specialist command level first responder. He has delivered training on corporate emergency preparedness, anti-terrorism preparedness to several public and private organisations in South East Asia, Southern Africa and Northern America.

Gideon has trained executives from a wide variety of with a wide variety of clients including hotels, facility management, petrochemical refineries, banking, professional associations and educational organisations such as Shell Eastern Petroleum, Sanyo Air-Condition Manufacturing, Mitsubishi Chemical Informics, Citi Bank, Far East Organisation, Jurong Town Corporation, SBS Transit, Deutsche Bank, DBS Bank, BNP Paribas, Gillette Singapore, Singapore Airlines, and many others.

Currently, Gideon serves as the Vice-President, International Region of the world 's leading professional emergency management organisation, the International Association of Emergency Managers (IAEM, USA). He is also a board member Business Continuity Group (BCG), Singapore.

Hear What Others Have to say about Gideon's Training

"Very well run workshop plan."

– Richard Yeo, CB Richard Ellis Pte Ltd

"Excellent credentials – able to provide answers to questions logically"

– KY Tham, Gillette Singapore

"An excellent workshop!"

– Low Tze Kwang, Jurong Town Corporation

"Very incisive and in-depth analysis of industry issue."

– Festus Low, Ransom Technologies Pte Ltd

"You are a powerful speaker. We enjoyed your information packed slides delivered in an effective and interesting conversational style."

– S Ramesh, Novo Environmental Technology Services Singapore

Registration Form

To register, please contact **Partners Conference & Event Management Pte Ltd** (Reg. No. 200210370R)
Tel: 65-6288 1273 Fax: 65-6288 1293 Email: enquiries@partners-conference.com www.partners-conference.com

| | Malaysia | Singapore |
|---|-------------------------|-------------------------|
| Corporate Emergency Preparedness and Response (CEPR) | 30 - 31 May 2006 | 24 - 25 May 2006 |
| Registration Fees (for per person per session) | US\$1,100 nett | S\$1,795 nett |
| Register by 31 Jan 2006 | US\$900 nett | S\$1,495 nett |
| Register by 28 Feb 2006 | US\$1,000 nett | S\$1,695 nett |
| Crisis Management Insights Masterclass (CMI) | 1 Jun 2006 | 26 May 2006 |
| Registration Fees (for per person per session) | US\$450 nett | S\$795 nett |



Enjoy group discounts off early bird fees when you register 3 more sessions from each organisation.

PLUS, if the same person registers for both programmes, he / she will enjoy an additional 30% discount off the Crisis Management Insights Masterclass.

YES! Please register me / us:

Corporate Emergency Preparedness and Response (CEPR)
Crisis Management Insights Masterclass (CMI)

| Name of Delegates | Designation | Email | Malaysia | Singapore |
|-------------------|-------------|-------|--|--|
| 1. _____ | _____ | _____ | <input type="checkbox"/> CEPR <input type="checkbox"/> CMI | <input type="checkbox"/> CEPR <input type="checkbox"/> CMI |
| 2. _____ | _____ | _____ | <input type="checkbox"/> CEPR <input type="checkbox"/> CMI | <input type="checkbox"/> CEPR <input type="checkbox"/> CMI |
| 3. _____ | _____ | _____ | <input type="checkbox"/> CEPR <input type="checkbox"/> CMI | <input type="checkbox"/> CEPR <input type="checkbox"/> CMI |

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Name: _____ Designation: _____ Email: _____

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