

Training Title

CRISIS AND EMERGENCY MANAGEMENT & EMERGENCY PLANNING

Training Duration

5 days

Training Venue and Dates

Crisis & Emergency Management	5	06-10 June	\$3,300	Dubai
Crisis & Emergency Management	5	12-16 December	\$3,300	Dubai

In any of the 5 star hotel. Exact venue will be informed later.

Training Fees

3300\$ per participant includes Materials/Handouts, tea/coffee breaks, refreshments, Breakfast, Snacks & Buffet Lunch

Accommodation is not included in the fees however if the participant(s) would like to make a hotel booking we shall help in booking the same.

Training Certificate

Define Management Consultants Certificate of course completion will be issued to all attendees.

TRAINING DESCRIPTION:

Crisis management, disaster recovery, and organizational continuity have become increasingly critical areas of competence for managers in private sector, as well as public sector, organizations. The ability of industrial and service organizations to provide financial benefits to their owners and employees and to contribute to national and regional economic recovery and viability can be threatened by significant business disruptions or loss of consumer confidence. Natural disasters can disrupt the supply and distribution chains for even the best prepared businesses. Service businesses are increasingly vulnerable to electrical, communication, and other critical infrastructure



failures. Industrial disasters can have significant human and environmental impacts that lead to potentially bankrupting liabilities. A crisis caused by harmful products or by product tampering can seriously injure a manufacturer of consumer products.

This course identifies, examines, and integrates the diverse crisis and emergency management, Planning, disaster recovery, and organizational continuity management issues facing any organization. Basic crisis management, contingency planning, Emergency Planning, disaster recovery, business continuity/resumption, and emergency management skills will be developed.

OBJECTIVES

Crisis management & Emergency planning functions are carried out at all levels of government and organization, consistent with perceived vulnerability and risk are competing for priorities in resources. The affected population demands effective crisis management in place and ready for application. With this intention in mind, this course will provide participants with knowledge and tools that could help decision makers set priorities to deal with crises and emergencies effectively which could minimize future human and monetary losses.

TRAINING METHODOLOGY

The seminar will encourage discussion and all the participants will be encouraged to take part. The atmosphere in the classroom will be conducive to asking questions and all the participants will be made to feel welcome in a stress-free atmosphere. A power point slide presentation will be used. Relevant Case Studies will be an added advantage.

WHO SHOULD ATTEND?

This course is designed to help professionals and decision makers in both private and public sector to consider crisis and emergency management, emergency planning in their future policy and planning for their institutions

OUTLINE

Day 1 –Session 1: Introduction to Crisis and Emergency Management & Emergency Planning

- Defining a crisis , Hazard , and Emergency
- Some financial measures of a crisis

- **Tarnished reputation**
- **Characteristics of a crisis**
 - **Suddenness**
 - **Uncertainty**
 - **Time compression**
- **Types of crisis**
 - **Crises of the physical world: Nature and technology**
 - **Crises of the human climate: Confrontation and malevolence**
 - **Crises of management failure: Skewed values, deception, and misconduct**
- **Potential for media exposure of crisis grows**

Session 2: Contingency planning: Preparing for the worst

- **Essentials of a contingency plan and Emergency Preparedness**
- **Identify all potential contingency and areas of vulnerability**
 - **Specific vulnerabilities**
 - **General vulnerability based on organization's public nature**
- **Establish crisis thresholds and assign crisis alert responsibility**
- **Organize and train a crisis management team and establish crisis communication center**
- **Obtain advance approvals for contingency plan measures**
- **List and prioritize public that must be informed**
- **Prepare a crisis media list and background press materials**
- **Designate and train spokes persons**

Day 2 –Session 3: Communicating during and after a crisis

- **How the media report crises**
 - **Accidents**
 - **Random events**
 - **Media exposure**
- **Crises of success and failure in dealing with the media**
- **Managing communications during the crisis event**
 - **Ascertain and face up the reality of a crisis**
 - **Activate crisis management team and alert top management**
 - **Designate crisis media center**
 - **Conduct necessary fact-finding**
 - **Speak with a single voice**

- **Quickly hold news conference and make disclosures to the media openly, honestly, and accurately**
- **Communicate directly with government, employees, customers, stakeholders and other key publics**
- **Take appropriate remedial action**
- **Keep a log**
- **Aftermath communications and post-crisis rebuilding**

Day 3 –Session 4: Managing natural crisis

- **Introduction**
- **A procession of recent natural disasters**
- **Emergency Planning**
- **Successful Emergency Planning**
- **Emergency management strategies**
 - **Mitigation**
 - **Preparedness**
 - **Emergency operations planning**
 - **Early warning systems**
 - **Public education**
 - **Involve the media**
 - **Organizational communication**
 - **Training and drills**
 - **Response**
 - **Role of the news media**
 - **Difficulties in predicting evacuation behavior**
 - **Social control**
 - **Recovery : Disaster Recovery**

Day 4- Session 5: Managing technological crises

- **Introduction**
- **Surge of technological crises**
- **Business Continuity Planning**
- **Hazard management strategies**
 - **Upstream hazard control methods**
 - **Preventing the crisis-indicating event**
 - **Downstream hazard control measures**

Session 6: Risk management and communication

- Introduction
- Risk analysis
 - Hazard identification
 - Risk assessment
 - Significance of risks
- Public attitudes toward science and technology
- Risk communication

Session 7: Issues management and stakeholder relationships

- Introduction
- Life cycle of an issue
- Steps in the issue management process

Session 8: The crisis manager

- Introduction
- Lessons learned from crises
- Transforming organizations in the aftermath of a crisis

Session 9: Decision making under crisis-induced stress

- Introduction
- Decision Making – under Certainty, Probability/ Risk, and Uncertainty
- Vigilance
- Unconfined inertia or unconfined adherence
- Unconfined change
- Hyper vigilance

Day 5 Session 10: ISO Management Systems:

- ISO 9001 QMS , ISO 14001 EMS, ISO 27001 ISMS, and OHSAS for
Emergency Management & Planning

Sessions 11 and 12

Table-top exercises (scenario in response to Earthquake, Floods, Terrorist Attack, Virus Attack, Food Poisoning, and Fire Accident)

Case Studies, Assessments, Discussions & Review will be carried out on the last day

.....

