

Asia Knowledge Associates

Presents

Crisis Management 2009

Learn how to prevent, respond and recover from a crisis - when it hits your organisation

One day Conference
&



Real Time Simulation/Roleplay Exercise:

Date: 19th June 2009 Venue: Hyatt Regency Hotel, Mumbai

Dear Colleague,

As you are aware, Management of a major crisis requires prevention, planning, testing, evaluation and maintenance to mitigate and minimize the consequences. The process used by a company can determine the outcome for those affected, including employees, community and the company, yet many companies side step this critical issue.

The fact is that Companies believe that they will remain unaffected by any kind of economic, commercial financial and civil disasters and unrests, and hence their lack of enthusiasm in developing a powerful Crisis Management plan that should have already been in place. Executives who are fully ready to respond to emergencies are still in the minority.

When a disaster unfolds, many corporate chiefs shake their heads and refuse to acknowledge the gravity of the problem. If a major disaster occurred today, many organisations would not be prepared to respond to the crisis effectively, as many companies do not have in place an overall plan which contains the necessary resources to diffuse the crisis.

It is envisaged that on completion of this Conference & Roleplay, delegates will be able to successfully understand, manage and maintain the Crisis Management process within their organization. By understanding the key processes involved Crisis Management; we will be putting together for the first time, a live training session that will take a look at key factors during a Crisis. This comprehensive study will help delegates be better prepared than ever, and if necessary drive them to review and revise their current plans.

We are confident that by taking part in this event, you and your company will come away far better prepared in facing the rigors of a tremulous world, one in which the most determining factor that separates you from failure, will be your ability to successfully face disasters of every kind, and evolve into a better individual and a stronger organisation.

Your's Truly,



Prasanna Arumugam
Head of operations
Asia Knowledge Associates

Crisis Management 2009

What is Swine Flu or (H1N1) and What are the causes?

Swine influenza or swine flu is a highly contagious and often fatal acute respiratory infection of pigs that is caused by any of a number of strains (types) of the influenza A virus.

A swine influenza virus normally affects pigs only. But in the presence of other strains of the virus in the same pig, it can swap genes with the other strains and mutate to a form that can jump species and affect humans. The current swine flu outbreak is caused by a new H1N1 strain of the swine virus that has done exactly that.

The current swine flu epidemic has a greater chance of becoming a pandemic than the bird flu outbreak that has been going around the last few years, because the swine flu virus has been verified to be capable of sustained human-to-human transmission.

The signs and symptoms of swine flu appear after an incubation period of 24-48 hours. They include fever, cough, runny nose, chills, cough, sore throat, body malaise, muscle pain and headache.

There are two classes of antiviral medicines that are presently used in the treatment of flu but, at present, experts do not have enough information to make recommendations on the use of these antiviral's in the treatment of swine flu.

The best way to prevent swine flu is by active immunization or vaccination against the disease. However, and this is in answer to your last question, flu vaccines are strain specific and the current available vaccines are, most likely, ineffective against the swine flu virus. Experts say that it will take 6-7 months to develop a vaccine that is specific for swine flu.

The following precautions are recommended by the World Health Organization (WHO):

- Avoid close contact with people who appear unwell and who have fever and cough.
- Wash your hands with soap and water frequently and thoroughly.
- Practice good health habits including adequate sleep, eating nutritious food, and keeping physically active.

At home:

- Try to provide the ill person a separate section in the house. If this is not possible, keep the patient at least 1 meter in distance from others.
- Cover mouth and nose when caring for the ill person. Masks can be bought commercially or made using the readily available materials as long as they are disposed of or cleaned properly.
- Wash your hands with soap and water thoroughly after each contact with the ill person.
- Try to improve the air flow in the area where the ill person stays. Use doors and windows to take advantage of breezes.
- Keep the environment clean with readily available household cleaning agents.

List of Readiness Questions to evaluate your Crisis preparedness level:

- Has your Crisis Management Plan (CMP) been approved by senior management?
- Is the CMP regularly reviewed and evaluated on a predetermined schedule to update phone lists, etc.?
- Has the CMP been communicated throughout the organization?
- Has a CM Team been appointed and do they know their role in the CMP?
- Have formal training and drills based on the CMP been conducted?
- Does the team include primary and back up assignments for: Human Resources, Public Relations/Communications, Environmental, Health & Safety (EH&S), Operations, Legal and Security?
- Has a checklist of critical actions, responsibilities and duties been developed for each function?
- Have plans and procedures been developed to respond to expected types of incident?
- Has contact information been included in the plan for the Crisis Management and Response Teams?
- Does the plan include all the information needed to manage a crisis, including internal and external contacts, databases of employees, equipment, materials, external resources, etc.?
- Have the systems and resources that will contribute to the mitigation process been identified, including personnel, facilities, technology, and equipment?
- Is the notification contact list and protocol complete and up to date?
- Has the responsibility for declaring a crisis been assigned?
- Has a crisis communications strategy been developed?
- Can crisis counseling be provided as necessary?
- Has a designated Crisis Management Center been identified, and does it have necessary communications equipment, including uninterruptible power supply?
- Have alternate location(s) for a Crisis Management Center been identified?
- Have transportation alternatives to the site of the incident been arranged in advance?
- Have critical vendor and service provider agreements been established?
- Has the CMP been tested, including an unplanned drill?
- Are drills and tabletop exercises conducted on at least on an annual basis?
- Is the CMP modified as needed based on drills/exercise results?

When initiating a response to a crisis, it is important to insure that the goals to protect the following interests are of utmost priority:

- Save lives and reduce chances of further injuries/deaths
- Protect the environment
- Protect assets
- Restore critical business processes and systems
- Reduce the length of the interruption of business
- Minimize reputation damage
- Maintain customer relations

What you will be taking back from this conference:

- Learn to quickly and comprehensively assess crisis
- Discover how to organise for survival
- Learn how to identify issues that need to be addressed during an incident
- Learn how to stay calm and control your stress in a Crisis
- Implementing emergency medical management at workplace
- Increasing effectively Employee Engagement in a crisis situation
- Implementing key factors into your business plan and increasing the capability of handling any kind of disruption and protection of brand value
- Look at how to respond in the immediate aftermath
- Outline measures to protect the company's long-term interests
- Securing your Reputation before, during & after a Crisis

Course Objectives for the Roleplay Exercise:

- Review the disaster life cycle
- Roles and responsibilities of designated team members
- Importance of pro-active measures and activities during pre-crisis
- Escalation and incident management; notification
- Damage assessment and plan activation
- Transiting from emergency response to business recovery-resumption

A company needs to have good business reflexes, to be able to marshal its forces in a crisis or in response to any unplanned event.-Bill Gates

Who Should Attend:

CEO

CTO

CIO

CFO

CSO

Directors Security

Directors Risk Management

Directors Human Resources

Director finance

Human Resources Managers

Business Continuity Managers

Public Relations Executives

Corporate Communication Managers

IT Managers

Crisis Managers

Training managers

Business continuity & Disaster recovery planning team members

Crisis Management 2009

Crisis & Disaster Simulation Exercise:

The prime focus of Crisis Management and Emergency Management is on safety of people and assets. Simulating real-life, participants in this interactive workshop react to crisis situations as they unfold, experience first-hand the challenges of Emergency Response and gain an appreciation of the critical need for proactive planning, exercising and maintenance.

The exercise debrief encapsulates the learning and help participants to ensure effective implementation back at their workplace.

Crisis Scenario:

1. Armed Intrusion

Methodology:

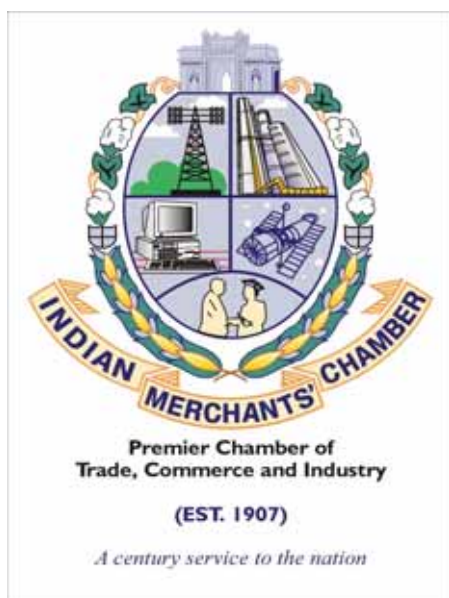
Participants are divided into teams of 6-8. Each participant assumes the role of a crisis management team member (e.g. Physical Security head, BC manager, Corporate Communication managers, Crisis Manager Etc). Crisis incidents are unfolded to all the teams simultaneously, in a cascading manner; to which they need to respond to incidents arising from armed intruders in the building, to providing medical assistance to people injured in the attack, to helping people evacuate safely from the premises to safeguarding critical data, to a escalating media crisis to a major fire blocking the secondary exit point, are some of the various scenarios that will be played out to the participants through role play and simulation to handing over slips or news flashes on the screen.

Post Session:

A debriefing session will be conducted by the Assessors, highlighting each participants performance and encapsulating the learning of the reactions to the scenarios that were played out, also key areas that need to be plugged to have a stronger Crisis Management plan will be part of the discussion.

Supporting Association

Knowledge Partner



Indian Merchants Chamber



Supporting Association



The Council of EU Chambers of Commerce in India

Conference Agenda

Track 1 9:00am

Speaker: Mr. Dhiraj Lal (Country Head - India)
Business Continuity Management Institute

Structure & Development of A Crisis Management Plan

- Benefits of having a crisis management plan.
- Recommended practices in crisis management planning.
- Team members required in a crisis management program.
- Key elements of a best practice model for crisis management.

Track 2 9:45am

Speaker: Mr. Madan Bahal (Managing Director and Partner) - Adfactors

Communication: The Single Most Important Element

- Expecting the unexpected
- Creating a crisis nerve center
- Getting accurate information out quickly in the midst of chaos
- Managing the media
- Securing your reputation before, during and after a crisis

10:30am to 11:00am Refreshment Break

Track 3 11:00am

Speaker: Mr. Deepak Jolly Vice President (Public Affairs & Communication) - Coca-Cola India

Diffusing a Crisis: A Corporate Case Study

- Circles of Impact: Implications for Your Organization
- Leadership During Crisis
- understanding how to handle a crisis
 - before it occurs
- Managing resources effectively

Track 4 11:45am

Speaker: Dr. Devendra L. Save MBBS MD
(Psychological Medicine)

Managing Stress before, during and after a Crisis

- Minimising stress during the crisis
- Working towards a healthy mind
 - Optimising the power of your mind
 - Coping with stress
- towards a healthy body
- Post traumatic stress

Track 5 12:30pm

Speaker: Commander Pawan Desai, (Head - Business Continuity) - Mahindra SSG

Emergency preparedness and crisis response plan:

- Situation monitoring and assessment
- Putting in place a full proof evacuation plan and conducting periodic drills to check for any loopholes
- Ensuring that your Crisis Response plan is adaptable to any kind of disaster scenario that your organisation is faced with
- What Assistance You Can Expect from the State Machinery

1:15pm to 2:15pm Lunch Break

Track 6 2:15pm

Speaker: Dr. Rajesh Jaria (Intensivist and Critical Care Specialist) - Wockhardt Hospital

Workplace Emergency and Crisis Preparation

- The Risks: Injuries, Illnesses and Fatalities
- How to respond to a Medical Crisis
- Developing a medical emergency response plan
- Training session: assistance that can be provided by you before the medical services arrive

3:00pm to 3:30pm Refreshment Break

Real Time Simulation/Roleplay Exercise: From a situation arising from an armed intrusion

- Mishandled
- Well-Handled

Assessors:

Commander Pawan Desai (Head - Business Continuity) - Mahindra SSG
Mr. Dhiraj Lal (Country Head - India) Business Continuity Management Institute
Dr. Devendra L. Save MBBS MD (Psychological Medicine)
Dr. Rajesh Jaria (Intensivist and Critical Care Specialist) - Wockhardt Hospital

Closing time 6:00pm

Delegate Registration Form

Delegate Information

Name: _____

Designation: _____

Direct Phone / Extn: _____

Email: _____

Name: _____

Designation: _____

Direct Phone / Extn: _____

Email: _____

Name: _____

Designation: _____

Direct Phone / Extn: _____

Email: _____

For more delegates, please send delegate information on another page

Company: _____

Address: _____

Authorized by / Billing Information:

Signatory must be authorized to sign on behalf of contracting organization

Name: _____

Designation: _____

Phone: _____

Fax: _____

Email: _____

Your Signature & Company Seal

This booking is invalid without a signature.

Date: _____

Delegate fees is to reach us
within 7 days of contract date

Completed contracts can be faxed or e-mailed

Fax: +91-22-26319376

Email: reg@asiaknow.com

Please make cheques / DDs payable in favour of:

"Asia Knowledge Associates"

and send to:

Suite 20, Mayfair, Raviraj-Oberoi Complex,

Off New Link Road, Andheri West,

Mumbai 400053 INDIA

Phone: 91 (22) 32951668

Avail 10% discount before 28th May 2009

Delegate Fees

- 1 Delegate INR 8,800
- 2 Delegates INR 8,200 per Delegate
- 3 Delegates INR 7,400 Per Delegate

Terms & Conditions:

1. Confirmation: Telephone bookings are provisional until written confirmation is received, either by fax with credit card details or by post with a cheque. Alternatively an invoice can be sent out in which payment must be made within 5 working days of booking.
2. Payment: All payments must be received within 5 working days of booking. Failure to pay within this time may result in the course palce being cancelled subject to the cancellation terms below. 3. Cancellations: Cancellations must be received in writing and are subject to the following charges: cancellations received more than 2 weeks prior to the date of the course will be charged at 50% of the booking cost. Cancellations received within 2 weeks of the course date will be charged at 100% of the booking cost.
4. Substitutions: Deligates substitutions are welcome at any time and do not incur any charge. Please fax or mail your changes to us. 5. Transfers: Transfers to alternative events or dates may also be subject to charges. Transfers received before 2 weeks prior to the course date will not be charged. Transfers received within 2 weeks of the course date will be subject to 50% of the initial booking cost. A credit note will be issued for the remaining 50%. 6. Alterations to the advertising course: We put the greatest care and effort to ensure solidity of the program schedule. AsiaKnowledge will not be responsible for covering airfare, hotel or any other cost incurred by the registrants. In the event that AsiaKnowledge cancels the course, AsiaKnowledge reserves the right to transfer this booking to another course to be held in the folloeing 12 months or to provide a credit note of an equivalent amount to another course within the following 12 months. 7. Liability: By completing this registration form the client hereby agrees that AsiaKnowledge will not be able to mitigate its losses for any less than 50% of the total booking cost. 8. Once signed and returned by e-mail, mail, or fax, this form is regarded thereafter as a firm contract.