



Crisis Management and Communications Workshop 28-29 August 2014 • Singapore

This Workshop is to prepare business line managers, executives and business continuity coordinators to lead and direct their teams during a business continuity and crisis management plan invocation.

Upon completion of the programme, participants will be able to:

- Share with their senior managers who are new to crisis management, the concepts and practical issues of crisis management and business continuity response for them to successfully manage a crisis situation
- Exercise greater leadership in a crisis situation through a better understanding of their roles and responsibilities
- Gain practical understanding of the principles, strategies and techniques of crisis management and communications, in particular when responding to non-linear threats
- Build their knowledge, experience and skills they will need during a business continuity invocation and crisis response, and prepare for the coming Industry Wide Exercise

Key Topics

- **Introduction**
 - What is a crisis? What are non-linear threats?
 - Lessons learned from past incidents and exercises
 - Principles in dealing with non-linear threats
 - Linkages between emergency response, business continuity and crisis management
- **Incident and emergency response**
 - Threat identification and assessment
 - Incident and emergency response protocols
 - Notification and escalation process
- **Emergency response**
 - Emergency control organisation
 - Emergency response procedures
 - Employees assistance
- **Establishing a crisis management response structure**
 - Crisis management team
 - Incident Command System
 - Roles and responsibilities
- **Crisis response management**
 - Command centre operations
 - Incident tracking, logging and reporting
 - Crisis leadership and decision making
 - Communication tools

Organised by:

- **Handling stakeholders communications**
 - Crisis communications protocols
 - Developing message strategies for internal and external communications
 - Dealing with the media – dos and don'ts
 - Coordination with local authorities
- **Readiness**
 - Developing the crisis management plan
 - Training and scenario exercises
 - Conduct crisis audits/self-assessment
- **Practical session** – participants will work in break-out groups to apply the principle taught in class through case studies and experiential exercises

Target Audience

Seniority: Mid to senior-level management
 Experience: Experienced in BCM, crisis management, communications, risk management
 Function: Crisis management team (members as well as support staff), BCM, Security, Communications, Health & Safety, Human Resources, Facilities Management and IT.

Instructor



Kenny Seow has over 23 years of international experience in disaster recovery, business continuity and crisis management in banking, securities, logistics and government. He is currently based in Australia and runs his own consulting practice.

Prior to relocating to Australia, Kenny was the Director of BCM in a major global investment bank, with responsibilities for 16 countries in Asia Pacific. Kenny is also the founding Chairman of the BCM Standing Committee in The Association of Banks in Singapore, and served in that capacity from 2002 to 2006.

Kenny has presented various papers on BCM in the US, UK, Australia, Hong Kong, Singapore, Indonesia and Malaysia, as well as conducted BCM training for public and private sector organisations in the region. He is the first recipient of the BCM Lifetime

Achievement Award in Asia in October 2007. He is a Board Member of the Business Continuity Institute Australasian Chapter and a volunteer with the Western Australian State Emergency Service.

Course Fee

ABS Members: SGD 1,551.50 (inclusive of 7% GST: \$101.50) per person
 Non-ABS Members: SGD 1,765.50 (inclusive of 7% GST: \$115.50) per person
 The fee includes tea breaks, lunches and course materials.
 Payment to be made upon receipt of invoice.

Financial Training Scheme (FTS) - Eligible

This programme is approved for listings on the Financial Training Scheme (FTS) Programme Directory and is eligible for FTS claims subject to all eligibility criteria being met.

However, in no way does this represent IBF's endorsement of the quality of the training provider and programme. Participants are advised to assess the suitability of the programme and its relevance to participants' business activities or job roles.

The FTS is available to eligible entities, at a 50% funding level of programme fees subject to all eligibility criteria being met. FTS claims may only be made for programmes listed on the FTS Programme Directory with the specified validity period. Please refer to www.ibf.org.sg for more information.

CPD Hours

This Workshop qualifies for 13 CPD hours. For more information, please refer to www.ibf.org.sg

Registration

To register, please login to www.abs.org.sg/em/register.php (Password: BCMT0828)

Deadline for registration: Monday, 18 August 2014 or when the class is full.

Cancellation Policy - There will be no refunds made after the registration deadline. However, substitutions are permitted without additional costs. Please inform ABS of any changes, in writing three days before the Workshop.