

**Training Title**

**CRISIS & EMERGENCY MANAGEMENT**

**Training Duration**

5 days

**Training Venue and Dates**

REF HS048	Crisis & Emergency Management	5	15 – 19 December, 2019	\$4,250	Dubai, UAE
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In any of the 5 star hotels. The exact venue will be intimated upon finalizing.

**Training Fees**

- 4,250 US\$ per participant for Public Training includes Materials/Handouts, tea/coffee breaks, refreshments & Buffet Lunch

**Training Certificate**

Define Management Consultancy & Training 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.

**TRAINING 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.

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## WHO SHOULD ATTEND?

This course is designed to help professionals and decision makers in public sectors to consider crisis and emergency management, emergency planning in their future policy and planning for their organisations

## TRAINING METHODOLOGY:

A highly interactive combination of lectures and discussion sessions will be managed to maximize the amount and quality of information and knowledge transfer. The sessions will start by raising the most relevant questions, and motivate everybody find the right answers. You will also be encouraged to raise your own questions and to share in the development of the right answers using your own analysis and experiences. Tests of multiple-choice type will be made available on daily basis to examine the effectiveness of delivering the course.

Very useful Course Materials will be given.

- 30% Lectures
- 30% Workshops and work presentation
- 20% Group Work & Practical Exercises
- 20% Videos & General Discussions

## COURSE 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

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- 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

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**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**

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

**NOTE:**

**Pre & Post Tests will be conducted**

**Case Studies, Group Exercises, Group Discussions, Last Day Review & Assessments will be carried out.**

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