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Valid till 4 May 2007



Emergency Response Planning

From the Control Room through to the Boardroom

**18 - 19 June 2007, Crowne Plaza Mutiara,
Kuala Lumpur, Malaysia**

Key Reasons For Attending This Course

- Enhance your understanding of planning, preparation and practice
- Acquire underpinning knowledge and put Emergency Response (ER) into a corporate context
- Improve the linkage and touch points between Safety Management, Security Management and Emergency Response
- Link knowledge, skills and attitude in developing ER capability
- Compare and contrast ER systems
- Understand the benefits of succinct plans
- Learn where to invest money to achieve best ER capability
- Experience every aspect of Emergency Response from the Control Room through to the Boardroom
- Gain exposure to leading edge technological tools

"For any global multinational organization, the threat of a crisis situation remains an omnipresent reality and having an effective company crisis preparedness plan is a key requirement. There is no better test of its effectiveness in a crisis situation, than putting it into play. The simulation of crisis scenarios developed by Jim, have been extremely valuable training for the crisis management teams in many Shell Companies in honing their crisis preparedness capabilities."

Priti Devi – Advisor Sustainable Development, Environment, Shell Global Manufacturing

www.ibt-asia.com/emergency



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All participants
receive a course
Certification

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Emergency Response Planning

Who Should Attend

- Anyone involved in Emergency Response (ER) at the Manager and Supervisor level
- Key Duty Holders
- Crisis Champions interested in understanding the sharp end
- Government Regulators, Legislators and Emergency Services in the public sector
- ER Team Leaders interested in broadening their skills
- Safety Engineers seeking insights into ER planning
- Managers responsible for Safety and Security Management Systems and linkages to ER
- HSE Managers with corporate responsibility for ER
- Line Managers wanting to learn more about Incident Command
- Asset and Facility Managers
- Security managers with ER responsibilities
- HR Managers involved in the selection and identification of people for hazardous tasks
- On Scene Commander and Incident Controllers in the Public and Private Sectors

About the Workshop Leaders

Jim Truscott is the CEO and founder of *Truscott – Crisis Leaders*. Jim guides executives in the art of crisis leadership to develop emergency plans and implement business strategy. His experience in planning strategy in situation rooms and concurrently managing emergencies in operations rooms allows him to advise corporations and businesses across sectors in preparing for and executing emergency operations.

Now as a corporate trauma surgeon, he is involved with fires on gas platforms in the South China Sea, anchor drags on sub-sea pipelines in the Straits of Singapore, kidnappings in Sumatra, insider trading and misuse of market power in Perth, ethical misconduct and double-billing in Melbourne, fires and explosions on platforms in the South China Sea and Gulf of Thailand, bad management decisions and hostile takeovers in Sydney, terrorists in Yemen, threats to gold mining in Kalimantan, activists in Tiananmen square, IT failures in banking process centres, aeroplane crashes all over Australia, landslides in Irian Jaya, train smashes in a remote valley, road tanker accidents throughout Asia, and ships of shame off the Australian coast to name but a few scenarios.

Tim Allsop is the Principal of *Command Solutions Sdn Bhd* in Kuala Lumpur. Since leaving the Australian Special Forces has specialized in competency training for the Oil & Gas sector within the SE Asia. Tim understands the requirements and importance of qualified personnel, from his first hand experience at owning and operating his own fuel company in East Timor right through to setting up from conception the only internationally accredited Safety Training Centre for the Offshore Industry in the Vietnam. Tim for the past 5 years has focused on competency training (key management personnel) in the Management of Major Emergencies. This has led him to designing a customized simulator and incident management software to both facilitate his internationally accredited training courses and support management at the coal face with the recording and response to information gathered during an emergency situation.

"I have enjoyed the exercise very much and I appreciated your insights into crisis management. As I told you I always appreciated the mental toughness, stamina and tenacity people with your training show. Maybe one day I can at least partially get there."

Mohamed Nagib, Director, Smelter Operations, Dubai Aluminium



About IMA – International Management Academy

IMA is the Asian training division of IBC Asia, part of the Informa Group and a public listed company in the UK. Informa's main business is in the specialist information providing for global markets. We operate in 70 countries, 150 offices worldwide with over 7000 employees.

We have over 25 years experience in providing innovative, focussed and high quality business information and training products designed to help you improve the way your business is managed.

About Group Discounts

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About Inhouse Training Solutions

Make use of IMA's expertise in the training industry and have this course customised to your organisation – at a venue of your choice – at a time convenient to you – at a cost attractive to you. Savings can be significant!

For more information on IMA's in-house training programme call Sunaina Vohra at +65-6835 5124 or email sunaina.vohra@ibcasia.com.sg

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Course Outline

Day One (AM) • Theory – Preparing to sit in the Hot Seat

What is Emergency Response (ER)?

- ER in the context of Emergency, Crisis and Business Continuity Management.
- The language of ER
- What does a corporate ER System or framework look like?
- The critical role of the First Responder and On Scene Commander
- The Combat Appreciation

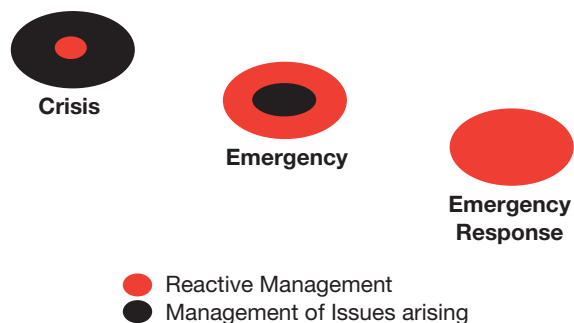


Preparation and Planning

- ER and Combat Philosophies
- What is a safety case and do you need one for effective ER?
- How ER meshes with security
- What should be in plans?
- The Incident Command System and design of ER Teams and Emergency Management Teams
- EMT and ERT skill sets – Knowledge Skill & Attitude
- ER Facilities and Communications on and offshore
- Competency Based Training and Exercises
- Investigations and auditing ER capability

Day One (PM) • Employing Supporting Teams in the ER System

- **Call Centre, Radio Rooms & Telephone Response**
Understand the operation of a Call Centre to handle overwhelming and emotional inquiries from media, clients, next of kin, and any other stakeholder.
- **Media Support to ER and the role of the Spokesperson in ER**
Learn how to monitor and analyze media, prepare media releases, optimize media coverage and make use of websites.
- **HR Support to ER**
Experience how to respond to relatives and friends of affected people, and in managing employees, contractors and ER personnel involved, including Employee Assistance Program service providers.



The darkest corner in hell is reserved for fence-sitters. Dante

Day Two • Five Very Practical and Hands-On Exercises – Sitting in the Hot Seat all Day!

Participants will be grouped as Management Teams at all levels of a Corporate ER System. Some will be tasked as actors and observers in a sequence of exercises from the Field through to the Head Office.

- **Team Building – Problem Management**
The training involves problem-solving and decision-making with neutral scenarios requiring participants to follow a common process and work as a team under unified direction.
- **Control Room Computer-Aided Simulation**
Experience what it is like to be an Offshore Installation Manager (OIM) with the responsible of rapid-decision making.
- **'Beach', Management Team Simulation**
Experience what it is like to be the middleman on the beach pulled between the demands of the Field and the requirements of the head office. Practice multi-tasking and coordination of resources. Employ Customized Incident Management Software (CIMS)
- **Head office Management Team & Support Team Simulation**
Understand the pressures that are on senior management to regain control of perilous business situations with a strong focus on saving life, protecting property and minimizing damage to the environment.

Virtual Emergency Management Simulation

This simulation uses modern electronic technology to show the power of different-time and different-space. We will focus on the role of the CMT in Emergency Response and practice different-time and different-space collaboration across the globe with www.missionmode.com.



Connect, Communicate, Continue

Registration starts at 8.00 am on day one. Course commences from 9.00 am to 5.00 pm for both days. There will be lunch, mid-morning and mid-afternoon refreshments served each day.

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Emergency Response Planning



This label contains your priority booking code.
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If you have already received a copy of this brochure, we apologise. For reasons of confidentiality, your full particulars were not available to IBC Asia (S) Pte Ltd for deduplication prior to mail drop.

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HOTEL INFORMATION

Crowne Plaza Mutiara
Jalan Sultan Ismail
50250 Kuala Lumpur, Malaysia
Tel: (603) 2148 2322
Fax: (603) 2146 3895
Contact: Stephanie Cheong
Stephanie.cheong@ichotelsgroup.co

5 EASY WAYS TO REGISTER

Mail the attached registration form with your cheque to **IBC Asia (S) Pte Ltd**
No. 1 Grange Road, #08-02 Orchard Building
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Web:
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RESERVE YOUR PLACE TODAY!

- Yes! I/We will attend Emergency Response Planning – 18-19 June 2007, Kuala Lumpur.
 I cannot attend this event but please put me on your mailing list.

1st delegate	2nd delegate
Name: Dr/Mr/Ms _____	Name: Dr/Mr/Ms _____
E-Mail _____	E-Mail _____
Job Title _____	Job Title _____
Mobile no _____	Mobile no _____
Department _____	Department _____
Company _____	
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All payments should be made in Singapore dollars

- Payments by S\$ bank draft or cheque should be made in favour of "IBC Asia (S) Pte Ltd" payable in Singapore.
- Payment by telegraphic transfer in S\$ must be made to:
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IMPORTANT NOTE:

Please quote the name of the delegate and event title on the advice when remitting payment. Bank charges are to be deducted from participating organisations own accounts.

Attendance will only be permitted upon receipt of full payment. Participants wishing to register at the door are responsible to ensure all details are as published. IBC Asia will not be responsible for any event re-scheduled or cancelled.

DATA PROTECTION

The personal information entered during your registration/order, or provided by you, will be held on a database and may be shared with companies in the Informa Group in the UK and internationally. Sometimes your details may be obtained from or shared with external companies for marketing purposes. If you do not wish your details to be used for this purpose, please contact the Database Manager Catherine Shen on catherine.shen@ibcasia.com.sg
Ph: +65 6835 5141 or Fax: +65 6734 4053.

	EARLY BIRD		NORMAL RATE
	Register & pay before 4 May 2007		Register & pay after 4 May 2007
	Price	Savings	Price
Workshop Only	SGD 2095	SGD 200	SGD 2295

Fee includes luncheons, refreshments and complete set of documentation. It does not include the cost of accommodation and travel.

CANCELLATIONS SUBSTITUTION Cancellations received in writing 10 working days before the event will be entitled to a full refund less 10% administration fee. Thereafter, cancellations are not refundable. Participants may be substituted anytime.

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