

CRISIS MANAGEMENT

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International
CRISIS MANAGEMENT
Conference & Workshop
2009



Speakers include:

Arif Zaman

Principal Consultant Global Advice Team,
Reputation Institute

Dr. Goh Moh Heng

President, Business Continuity
Management Institute, Singapore

Jeff Zweig

Chief Guru (Southeast Asia),
Web Guru Asia

Jim Truscott

Chief Executive Officer,
Truscott Crisis Leaders (Perth)

Patrick G. Corcoran

Global Business Development Executive,
IBM (Malaysia) Sdn. Bhd.

Raju Andakkan

Sr. General Manager,
Technical Commercial Department, Inai Kiara Sdn Bhd.

Tengku Marina Badlishah

Group Corporate Affairs and Wellness Director,
NESTLE (Malaysia) Berhad

A crisis can hit any company at any time.

The question is:

WILL YOU BE READY?



It will catch you off-guard, spiralling out of control, knocking you off your feet.

While you may not be able to control these external forces, you can control how it affects your company.

The 2-day programme consists of a Conference and Workshop that will provide an in-depth look at effective crisis management as exemplified in recent world events.

Hear it straight from key industry leaders who used a crisis to strengthen their organisation and uphold esteemed reputations.

Delegates who successfully complete the programme will receive the Mastering Crisis Management Solutions – Global Best Practices Certification for Participation.

The programme will include:

- **Principles, frameworks and practical methods to develop Crisis Management plans.**
- **Critical elements for a successful Crisis Management programme.**
- **Group exercises and discussions.**

*For more information and to secure seats at the International Crisis Management Conference & Workshop, register by calling **RUSS Consulting Sdn. Bhd.** at **03-2300 0795**.*

Date: 4 – 5 November 2009
Venue: Prince Hotel Kuala Lumpur
No. 4 Jalan Conlay,
50450 Kuala Lumpur
(Opposite Pavilion Kuala Lumpur)



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DAY ONE

- 8.00am **Registration**
- 9.00am **Welcome Remarks by MC**
- 9.05am **DISASTER RECOVERY IN IT SYSTEM** | Patrick G. Corcoran, Global Business Development Executive, IBM (Malaysia) Sdn Bhd.
- 9.50am **Morning Coffee & Press Conference**
- 10.10am **SCENARIO SELECTION, EXERCISE DEVELOPMENT, PARTICIPANT CONTROL, FEEDBACK** | Lessons Learned from the AF440 Air Disaster
- 10.55am **DREDGING: HOW DO YOU MANAGE ENVIRONMENTAL IMPACT ESPECIALLY WHEN IT INVOLVES AREAS THAT ARE GOVERNMENT PROTECTED SITES?** Raju Andakkan, Senior General Manager, Technical Commercial Department, Inai Kiara Sdn Bhd
- 11.40am **GLOBAL WARMING AND THE ALARMING RATE OF ITS PROGRESSION**
- What is global warming
 - Impact of global warming on us
 - Why should we be concerned?
 - How can we help to help ourselves?
- 12.30pm **Lunch & Prayer Break**
- 1.30pm **STRATEGIC CRISIS MANAGEMENT**
- An overview of the effects of a crisis on you, your people and your organization
 - Elements of Strategic Crisis Management: Before, During & After
 - Case study of Somali pirates hijacking MISC ship
 - Lessons learned through the school of hard knocks
 - Creating your future
 - Conclusion
- 2.15pm **REPUTATIONAL RISK** | Arif Zaman, Principal Consultant Global Advice Team, Reputation Institute
- 3.00pm **Afternoon Coffee Break**
- 3.15pm **THE COMMAND CENTRE OPERATIONS: The Missing Link In Crisis Management** | Dr. Goh Moh Heng, President, Business Continuity Management Institute, Singapore
- 4.00pm **GETTING YOUR MESSAGE OUT EFFECTIVELY: Keys To Media Management** YM Tengku Marina Badlishah, Group Corporate Affairs & Wellness Director, Nestle Malaysia
- Create communications messages that give a positive response
 - How to reap benefits from good press briefings
 - Strategies to seize opportunities to market positive stories to the media
- 4.45pm **Concluding remarks from the chair and certificate presentation.**
- 5.30pm **End of day one**

DAY TWO

- 8.30am **Registration & Coffee**
- Morning session led by Jim Truscott
- 9.00am **WHAT YOU DO WHEN IT HITS THE FAN**
- Communicating in the Golden Hour and Beyond – The Real 60 Minutes
- Benchmark your virtual press office in the war of words.
 - In climbing out of the credibility hole, does it matter if you lie?
 - Tell it all and tell it fast or?
 - How do you overcome legal barriers to communicating?
 - How do you represent industrial murderers?
 - What do you do if you destroy the livelihood of employees?
 - Should employees talk to the media? Who won't talk to the media?
 - Can a good business behave badly?
 - Can you explain kickbacks?
- The objectives are to enable participants through simulation to:
- Determine how much effort should be put into crisis and business continuity preparation in their own business or improve their existing capability for high consequence risks.
 - Benchmark their own company's resilience under local and global levels at different times and different places
 - Shelfware. Know how much documentation is enough (Concepts).
 - Wetware. Identify the competencies required of Executive Management Teams when confronted by risk issues (Capability).
 - Sweatware. Relate to the stress through having to devise strategy and plans and communicate under pressure in a CRISISLAB (Technology).
- Afternoon session led by Jeff Zweig
- 1.30pm **CRISIS COMMUNICATIONS FOR THE SOCIAL MEDIA**
- Crisis communications is a public relations tool that is designed to protect a company or organization, usually from a reactive response, facing a swelling public challenge to its reputation, brand and community.
- Start with openness
 - Actively listen and translate conversations into actionable next steps
 - Avoid potential crisis through proactive listening, engagement, response, conversation, humbleness and transparency
 - Start with using free search blog search tools such as:-
Blogsearch.google.com
Technorati
Blogpulse
 - Social networks and microforums:-
Search.twitter.com
Ning
Facebook
Google and Yahoo Groups
Uservoice
Getsatisfaction
 - Social media relationship media management tools:-
Trackur
BuzzGain
Radian6
Buzzlogic
BrandsEye

CONFERENCE REGISTRATION FORM

Please [√] where applicable

Mr. Madam Ms _____ (Title, if any)

Name:

Organisation:

Mailing Address:

Telephone: Mobile phone:

Fax: Country:

Email:

DELEGATES FEE:

1. MYR 1,990.00 – 2 days conference and workshop
(Conference materials, certificate, 2 tea breaks & 1 lunch on each day)
2. MYR 1,440.00 – One day conference or workshop
(Conference materials, certificate, tea breaks & lunch)
3. MYR 900.00 – Half day workshop (Please √ one only)
(Conference materials, certificate & tea break)
a. [] Morning session
b. [] Afternoon session
4. MYR 1,000.00 – Academics & NGOs
(Conference materials, certificate, 2 tea breaks & 1 lunch on each day)
a. [] MYR 500.00 - Postgraduates
b. [] MYR 200.00 - Undergraduates
5. 20% Discount for group registration (min. 3 pax) – (Register by September 2009)
(Conference materials, certificate, 2 tea breaks & 1 lunch on each day)
6. 15% Discount for individual registration - (Register by September 2009)
(Conference materials, certificate, 2 tea breaks & 1 lunch on each day)

Total amount due for conference registration: MYR _____

PAYMENT METHOD:

Payment must be made to RUSS Consulting Sdn Bhd, and received before the event, by one of the following methods:

1. **BANK DRAFT/ CHEQUE**
Account Name: RUSS CONSULTING SDN BHD

Note:

1. For bank draft, request for clearing at a local bank in Kuala Lumpur, Malaysia.
2. Attach a copy of registration form with the bank draft/ cheque.
3. Send payment and form to:
RUSS CONSULTING SDN BHD
No. 26-3, Jalan 28/70A
50450 Desa Sri Hartamas
Kuala Lumpur,
Malaysia

2. **BANK TRANSFER/ ONLINE TRANSFER**
Account Name: RUSS CONSULTING SDN BHD
Account No: 5147 2110 7404
Account Bank and Address: MAYBANK No. 21 & 23, Jalan 23/70A,
50450 Desa Sri Hartamas, Kuala Lumpur, Malaysia

Note:

1. For online transfer, request details to be online with the transfer form.
This is to identify the sender/ transmitter on bank receipts.
2. Fax a copy of the registration form to +603 2300 0295 or email at russ.consulting@gmail.com to expect online payment.

It is the responsibility of the Delegates to ensure the Organisers received the payment in full without any deduction for bank charges. If any, such charges will be treated as outstanding due to the Organisers.

TERMS AND CONDITIONS OF REGISTRATION

Payment information

Conference fees are due in full at registration. Registrations are not considered complete until payment is received. Fees are payable in Malaysian Ringgit (MYR) currency only. Registration will be accepted at RUSS CONSULTING SDN BHD before or on 15 October 2009.

Cancellations and Substitutions

- Cancellations are not allowed and there will be no refund of any fees paid.
- Attendee substitutions may be made from the same company at anytime and must be submitted in writing.

Exclusion

The fee does not include accommodation, traveling costs to and from the Conference venue and other unspecified taxes, if any. It excludes daily or hourly parking at the Conference venue.

Limited liability

In the event of cancellation of conference our liability will be limited only to full repayment of fees paid.

I agree to be bound by International Crisis Management 2009 Conference Terms and Conditions of Registration

(Signature)

(Date)

Conference Secretariat:

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