



# EMERGENCY MANAGEMENT



# & CRISIS RESPONSE 2011-2012

5-7 OCTOBER 2011

@PATHUMWAN PRINCESS HOTEL BANGKOK



## CONFERENCE HIGHLIGHTS:

- ⊕ Outlook 2012: Examining Key Development of Comprehensive Crisis Response Capability in Thailand
- ⊕ Preparedness - Identifying & Assessing Major Risks and Crises
- ⊕ Crisis Planning - Secrets Revealed!
- ⊕ Best Practice in Business Impact Analysis (BIA)
- ⊕ Regional Updates on Business Continuity Management Standard
- ⊕ Strategic Post-Crisis Communications
- ⊕ Improving Individual and Community Preparedness through the Use of Social Media
- ⊕ Managing Your Reputation during the Crisis through Leadership
- ⊕ **Case Study:** The Key to Your Recovery and Continuity
- ⊕ Strategic Investment for Disaster Management System towards Organization Resilience
- ⊕ **Case Study:** Development of an Integrated Business Resilience Framework for Oil & Gas
- ⊕ Inter-organization and Cooperation among Regional Disaster Management Organizations and other Agencies - Lessons Learned From Tsunami in the Southern Thailand

## CONFERENCE OBJECTIVES:

Every year, **IDF-Asian** recognizes many challenges and natural disasters we are facing, and greater business impact from business disruption and reputation damage risk. **Emergency Management and Crisis Response 2011-2012** will rely heavily on the input of the day-to-day practitioners of disaster management and crisis response to be first effective responders.

Get Prepared! This two-day conference will feature an understanding with an array of issues, threats and risks, key characteristics of emergency management and crisis response. Also, effective strategies in designing emergency and crisis management plan, communicating effectively during the crisis, and essential keys to business recovery and sustainability are to be addressed by a panel of distinguished guest speakers and professionals from various industries who put the business continuity plan into action.

Empower yourself to achieve breakthrough strategies from the best and prepare for the worst that may threaten an organization's future!

## PRE - CONFERENCE WORKSHOP: 5 OCTOBER 2011



### CRISIS & EMERGENCY MANAGEMENT

Conducted by:

**Mr. Jim Truscott**, Chief Executive Officer  
**Truscott Crisis leaders**

*(The workshop will be conducted in English)*

## OUR GUEST SPEAKERS:

Mr. Viboon Sanguanwong  
Director General - Department of Disaster Prevention and Mitigation, **Ministry of Interior, Thailand**

Mr. Chomnaphas Tangsook, Sales & Marketing Manager  
**BSI Group (Thailand) Ltd.**

Mr. Jim Truscott, Chief Executive Officer, **Truscott Crisis leaders**

Mr. Chaiyanath Chamoraman, (CISSP) Instructor  
**ACIS Professional Center**

Mr. Henry Ee, FBCCI, CBCP, Board of Director  
Business Continuity Institute (BCI) Director  
**Business Continuity Planning Asia (BCP Asia) PTE Ltd.**

Ms. Chupit Chutitum, Managing Director, **Penner Madison**

Ms. Asanee Isarowong, Director  
**PricewaterhouseCoopers** - Southeast Asia - Peninsula Region

Mr. Smud Poom-On, Director of Emergency/  
Crisis Response Planning Department  
**Thai Airways International Public Co., Ltd.** (Inviting)

Ms. Chirapattana Manotnarumon  
Deputy Head - Enterprise Risk Management  
**The Stock Exchange of Thailand**

Mr. Sasawat Malaivongs, Business Manager  
Executive Consultant, **ACInfotec Co., Ltd.**

A representative from **PTT Public Com., Ltd.** (inviting)



# EMERGENCY MANAGEMENT CRISIS RESPONSE 2011-2

5-7 October 2011 @ Pathumwan Princess Hotel, Ba

## DAY ONE: Thursday, 6 October 2011

8.30 Registration and Refreshment

8.45 Welcoming Remarks & Opening Address

9.00 แนวโน้มปี พ.ศ. 2555 ด้านนโยบายและแนวทางการพัฒนา  
ศักยภาพเพื่อรับมือและตอบสนองต่อสภาวะการณ์ฉุกเฉิน  
ที่ระดับประเทศไทยและในภูมิภาคเอเชีย

### OUTLOOK 2012: EXAMINING KEY DEVELOPMENT OF COMPREHENSIVE CRISIS RESPONSE CAPABILITY IN THAILAND

- + Understanding natural disasters and hazards likely to affect the country in today's volatile environment
- + Policy and disaster management system at the national level
- + How to effectively comply with legal system and framework to ensure the security and emergency response
- + Outlook for emergency management and crisis response in Asia and its implications for Thailand

Guest speaker: **Mr. Viboon Sanguanwong**  
**Director General – Department of Disaster  
Prevention and Mitigation  
Ministry of Interior, Thailand**

10.00 Morning Refreshments & Networking

10.15 แนวทางการประเมินความเสี่ยงและความรุนแรงของวิกฤตการณ์  
เพื่อวิเคราะห์ผลกระทบทางธุรกิจและวางแผนรับมือได้อย่าง  
เหมาะสม

### PREPAREDNESS - IDENTIFYING & ASSESSING MAJOR RISKS AND CRISES

- + Understanding your business - risk probabilities and consequences
- + How to do risk assessment and business impact analysis
- + Practical steps to identify related risks and design a crisis response to mitigate the risks and achieve business continuity
- + Resourcing your response capability to suit all levels of risk

Guest speaker: **Mr. Chomnaphas Tangsook**  
**Sales & Marketing Manager  
BSI Group (Thailand) Ltd.**

11.15 แนวทางการวางแผนจัดการภาวะฉุกเฉินและภัยวิกฤต สำหรับ  
องค์กร เรียนรู้การปรับกลยุทธ์แผนงานให้เหมาะสมกับ  
ประเภทธุรกิจ

### CRISIS PLANNING - SECRETS REVEALED!

- + What do systems and frameworks look like?
- + Where does Shelf ware sit in a systems approach?

- + Can you put leadership and teamwork in a document?
- + How do you guarantee speed of implementation?
- + How do you plan for the unthinkable?

Guest speaker: **Mr. Jim Truscott, Chief Executive Officer**  
**Truscott Crisis leaders**

12.15 Luncheon

13.15 รับฟังแนวทางการวิเคราะห์ผลกระทบเชิงธุรกิจที่มีประสิทธิภาพ  
และส่งเสริมกลยุทธ์การดำเนินธุรกิจอย่างต่อเนื่อง

### BEST PRACTICE IN BUSINESS IMPACT ANALYSIS (BIA)

- + Understanding terminologies, methods, benefits and pitfalls
- + Key steps for conducting business impact analysis and potential financial exposures
- + Validating the results to ensure effective business continuity management
- + Insights behind successful implementation of business impact analysis

Guest speaker: **Mr. Chaiyanath Chamoraman, (CISSP)**  
**Instructor, ACIS Professional Center**

14.15 อัปเดตมาตรฐานสากลในปัจจุบันของ Business Continuity  
Management

### REGIONAL UPDATES ON BUSINESS CONTINUITY MANAGEMENT STANDARD

- + The framework and structure for BCM National standard on SS540 and BS25999
- + The future for BCM Standard with ISO
- + The major different
- + Q & A

Guest speaker: **Mr. Henry Ee, FBCI, CBCP, Board of Director**  
**Business Continuity Institute (BCI)**  
**Director**  
**Business Continuity Planning Asia**  
**(BCP Asia) PTE Ltd.**

15.15 Afternoon Refreshments & Networking

15.30 กลยุทธ์แนวทางการวางแผนการสื่อสารหลังเกิดวิกฤต การทำการ  
วิเคราะห์ประเมินผล

### STRATEGIC POST-CRISIS COMMUNICATIONS

- + Analyzing and assessing the impact of crisis
- + Effective ways to communicate crises and changes towards internal and external stakeholders
- + Key considerations for manage your reputation during crises
- + Crises VS. Opportunities - How to ensure the business continuity of your organization

Guest speaker: **Ms. Chupit Chutitum**  
**Managing Director**  
**Penner Madison**

16.30 End of Day One



## DAY TWO: Friday, 7 October 2011

8.30 Registration and Refreshment

8.50 Chairperson's Welcoming Address

9.00 การใช้สื่อสังคม (Social Media) เพื่อสร้างแนวทางการรับมือภาวะวิกฤตในระดับบุคคลและสังคม

### IMPROVING INDIVIDUAL AND COMMUNITY PREPAREDNESS THROUGH THE USE OF SOCIAL MEDIA

- ⊕ Evaluating the needs of media in community readiness
- ⊕ Effective use of today's social media to engage minds and participation of individual and community
- ⊕ Testing your crisis awareness and readiness
- ⊕ Measuring the effectiveness and efficiency of message delivery through social media

Guest speaker: **Ms. Asanee Isarowong, Director PricewaterhouseCoopers - Southeast Asia Peninsula Region**

10.00 Morning Refreshment & Networking

10.15 การพัฒนาผู้นำและการบริหารชื่อเสียงในภาวะวิกฤต

### MANAGING YOUR REPUTATION DURING THE CRISIS THROUGH LEADERSHIP

- ⊕ Employing supporting teams for effective crisis response
- ⊕ Develop effective crisis management policies, plans and procedures with key responsible persons
- ⊕ Execute proper leadership during a crisis or disaster
- ⊕ Ensuring workforce continuity in a crisis
- ⊕ Maintaining organizational reputation among stakeholders' and investors' confidence
- ⊕ Techniques to pick the right moment to communicate a crisis - Doing Things Right VS. Doing the Right Things

Guest speaker: **Mr. Smud Poom-On (Inviting) Director of Emergency/Crisis Response Planning Department Thai Airways International Public Co., Ltd.**

11.15 แนวทางการฟื้นฟูและดำเนินแผนงานให้ธุรกิจดำเนินได้อย่างต่อเนื่อง หลังภาวะวิกฤต

### CASE STUDY: THE KEY TO YOUR RECOVERY AND CONTINUITY

- ⊕ Key considerations to make in developing disaster recovery and business continuity plan for your organization
- ⊕ A selection of appropriate and effective mitigation and recovery strategies
- ⊕ How to measure risk tolerance and risk appetite
- ⊕ The Art of Recovery - What should be included in a BCP?

Guest speaker: **Ms. Chirapattana Manotnarumon Deputy Head - Enterprise Risk Management The Stock Exchange of Thailand**

12.30 Luncheon

13.30 กลยุทธ์การลงทุนติดตัวระบบการจัดการภัยวิกฤตให้องค์กรอย่างมีประสิทธิภาพ

### STRATEGIC INVESTMENT FOR DISASTER MANAGEMENT SYSTEM TOWARDS ORGANIZATION RESILIENCE

- ⊕ Leveraging data in the age of risks and natural disasters
- ⊕ Compare and contrast emergency and crisis management systems
- ⊕ Best coordinating technology recovery to ensure business continuity during a crisis
- ⊕ Industry recognized strategies for consideration

Guest speaker: **Mr. Sasawat Malaivongs Business Manager, Executive Consultant AInfotec Co., Ltd.**

14.30 Afternoon Refreshment & Networking

14.45 กรณีศึกษาอุตสาหกรรมน้ำมันและก๊าซ: แนวทางการพัฒนากลยุทธ์การปรับตัวของธุรกิจให้องค์กรมั่นคงและดำเนินธุรกิจได้อย่างต่อเนื่อง

### CASE STUDY: DEVELOPMENT OF AN INTEGRATED BUSINESS RESILIENCE FRAMEWORK FOR OIL & GAS

- ⊕ Effective linkage of strategic, operational, and planning aspects of emergency response
- ⊕ Integrating risk management and business continuity with crisis management
- ⊕ Achieving effective preparation for responding to all levels of incidents and crises

Guest speaker: **A representative from PTT Public Com., Ltd. (Inviting)**

15.45 ความร่วมมือระหว่างองค์กรและหน่วยงานเพื่อตอบสนองภาวะวิกฤต - กรณีศึกษาเหตุการณ์สึนามิในภาคใต้ของประเทศไทย

### INTER-ORGANIZATION AND COOPERATION AMONG REGIONAL DISASTER MANAGEMENT ORGANIZATIONS AND OTHER AGENCIES - LESSONS LEARNED FROM TSUNAMI IN THE SOUTHERN THAILAND

- ⊕ Utilizing public and private partnership as disaster and crisis management
- ⊕ Carrying out risk assessment
- ⊕ Establishing "proactive" relationship to ensure effective emergency response
- ⊕ Effective strategies in disaster reduction and minimizing business disruption when the crisis unfolds

Guest speaker: **To be confirmed**

16.45 End of Conference

## KEY BENEFITS OF ATTENDING:

- Examining key development of comprehensive crisis response capability in Thailand
- Get prepared with identification & assessment methodologies for major risks and crises that may harm your business
- Design a comprehensive emergency management and crisis response plan
- Put the plan into action for ensuring the security and effective emergency response
- Explore different strategies of crisis communication and reputation management adopted by leading organizations
- Join the networking opportunities with senior-level industry decision makers and practitioners

# EMERGENCY MANAGEMENT & CRISIS RESPONSE 2011-2012

## PRE-CONFERENCE WORKSHOP: Wednesday, 5 October 2011

### CRISIS & EMERGENCY MANAGEMENT

**Introduction:** This workshop is a series of interactive modules with a CMT and EMT simulation. It gives participants an understanding of the strategies and actions needed to prevent and manage corporate crises and business interruptions. It is aimed at middle and senior managers, who must lead, coordinate or support their company's response to a business continuity, reputation or liability crisis in the resource and related sectors.

**Workshop Objectives:** On completion participants will be able to determine how much effort should be put into Crisis Management and Emergency Response preparation in their own businesses; benchmark their own company's capability to respond to crises and emergencies; design an expedient capability for their own company or improve their existing plans; identify the competencies required of CMT and EMT, Media and HR Support Teams and Call Centres; and relate to the stress of a crisis simulation through having to devise strategy and plans and communicate under pressure.

**Training Method:** Tutorial and simulation exercise

#### Workshop Content:

**Workshop** covering the relationship between Emergency, Issues, Risk, Safety, Security, Business Continuity and Crisis Management; how crises occur, and what should be done before they occur; company crisis and ER architecture; recognition and notification of crises and Emergencies; CMT & EMT activation and supporting facilities; in-crisis Management Team actions and supporting media and HR processes; managing information quickly, internal Call Centres and crisis communications.; developing and implementing business continuity, reputation and liability strategies; and Crisis leadership in the boardroom.

**Simulation:** in which participants will operate in two half groups so that each has the opportunity to perform as a CMT or EMT and also to represent an array of internal and external stakeholders.

#### Benefits of Attending:

- Successfully manage and recover from any emergency or crisis situation - essential survival techniques
- Applying the knowledge contained in this workshop will give your organisation the ability to "master the game" and "ride the tiger".
- Capture the essence of successful crisis leadership; understanding and anticipating the 'threat', fighting for information, encouraging and developing agile pre-emptive and response strategies, seizing the initiative and exploiting opportunities, and all the while applying strong teamwork underpinned by 'raw leadership'
- Experience gained from this workshop will establish the company's reputation for being prepared and able to survive.
- Valuable training for participants in honing their crisis preparedness capabilities.
- Aimed at the besieged executive who has the nerve and the drive to confront threats in their company environment but who lacks the essential package of strategic ideas and guidelines set out clearly for immediate implementation.
- Provides both the questions and the answers for harried executives struggling to overcome crises and turmoil.

- Immediate practical advice to senior managers finding themselves faced with a monstrous crisis that requires immediate sound decision and action.
- Unique insights into crisis management including the mental toughness, stamina and tenacity that people require. Highlights big ticket items for participants to work on improving in the short term and also organisationally looking forward, both weaknesses and strengths.
- Exposes participants to skill sets which are rare in the corporate world.

#### Who Should Attend?

This is a must attend event for senior emergency management, response and recovery personnel from private sector.

- Heads of Emergency Planning
- Heads of Emergency Response
- Heads of Risk Assessment
- Heads of Business Continuity
- Disaster Management Coordinator
- Crisis Response Team Leaders
- Emergency Response Doctors

#### About Our Workshop Leader:



**Jim Truscott** is the CEO in Perth. He has been a Crisis Practitioner and Continuity Planner for his entire career, initially in government special operations, where he was intimately involved in coordinating strategic responses to regional and global crises, and now as a consultant and chartered engineer. During his 35 years in strategic and operational environments, he has had a central leadership role within multi-disciplinary teams over a diverse range of high-risk enterprises and emergencies. He writes business contingency plans to deal with an array of issues, threats and risks, and he trains executives and Management Teams in the art of crisis leadership across Asia Pacific. His experience in planning strategy in situation rooms and concurrently managing emergencies in operations rooms allows him to conduct challenging exercises for corporations and businesses across all sectors. He has consulted in 20 countries across multiple sectors including banking, insurance, broking, government, manufacturing, mining, rail, aviation, maritime, energy, water, power, construction, oil & gas, food moving consumer goods, not for profit, hotel and entertainment.

#### Books Published by Jim Truscott:

"Riding the Tiger, The Art of Business Crisis Leadership"



**4 WAYS TO REGISTER:****Hotline:** + 662 982 95 61-2, + 662 982 9564**Fax:** + 662 982 9563**Email:** register@idf-asian.com**WEB:** http://www.idf-asian.com

# REGISTRATION FORM

## EMERGENCY MANAGEMENT & CRISIS RESPONSE 2011-2012

**5-7 OCTOBER 2011****@ PATHUMWAN PRINCESS BANGKOK HOTEL***Please check as appropriate (x)* **Conference Day 1** **Conference Day 2** **2 Days Conference**

Name \_\_\_\_\_ Job Title \_\_\_\_\_

Business Email \_\_\_\_\_ Mobile Tel. \_\_\_\_\_

Member ID \_\_\_\_\_

 **Conference Day 1** **Conference Day 2** **2 Days Conference**

Name \_\_\_\_\_ Job Title \_\_\_\_\_

Business Email \_\_\_\_\_ Mobile Tel. \_\_\_\_\_

Member ID \_\_\_\_\_

 **Conference Day 1** **Conference Day 2** **2 Days Conference**

Name \_\_\_\_\_ Job Title \_\_\_\_\_

Business Email \_\_\_\_\_ Mobile Tel. \_\_\_\_\_

Member ID \_\_\_\_\_

Company Name \_\_\_\_\_ Nature of Business \_\_\_\_\_

Address \_\_\_\_\_

Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_ Mobile Tel \_\_\_\_\_

Contact Person \_\_\_\_\_ Business Email \_\_\_\_\_

**REGISTRATION FEE:** (Please check as appropriate)

(Please photocopy for more delegates. Kindly fill in the registration form in English).

Fee Per Delegate <i>(Fees are inclusive of conference documentation with refreshments &amp; lunch)</i>	<input type="radio"/> <b>Early Bird</b> (Register before 31 August 2011)		<input type="radio"/> <b>Standard</b> (Register after 31 August 2011)		<input type="radio"/> <b>Pre-Conference workshop</b>		
					Special rate for Conference delegate only	Early Bird (Register before 31 August 2011)	Normal (Register After 31 August 2011)
<b>One Day Registration Fee</b>	<b>8,500</b>		<b>10,000</b>		<b>13,000</b>	<b>15,000</b>	<b>18,000</b>
<b>Two Days Registration Fee</b>		<b>17,000</b>		<b>20,000</b>			
<b>+ VAT 7%</b>	+595	+1,190	+700	+1,400	+ 910	+1,050	+1,260
<b>- Tax 3%</b>	-255	- 510	-300	- 600	- 390	- 450	-540
<b>Paid amount (THB)</b>	<b>8,840</b>	<b>17,680</b>	<b>10,400</b>	<b>20,800</b>	<b>13,520</b>	<b>15,600</b>	<b>18,720</b>

@The organizer reserves the rights to amend the conference program, conference venue and guest speakers as appropriate.

**METHODS OF PAYMENT:****CHEQUE / BANK DRAFT**Please cross cheque or bank draft made payable to **Ideal Forum Co., Ltd.****PAY IN "Ideal Forum Co., Ltd.****Account No. 470-255-3771 Kasikorn Bank, Saving A/C,**  
Cheangwatana Road Branch  
(Kindly fax pay-in slip & copy of withholding tax document to +66-2-982- 95 63)**CANCELLATIONS & TRANSFERS:**

- If you are unable to attend, delegate substitution is accepted to attend in your place at no additional charge.
- No refund can be made for any cancellation **After 25 September 2011**  
The organizer will give the full documentation of the conference.

**ENQUIRIES:**Please call **Khun Netirach & Khun Pongsak at Tel. +66-02- 982 9561-2 982 9564 or M. +66-(0) 80 6092986, + 66-(0)-86 3442476**  
Email to [marketing@idf-asian.com](mailto:marketing@idf-asian.com); [pongsaks@idf-asian.com](mailto:pongsaks@idf-asian.com) or [rossarin@idf-asian.com](mailto:rossarin@idf-asian.com)**\*If you need more information about the conference. Please visit our website [www.idf-asian.com](http://www.idf-asian.com)****Remark:**

- Payment is required with your registration. Walk-in delegates with payment will be admitted subject to space availability.
- In order to avoid any inconvenient circumstance to delegates at the conference, payment should reach us 7 days prior to the conference date.

**Ideal Forum's Address for issuing Withholding tax document:****Ideal Forum Co., Ltd.**  
**93/47 Modern Group Building 4 Fl. Chaengwattana Rd. Klongkruae, Pakkred, Nontaburi 11120**  
**Tax ID: 3-0339-8327-2****Conference Venue:** PATHUMWAN PRINCESS BANGKOK HOTEL