

'Evidence shows that every five years, 20% of companies will suffer a major disruption through fire, flood, storm, power failures, terrorism, and hardware/software failures....'  
 - The Business Continuity Institute

16 - 17 JUNE 2014  
 HOTEL ISTANA, KUALA LUMPUR

## This Highly Interactive Workshop Will Enable You to

- ✓ Understand the key characteristics of crisis management and its relationship to emergency management, business continuity, and disaster recovery
- ✓ Develop effective crisis management policies, plans and procedures to protect vital business assets and minimize downtime
- ✓ Explore real-life best practices from across the industry
- ✓ Benchmark your own organization's capability to respond to crises and emergencies
- ✓ Design an expedient capability for your own organization or improve their existing plans
- ✓ Test and audit crisis management plans to assess effectiveness and room for improvements
- ✓ Develop recovery methods, and procedures and techniques for monitoring and controlling recovery plan tests
- ✓ Identify the opportunities to enhance your resilience in the recovery phase and beyond
- ✓ Apply proactive crisis management strategies and immediate action-damage control
- ✓ Maintain, Protect and Strengthen stakeholders and investors confidence
- ✓ Ensure business continuity in a crisis and post-crisis turnaround

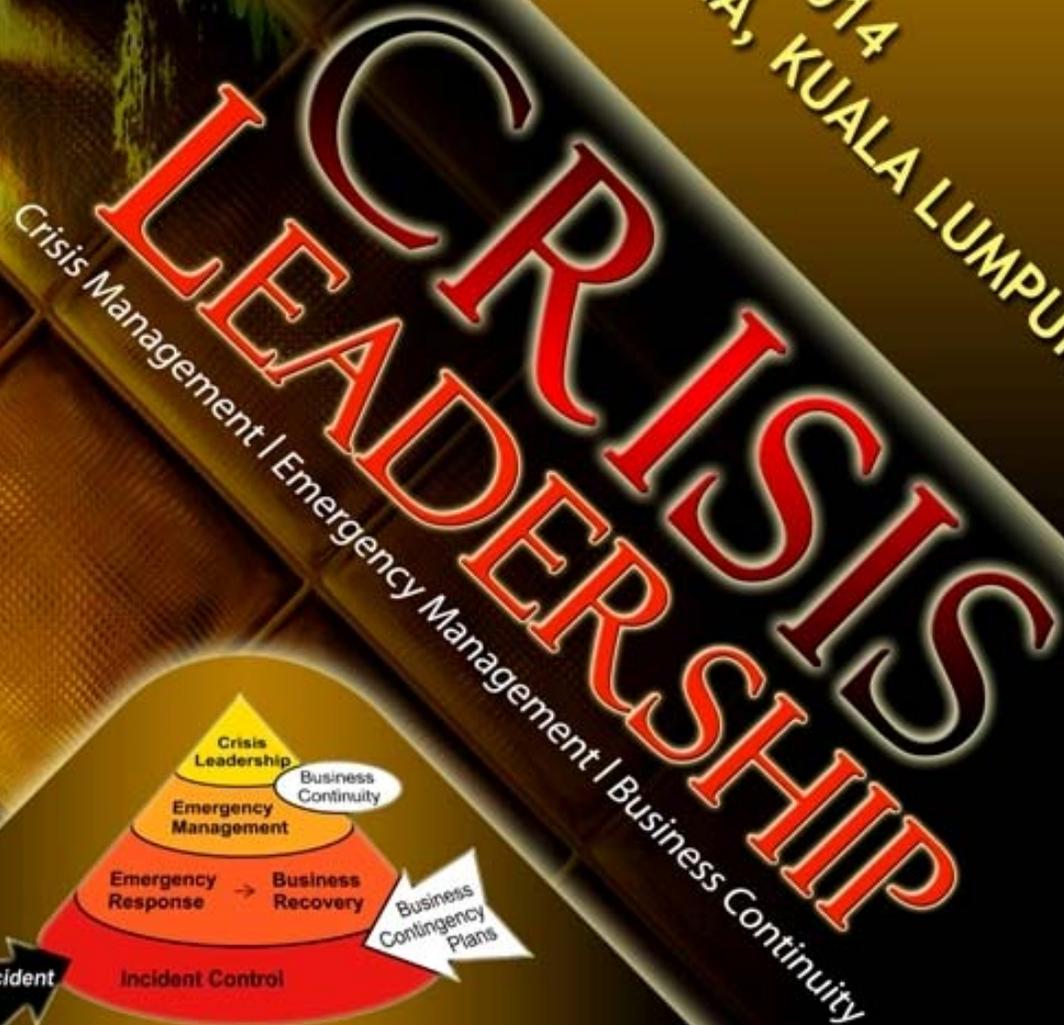
Register and Receive  
 'Dancing With the Tiger,  
 The Art of Business Crisis Leadership' e-book



Researched & Developed By:

Strategic Partner:

**IBN INTERNATIONAL™**



Dear Participant (s),

Consider the heart attack that strikes in the middle of the night. EMTs rush the victim to the hospital, where expert trauma and surgical teams - executing established procedures because there is little time for creative improvisation - stabilize the patient and then provide new vessels for the heart. The emergency has passed, but a high-stakes, if somewhat less urgent, set of challenges remains. Having recovered from the surgery, how does the patient prevent another attack? Having survived, how does he adapt to the uncertainties of a new reality in order to thrive? The crisis is far from over.

Similar scenes are playing out in more and more businesses and government agencies around the world today. The chaos of the times seems to present a new disaster every week, plunging leaders who may be top-notch performers under normal circumstances into a world of the *unexpected* - situations they are both unequipped to handle and also prone to make well-meaning yet disastrous decisions that shatters lives, reputation and profitability.

Organisations and their supply chains are more complex than ever. Technological advances, process outsourcing and globalisation means that more companies are operating across multiple time zones, international boundaries and regulatory environments. "Always on" international news cycles turn local news into global stories and the increasing use of social media creates real-time awareness and brings increased public scrutiny of business and public agency failure.

YOU cannot erect a firewall against fiscal uncertainty, political instability, natural disasters, act of terror, sabotage, negatively publicity, or any events with adverse effects on your organization. When adversity strikes, business leaders political leaders and civil society leaders need a high level of situational awareness; access to information in a timely manner, so that they can make the best decisions for the organization. They have to bring highly specific skills to bear to remain calm and communicate well to bring clarity where uncertainty abounds. Leaders must be able to get the right people, in the right place, at the right time to respond effectively and coordinate activity, to ensure that the organization presents a unified response.

The task of leading during a sustained crisis - whether you are the CEO of a major corporation or a political leader - is treacherous. Crisis leadership has three distinct phases. First is the **Emergency** phase, when your task is to stabilize the situation and buy time. Second is the **Crisis Management** phase, where processes by which an organization deals with a major event are devised to create a set of procedure to handle, contain and resolve an emergency in a planned and coordinated steps. Third is the **Continuity** phase, when you tackle the underlying causes of the crisis and build the capacity to thrive in a new reality. The continuity phase is especially tricky: People put enormous pressure on you to respond to their anxieties with authoritative certainty, even if doing so means overselling what you know and discounting what you don't. People clamor for direction, while you are faced with a way forward that isn't at all obvious. Twists and turns are the only certainty.

**Yet you need to take the LEAD. Are You Prepared?**

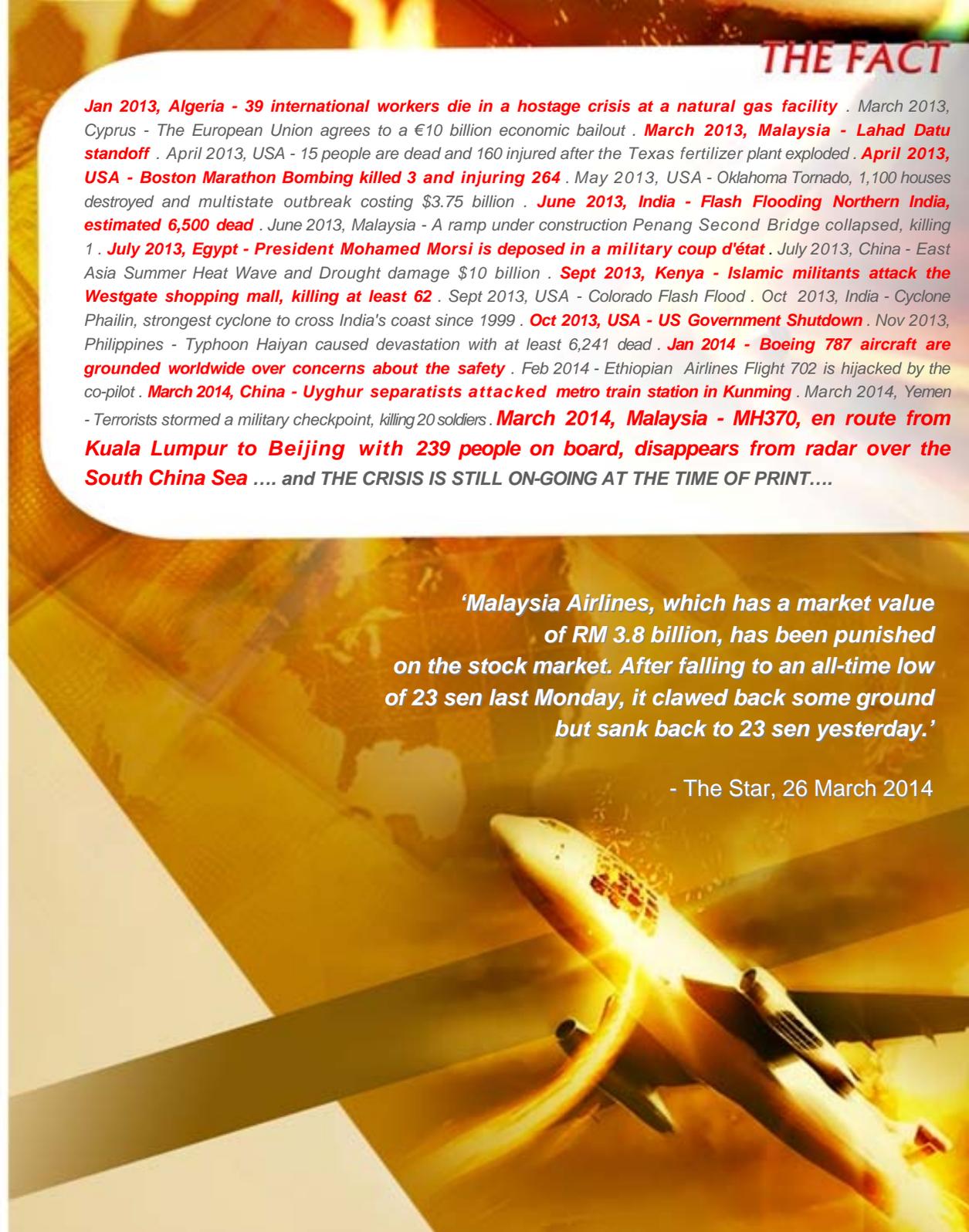
Regards,  
Sam Selvaraj  
IBN International

$$\text{Crisis Leadership} = \text{Crisis Management} + \text{Emergency Management} + \text{Business Continuity}$$

**Jan 2013, Algeria - 39 international workers die in a hostage crisis at a natural gas facility** . March 2013, Cyprus - The European Union agrees to a €10 billion economic bailout . **March 2013, Malaysia - Lahad Datu standoff** . April 2013, USA - 15 people are dead and 160 injured after the Texas fertilizer plant exploded . **April 2013, USA - Boston Marathon Bombing killed 3 and injuring 264** . May 2013, USA - Oklahoma Tornado, 1,100 houses destroyed and multistate outbreak costing \$3.75 billion . **June 2013, India - Flash Flooding Northern India, estimated 6,500 dead** . June 2013, Malaysia - A ramp under construction Penang Second Bridge collapsed, killing 1 . **July 2013, Egypt - President Mohamed Morsi is deposed in a military coup d'état** . July 2013, China - East Asia Summer Heat Wave and Drought damage \$10 billion . **Sept 2013, Kenya - Islamic militants attack the Westgate shopping mall, killing at least 62** . Sept 2013, USA - Colorado Flash Flood . Oct 2013, India - Cyclone Phailin, strongest cyclone to cross India's coast since 1999 . **Oct 2013, USA - US Government Shutdown** . Nov 2013, Philippines - Typhoon Haiyan caused devastation with at least 6,241 dead . **Jan 2014 - Boeing 787 aircraft are grounded worldwide over concerns about the safety** . Feb 2014 - Ethiopian Airlines Flight 702 is hijacked by the co-pilot . **March 2014, China - Uyghur separatists attacked metro train station in Kunming** . March 2014, Yemen - Terrorists stormed a military checkpoint, killing 20 soldiers . **March 2014, Malaysia - MH370, en route from Kuala Lumpur to Beijing with 239 people on board, disappears from radar over the South China Sea .... and THE CRISIS IS STILL ON-GOING AT THE TIME OF PRINT....**

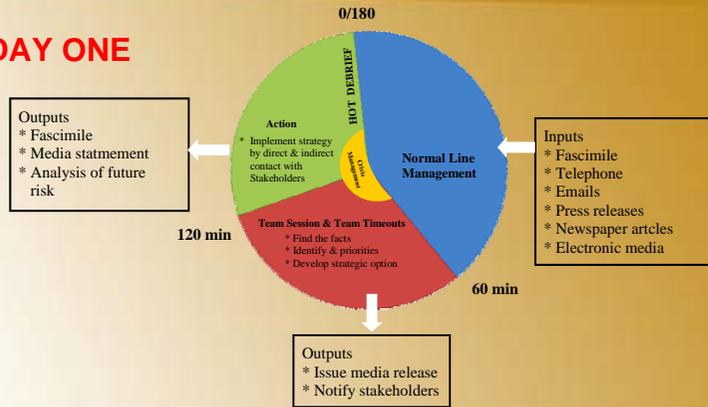
**'Malaysia Airlines, which has a market value of RM 3.8 billion, has been punished on the stock market. After falling to an all-time low of 23 sen last Monday, it clawed back some ground but sank back to 23 sen yesterday.'**

- The Star, 26 March 2014



# THE AGENDA

## DAY ONE



The first training day consists of a series of interactive modules with CMT and EMT simulations and communications practical. It gives participants an understanding of the actions needed to manage corporate crises and business interruptions.

### Crisis Planning – Business Resilience Frameworks

- ✓ 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

### Crisis & Emergency Management – Tools to Develop and Implement Emergency Plans and Crisis Strategy Under Pressure

- ✓ 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 processes
- ✓ Determine how much effort should be put into resilience in your own businesses
- ✓ Benchmark your own organization's capability to respond to crises and emergencies
- ✓ Design an expedient capability for your own organization or improve your existing plans
- ✓ Identify the competencies required for CMT and EMT

### Traditional Media Spokespersons and Social Media Commentators – Theory & Practice

- ✓ Identify the competencies required for Spokespersons & Media Support Teams
- ✓ Relate to the stress of a crisis through having to communicate under pressure

### The Communications Support Team – Theory & Practice

- ✓ Managing information quickly, internal and external communications

## DAY TWO

The second training day continues with practical methodologies & technical guidance and concludes with a simulation. It also focuses on current best practices in business continuity planning.

### Call Centres and the Telephone Response Team – Theory & Practice

- ✓ This module consists of a tutorial followed by practical telephone activities
- ✓ Identify the competencies required for Call Centres

### The HR Support Team – Theory & Practice

- ✓ This module consists of an interactive tutorial followed by practical playlets
- ✓ Identify the competencies required for HR Support Teams

**Crisis Game Simulation:** In this simulation participants will work as Crisis and Emergency Management Teams to develop and implement business continuity, reputation and liability strategies, apply Crisis Leadership in the boardroom and conduct operational planning.

### Risk & Business Continuity Management – Good Practices and Ground Zero Approaches

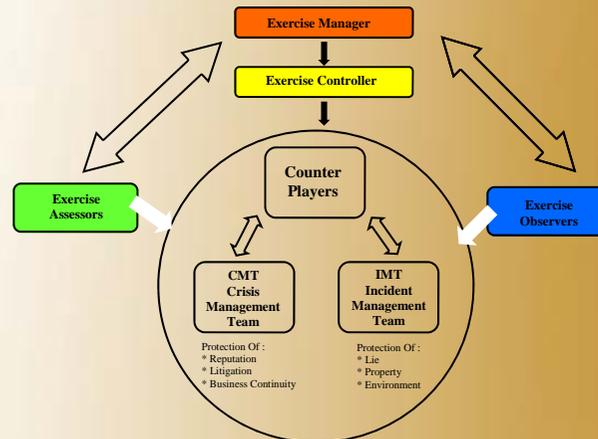
- ✓ Selecting the approach, continuity strategies and implementation that is best suited for your organization
- ✓ Determine how much Business Continuity Planning is enough

### Virtual Crisis Management Environments (VCME)

#### – Notification and Collaboration Tools

- ✓ Virtual Crisis Management Environments and methods on how to store and execute plans in different time zones and locations

**Business Continuity Game:** In Crisis, Business Continuity Team actions and supporting processes. In this simulation participants work as industry aligned Management Teams to develop and implement business continuity, liability and reputation strategy under pressure.



*"It occurred to me a number of times, how businesses at times overlook seemingly innocuous processes, which are almost second nature to us, and land in a soup. We shall continue to explore possibilities of using your skill set, which let me put it simply, is rare in the corporate world."*

- Sanjiv Bhalla - Head Business Security & Crisis Management, BP India

*"The simulation of crisis scenarios developed by Jim Truscott and his team, have been an extremely valuable training for the crisis Management teams in Shell Companies in honing their crisis preparedness capabilities."*

- Shell Global Manufacturing

# THE WORKSHOP LEADER



**Jim Truscott** is an internationally renowned expert on Crisis Leadership, Crisis Management, and Business Continuity. He has been a Crisis Practitioner and Business 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.

Jim Truscott and his Asia Pacific team of Crisis Practitioners and Continuity Planners counsel management and executing staff from the Control Room through to the Boardroom regarding the art of Crisis Leadership. His extensive 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. Jim has been a Crisis Practitioner for almost **35 years** now, initially in the SAS where he was intimately involved in the strategic security problems in Papua New Guinea, Cambodia, Iraq, Indonesia, East Timor, Sydney Olympics, the Solomon Islands, Bougainville & the Southern Ocean.

Jim **writes business contingency plans** to deal with an array of issues, threats and risks, and has **consulted in over 30 countries**. He has offered services to high-risk international engagements, planning and controlling politically sensitive government operations for the successful resolution of international crises, including corporate sectors like Banking, Insurance, Broking, Government, Manufacturing, Mining, Rail, Aviation, Maritime, Energy, Water, Power, Oil & Gas, Construction, and FMCGs.

He has remarkable experiences conducting workshops and seminars in crisis management, business continuity planning and also crisis communication in over 20 countries that includes Indonesia, Malaysia, Singapore, Thailand, Qatar, Dubai, Pakistan, Romania, and many other crisis prone countries across multiple sectors including **banking, insurance, broking, government, manufacturing, mining, rail, aviation, maritime, energy, water, power, construction, oil & gas, fast moving consumer goods, not for profit, hotel and entertainment**. He is the author of the recently published *Dancing with The Tiger – The Art of Business Crisis Leadership*.

## CLIENTS TESTIMONIAL

“Jim has delivered a high quality and relevant crisis management workshop which perfectly meets the requirements of guiding the top management on Business Continuity Management in the event of crisis situation.”

- Surya Suhendra, Security Director,  
PT International Nickel Indonesia

“I have been involved in many exercises facilitated by various ER specialists, and the CMT training exercises ranked amongst the best. My thanks for that and I certainly look forward to future interactions.”

- Nik Fitzpatrick, HSE Manager,  
Clough Group

“Exploring for oil in harsh and remote environments is a challenging business. Being able to successfully manage and recover from an emergency or crisis situation is not only an essential survival technique but good business. Applying the knowledge has given our organisation the ability to ‘master the game’ and ‘ride the tiger’.”

- Bruce Hayes, Group Security Manager,  
Oil Search Limited

“Very insightful, presenter was able to capture my attention and interest throughout the workshop. He always engages the participants, and provided a lot of practical and real life examples which made presentation concepts easier to relate to.”

- Brian Ningkan, Manager, Group Crisis Management,  
PETRONAS

## PARTIAL CLIENT LIST



# REGISTRATION FORM...

Please complete this form immediately and fax to 603 - 9200 7946

Code: JTrus

## PARTICIPANT DETAILS

Name 1 \_\_\_\_\_ Job title \_\_\_\_\_

Name 2 \_\_\_\_\_ Job title \_\_\_\_\_

Name 3 \_\_\_\_\_ Job title \_\_\_\_\_

(name in full)

## INVOICE SHOULD BE DIRECTED TO

Company \_\_\_\_\_

Business Address \_\_\_\_\_

Name \_\_\_\_\_ Job title \_\_\_\_\_ Dept \_\_\_\_\_

Email \_\_\_\_\_ Tel No \_\_\_\_\_ Fax No \_\_\_\_\_

Name of Authorising Manager \_\_\_\_\_ Job title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**This Booking Is Invalid Without A Signature**

## Investment

**REGISTER BY 15 APRIL 2014 AND SAVE UP TO USD 1000!!!**

	Register By 15 April 2014	Register By 30 April 2014	Register After 30 April 2014
2- Day Course Fee	USD 1990	USD 2490	USD 2990

*"...Jim Truscott clears a path by providing both the questions and the answers for harried executives struggling to overcome crises and turmoil."*

- Professor Bruce Horsfield, Faculty of Art,

## TARGET AUDIENCE

This workshop is designed for Directors, Managers, Officers and Executives of public and private organizations with the responsibility to lead, coordinate and support their organizations response to a business continuity, reputation or liability crisis, including those responsible for:

- Business Continuity
- Disaster Recovery
- Risk Management
- Operational Risk
- Crisis Management
- Contingency Planning
- Emergency Management
- Emergency Response
- Crisis Communications
- Health, Safety & Environment
- Security
- Critical Infrastructure
- National Resilience
- Crisis Rooms
- Information Technology
- Facility Management
- Enterprise Planning
- Operations
- Human Resources
- Information Technology
- Legal
- Communications
- Corporate Affairs
- Telecommunications
- Crisis Response Team
- Insurance
- Community Preparedness

Also relevant for any C-level executives seeking to demystify the whole process and decide the relative importance of CEM and BCM in their system of governance.

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# CRISIS LEADERSHIP

Crisis Management | Emergency Management | Business Continuity

## INFORMATION

For further information on this event, please contact our Program Managers at 603 9206 5800 or email [ibn@intel-biznet.com](mailto:ibn@intel-biznet.com)

## WORKSHOP SCHEDULE

Registration	0830
Course begins	0900
Morning Refreshment	1030
Luncheon	1300
Afternoon Refreshment	1530
Course Ends	1700

## METHOD OF PAYMENT

### PAYMENT

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Two easy ways to pay:

#### • Telegraphic Transfer / Cheque

Bank : Maybank Berhad  
Branch : Desa Pandan, Kuala Lumpur, Malaysia  
A/C No : 514543111415  
Swift Code : MBBEMYKL

#### • Foreign Demand Draft in USD to be drawn in a MALAYSIAN Bank

**Intelligence Business Networks (M) Sdn Bhd**  
152-4-14, Kompleks Maluri,  
Jalan Jejaka, Taman Maluri,  
55100 Kuala Lumpur

*Note: Payments must be received within 7 days upon issuance of invoice.*

## CERTIFICATE OF ATTENDANCE



Delegates who successfully complete this course will receive the prestigious IBN's Certificate of Achievement; a statement of Intelligence endorsed by world renowned subject matter expert.

## VISA REQUIREMENT

Delegates requiring visas should contact the respective Embassies or High Commissions in their country of residence as soon as possible.

## CANCELLATION POLICY

Due to contractual obligations, cancellation charges are as follow:

\*30 to 10 days notice : 50% of the workshop fee  
\*9 to 3 days notice : 70% of the workshop fee  
\*2 days or less notice : 100% of the workshop fee  
(\*Based on working days only)

However, complete sets of documentation will be sent to you. Substitutions are welcomed at any time. All cancellations of registration must be made in writing.

*Note: It may be necessary for reasons beyond control, to change the content and timing of the event, speaker (s) or venue, every effort will be made to inform the participants of the change.*

## HOTEL ACCOMMODATION

**Hotel Istana, Kuala Lumpur**  
73 Jalan Raja Chulan,  
50200 Kuala Lumpur, Malaysia  
Tel : 603 2141 9988  
Fax : 603 2144 1245



Room Reservation can be made by delegates directly with the hotel. To enjoy privileged room rates, please state you're attending an event organized by IBN International.

Please contact Adnan Qayyum at 603 2149 5535 or email [mohd.adnan@hotelistana.com.my](mailto:mohd.adnan@hotelistana.com.my)