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INTERNATIONAL CRISIS MANAGEMENT CONFERENCE TO BE HELD FOR THE FIRST TIME IN KUALA LUMPUR

The International Crisis Management Conference and Workshop 2009 is a two-day event that brings together speakers from four continents to discuss crisis management in the corporate sector.

Kuala Lumpur, 4 and 5 November 2009: The first of its kind to be held in Kuala Lumpur, the International Crisis Management (ICM) Conference and Workshop 2009 brought speakers from London, New York, Perth, Singapore and Kuala Lumpur together to share their knowledge and world-class expertise on effective crisis management in the corporate sector.

The two-day event was held at Prince Hotel Kuala Lumpur on 4 and 5 November 2009. It kicked off with a full day conference which will highlight principles, frameworks and practical methods to develop crisis management plan.

Jim Truscott, the Speaker on Emergency management and leader of one of the 2 workshops said: "This two day International Crisis Management conference has provided the opportunity for companies in Malaysia to stay abreast on current best-in-class practices being used by global corporations and to hear from a range of crisis practitioners, industry experts and continuity planners."

Topics covered included: disaster recovery in information technology systems, strategic crisis management, reputational risk, strategies to seize opportunities to market positive stories to the media, and the principles of setting up command centre operations during a crisis.

Speakers include: Arif Zaman, Principal Consultant Global Advice Team, Reputation Institute (London); Dr. Goh Moh Heng, President, Business Continuity Management Institute (Malaysia); Jeff Zweig, Chief Guru (Southeast Asia), Web Guru Asia; Jim Truscott, Chief Executive Officer, Truscott Crisis Leaders (Perth); Tengku Marina Badlishah, Director of Group Corporate Affairs and Wellness, Nestle (Malaysia) Berhad; and Patrick G. Corcoran, Global Business Development Executive, IBM Worldwide.

Rasila Hamzah, Managing Director of RUSS Consulting Sdn. Bhd. and organiser of the Conference and Workshop, said: "While the Conference will touch on a variety of industries and case studies, the workshops will be highly beneficial for delegates because it enables them to implement their understanding of crisis management in a mock environment under the supervision of business continuity experts."



The workshops were led respectively by Mr Truscott and Jeff Zweig, and will feature simulation exercises to prepare delegates for crisis management both online and offline.

Mr Truscott chaired the morning session which helps delegates determine the amount of effort that should be put into crisis and business continuity preparation along with benchmarking their own company's resilience under local and global levels at different times and different places.

For the afternoon workshop, Mr Zweig discussed the growing role of social media in crisis communication – a timely topic given the extensive influence that social networking sites like Facebook and Twitter has on stakeholders today. Mr. Zweig advised delegates on active listening in online forums and ways to engage their audiences through the use of media management tools.

Rasila Hamzah said: "Many corporate leaders think that they are in little danger of facing a crisis. There is a widespread attitude in the Malaysian corporate sector that a crisis can easily be dealt with if it ever occurs. Unfortunately, it will be too late by then, as information, emotion, and reaction overload can prove to be overwhelming and leave the company panic-stricken. Preparation for a crisis, whether it is an electrical outage, tainted products, hostage situation or a fire, can help save lives, save money, save reputation and essentially save the organisation."

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About RUSS Consulting Sdn. Bhd.

RUSS Consulting is a full-suite integrated communications consultancy led by industry veteran Rasila Hamzah, with 30 years of experience in corporate branding and advertising. RUSS services include: investor relations; public relations; crisis communications and management; corporate social responsibility; sponsorship marketing; branding; website content management; corporate publication; and training, mentoring and coaching. RUSS' international network of partners extend to Australia, South East Asia, Europe and North America. RUSS is supported by a team with international and local industry experience, further strengthened by an in-depth understanding of the media and cultural sensitivities.