



CRISIS MANAGEMENT & MEDIA COMMUNICATIONS

Course Facilitator:

TIM MARJASON
MBCI CBCI MEPS

Date & Venue:

7th February-2017 Tuesday, Royal Palm, Lahore.
9th February -2017 Thursday, Movenpick Hotel, Karachi.

Timings: 9:00 – 5:30
Workshop Investment PKR 38,000/-

Course Audience and Qualification

This course is recommended for individuals at middle and senior management level from all departments within an organisation. It will be of particular value to those supporting or performing the role of the Crisis Management Team (CMT), including Media Communications from time to time. This course is aimed at delegates with basic, intermediate or advanced Business Continuity Management (BCM) and Crisis Management understanding.

Course Description

The capability to respond to incidents, manage and communicate during a crisis should not be underestimated, and seen as something that can simply be developed as and when required. These disciplines require a systematic approach as part of a wider organisational resilience programme. Organisations need to protect their people, the environment, assets/ property and their reputation/ business.

This course is based on the International Crisis Management standard BS 11200:2014 and industry best practice. It will provide delegates with awareness and high level understanding that will support any Crisis Management response or invocation within their own organisation.

Course Objectives

The course aims to provide delegates with the knowledge and skills necessary to be able to create and implement crisis management systems and to build resilient crisis management teams and a crisis communications capability. The course is designed to provide delegates with knowledge, understanding and experience of dealing with a diverse range of crises.

Course Methodology

The learning methodology uses a mixture of presentations, discussion, case studies, video content, document sharing and an interactive exercise to transform participant knowledge into hands-on practice in a safe environment.

Key Learning Points

- Understand the nature and origins of risk, emergency, incident, business continuity, crisis, IT disaster recovery and resilience
- Appreciate the Crisis Management Team (CMT) roles & responsibilities during crises and their linkage with different teams in the organisational response framework
- Identify and tackle challenging CMT dynamics and provide appropriate strategies
- Comparing different crisis decision making styles and approaches
- Recognise crisis leadership characteristics – select the best leader in a crisis
- Apply best practice when communicating in a crisis
- Understand the importance of media and social media monitoring and opportunities during a crisis
- Recognise the importance of effective internal and external crisis communications

Course Content

Definitions and Basics

- What is an incident, emergency, crisis, disaster, business continuity, resilience?
- Why Incident and Crisis Management?
- What are the risks for your organisation?
- Why is it more than just an issue?
- When does an incident become a crisis?

Exercise: Define risks, incidents and crises that could happen to your organisation.

Crisis Management

- Structure of Crisis Management response
- The role of the CMT Leader and the Crisis Management Team
- Business Continuity Management in a CMT context
- Response structures
- Managing an emergency/ incident/ crisis/ disaster

Exercise: Group discussion: Who should be in the CMT in an organisation and who will be responsible for what task?

Designing and Implementing the Crisis Management Plan

- Escalation and response
- Assessment, anticipation and considerations
- Pre-preparation and opportunities
- The Crisis Command Centre
- Implementation
- CMT Exercises
- Debrief

Exercise: Respond to a crisis, assess and decide on what should happen and the current status.

Communicating during a Crisis

- Executive responsibilities
- The Crisis Communications Plan
- People (stakeholders, staff, neighbours, clients, suppliers, emergency services)
- Internal and External Communications
- The role of the Media Spokesperson
- Media and Social Media monitoring
- Media case study and discussion

Exercise: Describe a crisis and define what you have to communicate first, to whom and how.

About Trainer

TIM MARJASON

MBCI CBCI MEPS Cert ISO 22301 LI
Business Continuity Management Subject Matter Expert

Prior to starting his business in Dubai, UAE in 2013, Tim was a Chief Inspector and the former Head of Corporate Business Continuity Management with the Metropolitan Police Service, New Scotland Yard, London. After a long operational career, Tim's final 10 years were in the fields of Business Continuity Management, Command and Control, Crisis Management, Emergency Preparedness, Programme Management and Business Change. Tim was the Bronze Emergency Preparedness Commander for the London 2012 Olympic and Paralympics Games.

He is an approved Business Continuity Institute Instructor (MBCI) and a certified member of the UK Emergency Planning Society (MEPS). He is ISO22301 Lead Auditor assessor trained. Tim has an extensive Conference speaking record acquired in Europe, the Middle East and

Business Continuity Institute (BCI) Approved Instructor. Certified PECB ISO 22301 Lead Implementer Trainer. Strategic / Corporate Business Continuity Management (BCM) Training & Consulting specialist. AE/SCNS/NCEMA 7001:2015 UAE BCM Standard Specialist, Emergency Management, Programme and Project Management (OGC / MSP - UK qualified), Business Change Management, Stakeholder Management, Conference Speaking, Speaker, Sponsor, Delegate and Exhibitor sourcing for Worldwide Events, Event, Seminar and Conference Chairing, Crisis Management Trainer and Consultant, Simulation Exercises, BCMS Workshop and Training delivery, Embedding BC Management in SME/ Large/ Govt. organisations, Corporate Risk Management, Emergency Preparedness, Supply Chain Management – Resilience, Developing and Building Public/Private Sector Partnerships, Inter-Agency Cooperation, Perfor-



Clientele

Selective Client List/ Main Projects

- ADNOC – Business Continuity Management (BCM) Training
- Abu Dhabi Police – BCM Training
- BNI Middle East – Sales Training
- British Petroleum – First Aid and Fire Fighting Training
- DP World – BCM London 2012 Preparation
- Daisy Group – BCM Software Market Analysis
- Dubai Airports – BCM Training
- Dubai Petroleum – Crisis Management (CM) Training
- Dubai Supply Authority – Crisis Communication Survey
- Fleming Gulf – Conference Speaking
- Hamdan Bin Mohammed Smart University – BCM Training
- ictQATAR – BCM and Exercise Workshop
- Informa Middle East – BCM Training
- IQPC Middle East – Conference Speaking and BCM Workshops
- Kuwait Finance House – BCM and CM Training
- Mammoth Gulf – CM Strategy Analysis
- Petrofac Training
- Plus Specialty Training – BCM and CM Training
- RSA Insurance UAE – CM Training and Exercise Simulation
- Rabdan Academy – BCM, CM and Risk Management Training
- Resilient Regions Association – BCM and Security Workshop
- Silk Road Group – Project Management Training
- SKA Energy – First Aid and Fire Fighting Training
- TAPCO – Taweelah Asia Power Company
- UAE General Civil Aviation Authority – BCM, CM Training and BCM Strategy Consulting
- UAE General Secretariat of the Executive Council – BCM and CM Training
- Victoria BID – BCM London 2012 Preparation

Testimonials

"I am very pleased to be able to highly recommend Tim. He is an expert in the field of Business continuity. His work at the MPS has been at both the strategic and practical levels and his work has made the service much better prepared to deal with any major event. Tim has excellent management skills which will be highly valued when he leaves the police for the private sector.

Chris Phillips GCGI FSyI
Managing Director at The International Protect and Prepare Security Office."

"I have known Tim since his first few days in Dubai. He is clearly both a leader and a true professional in his field. He identifies problems and weaknesses then provides solutions in a definable manner, ready for execution. His communication skills are exceptional and his delivery charming. Tim will bring great value to any organisation.

Patrick Gray
Senior Wealth Manager at Globaleye"

"I've known Tim for the past four years and have found him to be engaging, smart, and outgoing. He has the ability to bridge public safety and business continuity, and communicate the similarities and the differences in a concise and engaging way. The Met is an extremely complex organization, probably more complex than almost any private sector organization, and his programme (and his progress there) there have been excellent, particularly considering the budget cuts faced by the Met this year. I'm really looking forward to next year, when the Academy launches our London location, and I'm sure he will be an integral part of helping us be a success there, too!



For registration(s) send us your Participants Name,
Designation email, address & cell numbers
Also please provide us organization's NTN #

register@quickbizgroup.com



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Cancellation made in the 05 working days to the workshop, no refunds will be given.