Emergency Response Planning for Business Endurance

What businesses need to know to prepare for all emergencies

17th - 18th August 2017
Kuala Lumpur, Malaysia

Major Benefits Of Attending – You Will Be Able To:

- **GAIN** an in depth understanding of the Emergency Response Plan and Place Release technique
- **LEARN** how to enhance on scene leadership capabilities and techniques
- **ANALYSE** the importance of human factors in ensuring the best psychological readiness, allocation of resources, deployment, discipline and leadership
- **ENHANCE** the capability of personnel to make to correct critical decision in an emergency situation
- **LEARN** how to effectively work with other Agencies in the practical implementation of emergency response plan and crisis management plans
- **ASCERTAIN** best practice in Emergency Response plan design and layout
- **ACQUIRE** interactive exercise planning skills and improve the management of major event exercise
- **PREPARE,** write and test emergency plans that are appropriate to the risk that your organization is exposed to
- **UNDERSTAND** how to identify hazards and prepare a comprehensive hazard register.
- **ESTABLISH** an incident command system and ensure your communication lines between your team and external support groups are perfect

Why you Should Attend?

The ability to cope with any sort of incident, whatever it may be, is essential to any organisation. All companies, when put under pressure, should have the ability to respond in a manner that is entirely satisfactory in order to maintain their business and their credibility. Incidents cannot be avoided entirely, but can be handled in such a way that their impact is reduced and they do not turn into crises. The correct handling of risk allows a company to stand out from other competitors.

This 2 day workshop will ensure that you have the required tools to prepare your company for a worst-case scenario and to develop your own emergency response plan for your company. Additionally, it will provide you with the skills and expertise to respond effectively in the event of an emergency, and to understand the unique issues involved in an organizational related disaster.

Who Should Attend?

This course is recommended for CEOs, VPs, Directors, GMs, HODs, Senior Managers, and Managers responsible for:

- ✓ Emergency Management and Response
- ✓ Business Continuity
- ✓ Crisis Communication
- ✓ Corporate Communications
- ✓ Project Development
- ✓ Public an age Relations
- ✓ Public Affairs
- ✓ Corporate Affairs
- ✓ Marketing Communications
- ✓ Media Relations
- ✓ Investor Relations
- ✓ Brand Communication
- ✓ Corporate Branding
- ✓ Internal & External Communications
- ✓ Media/Digital Media/Social Media and Corporate Social Responsibility

Organized by:

WE SOLVE YOUR PUZZLE