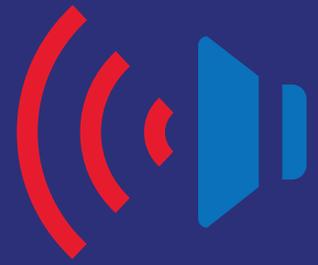


# INTERNATIONAL CRISIS AND EMERGENCY RISK COMMUNICATIONS FORUM



Protecting Your Reputation with Responsive & Proactive Communications Plan

• HILTON SYDNEY • 19 - 21 APR 2017 • A CLARIDEN GLOBAL EVENT •



## Defend Your Organization's Reputation with 6 Proactive Crisis Communications Game Plan

- 1. Anticipate Changes.** Understand the crisis landscape today and avoid the crisis communication blunders
- 2. Build Relationships.** Understand today's media agenda to build a sustainable relationship with it
- 3. Convey Message.** Optimize all channels to convey your message to the right audience
- 4. Demolish the Communication Silos.** Demolish the traditional communication silos and create an effective crisis communication plan
- 5. Evolutionary Media.** Time to integrate traditional media with new media to form an impeccable crisis communication strategies
- 6. Forward Thinking:** Be at the forefront of the crisis management landscape to secure your organization's image and value

## THE FORUM AT A GLANCE

REGISTER BY 25 JANUARY 2017 TO SAVE AU\$400!

### DAY 1: WEDNESDAY, 19 APRIL 2017

- How to Respond Effectively Within the First 24 Hours During a Crisis
- Shaping Your Crisis Communications Message
- Regain Control in a Media Interview to Reduce Damage of Crisis
- Understand How the Media View You
- Multi-Channel Crisis Communications Response Plan



**Champagne Hour at End of Day 1:** Enjoy a perfect glass of champagne and build network with your peers

### DAY 2: THURSDAY, 20 APRIL 2017

- Dealing with Crisis Communications in a Digital Age
- Managing Your Reputation with Public Scrutiny
- Developing a Resilient Crisis Communications Plan
- Demonstrating Leadership in Crisis Management

### POST-FORUM WORKSHOPS: TUESDAY, 21 APRIL 2017

- Using Social Media To Improve Crisis Communications: Developing Effective Engagement Plans and Messages
- Dealing with the Media During a Crisis - Handling Interviews, Negative Publicity and Difficult Situations

## FEATURED SPEAKERS



**Andrew Gissing**  
Director Government Business and Enterprise Risk Management  
**Risk Frontier**

Plan for the Worst and Hope for the Best - Preparing A Rapid Response Program for the Stormy Weather



**Peter Roberts**  
Managing Director  
**Corporation Reputation Practice**

How Would the Media View & Publicize You During a Crisis



**Umi Khattab**  
Senior Lecturer, Public Relations  
**University of Sunshine Coast**

Crisis Landscape Today: Impactful Crisis Communication in Emergency Risk



**Adam Vine**  
Group Manager - Business & Enterprise Risk  
**Northern Beaches Council**

Preparing for the Crisis - Establishing the Right Protocol & Plan



**Grant Smith**  
Head of Corporate Communication  
**Melbourne Airport**

Case Study: The Multichannel Approach in Crisis Communication - Communicating with the Public Effectively in Time of Crisis



**Mark Morrow**  
Acting Deputy Commissioner  
**NSW State Emergency Services**

Demonstrating Leadership in Crisis Management

# Welcome to International Crisis and Emergency Risk Communications Forum

PROTECTING YOUR REPUTATION WITH RESPONSIVE & PROACTIVE COMMUNICATIONS PLAN

19 - 21 APRIL 2017 | HILTON SYDNEY

## FEATURED SPEAKERS



**Andrew Gissing**  
Director Government  
Business and  
Enterprise Risk  
Management  
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*Plan for the Worst, and Hope for the Best -  
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NSW State Emergency  
Services

*Demonstrating Leadership in Crisis  
Management*



**Dr. Collin Chua**  
Lecturer  
School of the Arts and  
Media, University of  
New South Wales

*Keynote Address: The Storm Breaks:  
When a Crisis Begin*



**Tim Holmes**

*Negotiation Under Pressure:  
Understand the Techniques to Acquire  
Information in Crisis*

Dear Colleagues,

**Panama Papers, iCloud leaks of celebrity photo, Wells Fargo Accounts Scandal, Ebola Virus Disease, Malaysia Airlines Flight 370, New South Wales Bushfires** and others are just some of the many crises that have occurred in the past 2 years. All these events are proven to be poles apart from each other yet share the same traits of a crisis. **It is unexpected, highly publicized, and can quickly jeopardize your reputation and shareholder values.** A 2015 report from the Centre for Research on the Epidemiology of Disasters (CRED) warns not only are more people in harm's way than there were 50 years ago, but building in flood plains, earthquake zones and other high-risk areas has increased the likelihood that a routine natural hazard will become a major catastrophe. Between 1994 and 2013, over 6,870 natural disasters claimed nearly 1.4 million lives, according to the report. Death rates from natural disasters rose over that period, reaching an average of more than 99,700 deaths per year, the study found.

Lucid communication is essential in limiting the damage that could be done to an organization in time of crisis and a highly agile crisis management plan could ensure that the crisis could be mitigate or well attended. The million dollar question to every organizations today is, how could we develop a strategy that is highly flexible, up-to-date and test proof in time of this ever changing events nature, media channels and public attitudes.

With these issues in minds, Clariden Global is proud to present to you our inaugural **International Crisis and Emergency Risk Communications Forum** that will equip government and business leaders with the necessary skills to effectively improve your crisis communication strategies. Henceforth, driving a more informed and sophisticated crisis management decision and enable companies to increase positive engagement in time of unexpected events.

This forum will walk you through the three stages of crisis, explore and identify the next wave of risks that may hit your organization, internal and external communication strategy to achieve stakeholder buy in and working hand in hand with the ever changing media landscape today. Hear evangelists across a range of public and private sectors on how they deal with crises and exchange ideas with your peers to redefine your crisis strategies.

Mark your calendar down on 19 -21 April 2017 for Clariden's Crisis Communication Forum in Sydney. Be there or Be Square!

Best Regards,

**Eileen Ching**  
Conference Director

**Book Your Seat Today!**

Email: [admissions@claridenglobal.com](mailto:admissions@claridenglobal.com)

or Call +61 3 9909 7310 today for  
immediate booking.

# International Crisis and Emergency Risk Communications Forum

PROTECTING YOUR REPUTATION WITH RESPONSIVE & PROACTIVE COMMUNICATIONS PLAN

19 - 21 APRIL 2017 | HILTON SYDNEY

## Who You Will Meet:

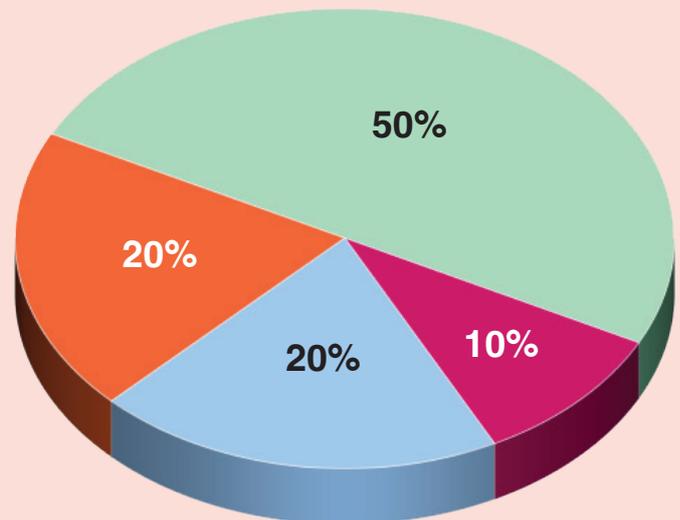
### Industries:

- Finance, Banking, Insurance
- Telecommunications
- Retail and FMCG
- Mining
- Travel and Hospitality
- Healthcare and Education
- Utilities
- Logistics and Transportation
- Government Administration

### In the Roles of:

- C-Level/GMs/VPs/Director/Head/Manager
- Chief Executive Officer
- Chief Financial Officer
- Chief Operating Officer
- Chief of Staff
- Corporate Affairs
- External Affairs
- Internal Relations
- Community Engagement
- Strategy and Business Development
- Corporate Communication

## Participants Seniority



**Seniority Level: 75% of Participants  
will be Director Levels & Above**

- Board / C-Level / President / Director / MD - 20%
- VP / Director / GM - 50%
- Manager - 20%
- Head of Departments - 10%

# Forum Highlights

19 - 21 APRIL 2017 | HILTON SYDNEY

## 10 REASONS TO JOIN US IN APRIL:



Restructure your social media strategy to **avoid contributing to the next big social media blunder**



Understand the **evolving roles among organizations, media and public in crises** and how it **reshape the crisis management paradigm**



Discover the impact of multichannel communications to **amplify the reach of your key message**



Optimize your crisis communication strategy to **overcome the current communication threshold**



Network and exchange **strategic ideas** with high level attendees and experienced crisis leaders

# INTERNATIONAL CRISIS AND EMERGENCY RISK COMMUNICATIONS FORUM



Decode the media's agenda to **enthrall the right publicity** for your organization in time of crises



Develop a **holistic approach** that involves all stakeholders in a crisis communication value chain



Learn from **crisis management leaders that have successfully turned the table around in a crisis**



Gain new ideas to **establish executable crisis communication plans and overcome pitfalls**



Redefine Crisis Leadership to be a **versatile and conscientious leaders** in wavering time

# Main Forum Agenda

19 - 20 APRIL 2017 | HILTON SYDNEY

## DAY ONE - 19 APRIL 2017

### FIRST STAGE OF CRISIS - CRISIS BREAKOUT

*Organizations are exposed and vulnerable to crisis. It is unpredictable and damaging if it is not attended to timely. The changing landscape in communication has eliminated the days where organizations could try playing ostrich, burying your heads in the sands and hoping the problems would go away.*

*When a crisis occurs and one is under pressure to react in a timely fashion, negotiation is of the essence. We would begin our day 1 forum by looking at the crisis communication landscape today and explore if there is possible a one size fits all strategy that could prepare organizations to be on the safe side when crisis breakout.*

09:00 **Opening Address by Forum Chairman**

09:10 **Keynote Address: The Storm Breaks: When a Crisis Begin**

- What is Crisis Communication - Crisis Communication Theory
- One Size Fits All: Characteristic of Effective Crisis Communication Strategy for All Organizations
- Crisis Communication Landscape Today: Why is it crucial to respond immediately?

**Dr. Collin Chua**

**Lecturer**

**School of the Arts and Media, University of New South Wales**

Dr Collin Chua is the Program Convenor for the Master of PR & Advertising and the Master of Journalism & Communications at the University of New South Wales, Sydney, Australia. His research addresses questions about the role of the media in producing value, desire and sociality, in an era increasingly driven by connectivity and the digital economy. One of the specialist courses he teaches at UNSW is on the topic of Issues & Crisis Communications.



09:50 **Negotiation Under Pressure: Understand the Techniques to Acquire Information in Crisis**

- Facts and Speculations: How to Gather Useful Information in Crisis Communication?
- Rapid Communication: What are the best practices to deal with rapid communication decision making?
- How to deal with hostile requirement with limited resources and time frame?

**Tim Holmes**

10:30 **Morning Refreshments**

### FIRST STAGE OF CRISIS - CRISIS BREAKOUT

*The first 24 hours of crisis breakdown are often regarded as the most crucial stage of the crises as it would be the first indicator on whether the crises would remain under control or erupt into a full blown crises that not only damage your organization reputation, but the bottom line too.*

*While organizations need to buy time to understand and gather the information required to develop a credible and sensible key messages to stakeholders involve, it is crucial for the organizations to release a holding statement that is designed to be use instantly after a crisis emerged.*

*The following sessions would explore the importance of factual information in holding statement and key messages development. We would explore on how to shape the key messages development that attributed to all stakeholders and media.*

10:50 **Case Study: The First 24 Hours in Crisis Communication**

- Be First, Be Right and Be Credible - You Can't Afford to Let Other's Communicate for You
- Establishing the Fact: Tell the Media and Public What You Know
- Prepare Your Holding Statement: Key Message Development

# Main Forum Agenda

19 - 20 APRIL 2017 | HILTON SYDNEY

11:30 **Case Study: Consistency is the Key: Shaping your Crisis Communication Message**

- Lies Travel at The Speed of Light - Tell The Truth in Your Message
- Importance of Ensuring the Consistency of Your Information
- Keep the Public Updated to restore public/stakeholders confidence

12:10 **Reserved for Gold/Platinum Sponsor for Project Showcase**

12:30 *Networking Luncheon*

## FIRST STAGE OF CRISIS - COMMUNICATING IN CRISIS COMMUNICATION

*Understanding the media and their agenda formed an integral parts of crisis communication. An organization need to have the ability to communicate with clarity in crisis communication as once story is told, it is impossible to take it back. Stakeholders are capable to misinterpret information about your organization based on the media. Thus, it is the organizations' responsibilities to minimize the incident from happening.*

*The optimal way to react appropriately is to ensure that your spokesperson is capable in dealing with media interview when the emotion and stress are running at its peak. The following sessions seek to understanding the shift in media reporting from a media's perspective and how could organizations avoid creating an information vacuum by not communicating with media when crises breaks and intensified.*

14:00 **Keynote Address: Looking Though Another Lens: How would the Media View & Publicize You During a Crisis**

- Understanding the Media's Agenda today - What is the Key Message?
- The Press Today: The Paradigm Shift in How Journalist is Interviewing and Reporting News
- Lesson Learnt From 2014 Sydney Hostage Crisis - Misinformation in Crisis Communication

**Peter Roberts**  
**Managing Director**  
**Corporation Reputation Practice**

A corporate reputation specialist of nearly 20 years, Peter has worked with a string of internationally revered brands across all sectors, including financial services, energy, healthcare, transport and technology. Peter affords clients a wealth of corporate communication know-how and experience from his board-level roles at the BBC and a number of globally recognized consultancies, in Australia and the UK.

Starting his career at the BBC, where he was appointed the Head of Communications for the corporation's hugely respected News Division, Peter learnt the craft of developing effective integrated communications strategies, while handling a range of reputational issues and managing a growing team of publicists.

Peter left the BBC after he was asked to join multinational agency, Hill & Knowlton Strategies as a Senior Director. His time there was spent working closely with a range of illustrious businesses, including Visa, P&G, GE and Intel.

Peter was invited to run the Reputation Practice at the Bell Pottinger communications agency three years later, where he generated two years of solid growth, and was involved in a spate of high-profile crises, including significant litigation cases, major product recalls and aviation accidents.

Peter moved to Australia with his family and was quickly appointed the Head of Practice for the Corporate Communications practice at Weber Shandwick, supporting the likes of ANZ, MasterCard and Nespresso, before launching the Corporate Reputation Practice.

Peter also tutors students at the University of New South Wales, and University of Western Sydney. Furthermore, he is also a seasoned media and presentation trainer, having trained senior executives from the likes of Barclays, Intel, GE and Emirates. Peter has spoken publicly on a variety of topics and written articles on numerous aspects of reputation management.

CORPORATE  
REPUTATION  
PRACTICE

14:40 **Live Simulation: Mediatization of Crisis Responses - Media Interview and Press Conference**

- How to regain control in a media interview to reduce the damage of a crisis
- Ambush Interview: What are the dos and don'ts in handling hostile interview
- Speak with Clarity and Empathy - Deliver a Clear Message in Your Press Conference

15:20 *Afternoon Refreshment*

# Main Forum Agenda

19 - 20 APRIL 2017 | HILTON SYDNEY

15:40 **Case Study: The Multichannel Approach in Crisis Communication - Communicating with the Public Effectively in Time of Crisis**

- Understand Your Target Audience and Nature of the Crisis To Communicate Effectively
- Radio/ SMS/ Social Media/ Website - Target Messaging in Time of Crisis
- Establishing Clear Contact Point and Lines of Communication in Communication Crisis

**Grant Smith**  
**Head of Corporate Communication**  
**Melbourne Airport**

For more than a decade Grant has led crisis communication programs around the world, working on projects including Australia's largest ever pharmaceutical class action, workplace incidents resulting in major fatalities, and one of the world's first truly global social media crises.

As the Head of Corporate Communications for Australia's second-largest airport, Grant has a hands-on role in crisis and risk communication every single day. He is responsible for all external communication for the airport, and is frequently a spokesperson for issues of public interest.

Grant's career includes roles in both in-house and consultancy environments, and he has worked on the ground in markets as diverse as Japan, India, Hungary, Netherlands and the United Kingdom.

Prior to joining Melbourne Airport, Grant was the Global Manager for Media and Communications at the Global Carbon Capture & Storage Institute, where he developed the global communications framework to support the Institute's mission to accelerate deployment of carbon emissions reduction technology.

He is a previous General Manager of Edelman Public Relations in Melbourne, Chair of Edelman's South-East Asia Crisis Practice, and Associate Director of H+K Strategies London. He remains a Director of Grant Smith Communications.

16:20 **Panel Discussion:**

- What are the guiding principle in crisis journalism today? Media Coverage vs Ethical Reporting
- Lessons From Charlie Hebdo Incident: Freedom of Speech and Censorship During Crisis
- How to Manage Your Social Media Posts in time of Crisis

17:00 *End of Day 1*

17:05 **Champagne Networking Session**



Enjoy a glass of champagne whilst networking with other like-minded individuals on topics that are of most interest to you and fellow delegates.

# Main Forum Agenda

19 - 20 APRIL 2017 | HILTON SYDNEY

## DAY TWO - 20 APRIL 2017

### SOCIAL MEDIA AND CRISIS COMMUNICATION

As reported in the *The New York Times*, “anger is the emotions that spread most easily over social media”. **With 28% of the world’s populations are actively in social media platform** and have internet access over mobile devices such as smart phones and tablets, This statement essentially means that “**citizen journalism**” is a phenomena where no organizations could afford as a small crisis might be erupted into an uncontrollable events in social media if it is not handle appropriately,

The first two sessions of Day 2 seek to understand how social media has vastly complicated the challenges faced by the organizations in the aftermath of a crisis, shedding lights on how to establish a scalable social media strategy. As a result, delegates will gain the know-how and best practices to communicate with public in social media to provide the most updated and accurate message to avoid public outrage. Last but not least, delegates will gain an understanding of the framework on how to integrate effective social media communication strategy across the organization.

09:00 **Opening Address by Forum Chairman**

09:05 **Keynote Address: Crisis Communication and Social Media - Crises in the Digital Age**

- Why Social Media is the Most Powerful Crisis Communication Tools in the 21st Century?
- The Constant - What Social Media Does Not Change in Crisis Communication Landscape?
- Success Leaves Traits: Best Practices of the Social Media Crisis Communication

09:45 **Case Study: Breaking the Silos of Government Social Media - How Australia Department of Defense Achieve a Scalable Social Media Strategies**

- Citizen Journalism: How to Communicate with public in Social Media to inform, correct, lead and listen to the public
- Scalable Social Media Strategies - Integrating the Social Media Communicating Guidelines Across Different Departments in Australian Army

10:25 *Morning Refreshments*

### REPUTATION AND IMAGE RESTORED

*Image and Reputations is how stakeholders perceived an organization. Image and reputation are generally regards as a valuable and intangible asset that organization strive to and worth protecting. The increase in attributions of an organization for a crisis would likely increase the likelihood of negative-word-of-mouth and undoubtedly counter-productive to an organization.*

*These sessions seek to overcome the increasing challenges in dealing with the volume and complexity of the public scrutinization in organizations when the crises erupted. It would also look into how could organization minimize the litigation impact in the course of workplace crisis. Through panel discussion, we will also be exploring the questions on the various roles of stakeholders in different stages of crisis. Last but not least, we would also look into how all parties could collaborate in building a resilient risk management plan.*

10:45 **Image and Reputation - Managing Your Reputation in the Court of Public Scrutiny**

- Value of Image: Protecting your branding and image during crisis breakout
- The Angry Public: Addressing and assuring the general public to maintain your company’s image
- Media and Litigation: Best practices in dealing with media and minimizing litigation impact in the course of workplace crisis

# Main Forum Agenda

19 - 20 APRIL 2017 | HILTON SYDNEY

11:25 **Panel Discussion: Community Partnership in Building Resilient Risk Management Plan**

- Role of Media / Public Officials / Citizens in Crisis Management
- Role played by Australian Community in International Crisis
- Public and Private Partnership in the Realm of Terrorism, Natural Disaster and Public Health

12:05 *Networking Luncheon*

## PRE CRISIS MANAGEMENT - ANTICIPATING CRISIS

*Pre Crisis Management generates returns. If an organization is being proactive and preparing for all the potential crises that could occur in the organization, there are apparent benefits that would follow through the preparations. First of all, organization may find that some crisis are preventable by simply activating the initial crisis management plan in place. Secondly, organization could have prepared the stakeholders with all the possible responses, the best and worst case scenario and ultimately enhance the stress limit that the organization could undertake in a crisis.*

*The following sessions explore the importance of a pre-crisis crisis management plan in developing organization's capacity in dealing with crisis, coupled with the live simulation on safety measures in time of attack and crisis. Delegates will be able to learn the latest development and framework in developing an early warning systems and integrated crisis response team to mitigate the potential risks that might arise before, during and after a crisis. Last but not least, hear thought provoking presentations on how a comprehensible pre crisis management plan could increase your ROI.*

13:20 **Live Simulation: Against Violence Case**

- Recent Cases of Violences - Campus Shooting / Sydney Siege / Parramatta Shooting / Hectorville Siege / Strathfield massacre
- Protecting Your Employees: Best Practices to Improve the security and safety of your organization
- Live Simulation of Safety Measure in Time of Attack and Crisis

14:20 **Preparing for the Crisis - Establishing the Right Protocol & Plan**

- Evidence Based vs Competence Based Approach in Crisis Prevention
- How to Develop and manage an Integrated Crisis Response Team
- Test Proof - Identify the KPIs to measure the effectiveness of your Crisis Management Plan

**Adam Vine**  
**Group Manager - Business & Enterprise Risk**  
**Northern Beaches Council**

Adam held the position of Group Manager — Business & Enterprise Risk at Warringah Council since 2010, and since proclamation of the Northern Beaches Council has taken on the role of transition lead for Council's Corporate Governance and Procurement functions. During his tenure he has successfully implemented a Business Resilience framework that brings best practice to local government by fully aligning the former Warringah's Emergency Management, Business Continuity, Incident Management and Disaster Recovery frameworks. This approach was successfully deployed during the June 2016 and April 2015 East Coast Low storm events, both of which included full activation of the Local Emergency Management Committee.

Adam also designed and implemented an Enterprise Risk Management (ERM) Framework which focuses on delivering a top down approach to identifying and mitigating the most significant risks to the organization, and embedding a 'risk aware' culture amongst all levels of staff. Adam recently implemented a fully outsourced Internal Audit (IA) model, after almost 9 years of Warringah having in place both co-sourced and in-house models. In addition to this, Adam also managed a team of Lean Six Sigma Business Improvement professionals.

In previous roles, Adam had 10 years' experience as a private and public practitioner of risk management and project management in the asset management, construction, GIS and environmental consulting fields.

NORTHERN BEACHES  
COUNCIL

15:00 *Afternoon Refreshment*

# Main Forum Agenda

19 - 20 APRIL 2017 | HILTON SYDNEY

## POST CRISIS MANAGEMENT

*Crisis management includes having a comprehensive Crisis Management Plan and strong leadership in order to execute the plan with swiftness and decisiveness. Leadership in times of crisis is vastly different from leadership under normal circumstances. In times of crisis, leaders will be under pressure on all fronts, having to deal with various factors such as time, stakeholders implicated, communication, media and so on.*

*Thus, identifying the right leader in such situations is of utmost importance. The leader must have the expertise in handling such situations and have the composure to remain calm and in control. Last but not least, the final session would explore the need of having a rapid response crisis management plan that would allow the organization to be crisis ready at all time.*

### 15:15 **Demonstrating Leadership in Crisis Management**

- How to Identify the Right Spokeperson - Control and Public Assurance in Crisis Communication
- Guide to demonstrating Strong Organization Control and Expertise in time of Crises
- Leadership in Engaging Internal and External Stakeholders in Crisis Management

**Mark Morrow**  
**Acting Deputy Commissioner**  
**NSW State Emergency Services**

### 15:55 **Plan for the Worst and Hope for the Best - Preparing A Rapid Response Program for the Stormy Weather**

- Framework of a Comprehensive Crisis Management Plan
- How to Develop and manage an integrated crisis response team
- Lightning Does Strike Twice: Review and Feedback, Lay the Groundwork for the next hit

**Andrew Gissing**  
**Director Government Business and Enterprise Risk Management**  
**Risk Frontier**

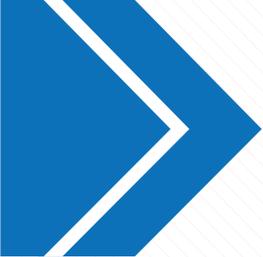
Andrew Gissing is the Risk Frontiers Director Government Business and Enterprise Risk Management. Andrew has over 15 years emergency management experience, including in executive management positions. He previously held the position of Deputy Chief Officer / Director Emergency Management and Communication with the Victoria State Emergency Service (VICSES) for four years. Before joining Risk Frontiers he was the Director Enterprise Risk Management at the Department of Family and Community Services.

At Risk Frontiers, Andrew has led engagements to assist Government agencies to better understand management practices in relation to catastrophic disasters, review disaster management plans, develop emergency risk management frameworks and improve community engagement practices.

Andrew holds Masters (Hons) of Science and Bachelors of Economics degrees, and is the author of some thirty journal and conference papers.



### 16:30 **End of Day 2**



# Post-Forum Workshops

21 APRIL 2017 | HILTON SYDNEY

## POST-FORUM WORKSHOPS - 21 MARCH 2017

**Workshop Timetable:** Workshop A will run from 09:00 - 12:30 with mid morning and luncheon breaks. Workshop B will run from 13:30 - 17:00 with a mid afternoon refreshment break. Registration begins 30 minutes before each workshop commences.

**Workshop A:** 09:00 - 12:30

### Using Social Media To Improve Crisis Communications: Developing an Effective Engagement Plan and Messages

The proliferation of social media has changed crisis communication silos completely, stakeholders in crisis communication are ever interconnected than before through social media. The emergence of the new communication channels represent both opportunities and risks towards organizations. It helps to promote transparency and prevent communication breakdowns but could also be the root of how crises emerge.

How social media could be used effectively in crisis communication highly depends on the strategy an organization's have in place. The workshop is designed to guide participants on how to leverage on social media and new technology to communicate with stakeholders during each crisis stage and avoid the potential social blunders one may make in the social media platform.

**Key Takeaways:**

- Understand how to incorporate social media as part of your crisis management plan to avoid backfire in social media communication
  - Understand the characteristics of social media platform to identify the best fit for your organization's crisis communication channel
  - Create a scalable social media strategy that could be widely adopted by organizations and crisis management team in different stages of crisis
- 

**Workshop B:** 13:30 - 17:00

### Dealing with the Media During a Crisis - Handling Interviews, Negative Publicity and Difficult Situations

Communicating effectively and precisely are often the biggest challenges faced by a media spokesperson, especially in time of crises. With the shift in the media agenda today, it is crucial for the crisis management team to redefine media relations and what the journalist would really need in their interview to avoid being negatively publicized by the press during a crisis.

This workshop is designed to equip participants with the insights and practical tools and techniques on how to continuously engage with the media, maintain organization's image and integrity regardless of whether the situation is good, bad or otherwise.

**Key Takeaways:**

- Understand the media agenda and reporting style today to ensure the key message was communicate across without fail
- Simulation on how to handle difficult interview questions in time of crises and under pressure
- Get real life experience on how a good media communication makes a different in organization's crises
- Tools and techniques in controlling the Q&A session in an interview



# Make the most of International Crisis and Emergency Risk Communications Forum

PROTECTING YOUR REPUTATION WITH RESPONSIVE & PROACTIVE COMMUNICATIONS PLAN

19 - 21 APRIL 2017 | HILTON SYDNEY

## Capitalize on this Conference

Do you strive solutions to help your business transform and solidify your crisis communication strategy in Sydney? Looking for the ideal platform to elevate your professional status and strike key business partnerships?

Leverage our limited sponsorship packages to strengthen your brand reputation through consistent and continual branding awareness and take advantage of the plethora of opportunities with high level decision makers.

Your partnership with us will enable you to gain:

- **Unparalleled industry exposure**
- **Leads generation and set up of meetings with key decision makers**
- **Extraordinary brand visibility, increasing brand awareness and preference**
- **Long-term business partnerships with leading partners, customers and suppliers**

Please contact **Catherine Werner** at **+61 3 9903 7310** or email [catherine@claridenglobal.org](mailto:catherine@claridenglobal.org) to discuss potential exhibition and sponsorship opportunities or to customize your own package.

.....

Benefits as Media Partner or Supporting Organization at **International Crisis and Emergency Risk Communications Forum 2017**

- **Enhance your corporate profile and visibility within your industry** - Your company's logo will be emblazoned on our brochures and disseminated to key crisis communication decision makers across
- **Affiliation with an internationally recognized commercial event organizer.**

Clariden Global events are widely known and trusted throughout the world for providing best value to senior industry executives. Through partnering with selected media and supporting organizations, we are capable of delivering the highest caliber of expert knowledge and key industry insights to the target market

If you meet the criteria mentioned above and would like to explore the opportunity to partner with us for **International Crisis and Emergency Risk Communications Forum 2017**, please contact **Kevin Young** at **+61 3 9909 7310** or email [kevin@claridenglobal.org](mailto:kevin@claridenglobal.org)

# INTERNATIONAL CRISIS AND EMERGENCY RISK COMMUNICATIONS FORUM 2017

19 - 21 April 2017 | Hilton Sydney

**CLARIDEN**  
Knowledge for the world business leaders

## REGISTRATION PAGE

Please complete this section.

Booking Contact (Approving Manager) Mr/Mrs/Ms: \_\_\_\_\_  
 Job Title: \_\_\_\_\_ Department: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Organization: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Postal Code: \_\_\_\_\_  
 I would like to receive more information on hotel accommodation using Clariden Global corporate rate.

Promotional Code (Optional): \_\_\_\_\_

Please register the following participant(s) for this Conference

(Please tick to select your Conference packages. You may tick more than one.)

1st Participant Name (Mr/Mrs/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_ Department: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Conference Package Selected: \_\_\_\_\_

2nd Participant Name (Mr/Mrs/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_ Department: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Conference Package Selected: \_\_\_\_\_

3rd Participant Name (Mr/Mrs/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_ Department: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Conference Package Selected: \_\_\_\_\_

4th Participant Name (Mr/Mrs/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_ Department: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Conference Package Selected: \_\_\_\_\_

### FORUM FEES

Forum Packages	Super Early Bird Fee (If payments and registrations are received by 25 Jan 2017)	Early Bird Fee (If payments and registrations are received by 22 Feb 2017)	Final Early Bird Fee (If payments and registrations are received by 22 Mar 2017)	Regular Fee
<b>For Industry Professionals</b>				
A: 2-day Conference (most popular option)	AU\$2,195	AU\$2,395	AU\$2,495	AU\$2,595
B: 2-day Conference + Workshop (A + B)	AU\$2,695	AU\$2,895	AU\$2,995	AU\$3,095
C: 3-day Platinum Pass for Access to Both Crisis Communications and Counter Terrorism Forum and Workshops (Most Value)*	AU\$3,395	AU\$3,595	AU\$3,695	AU\$3,795
D: 2-day Conference + Workshop A	AU\$2,595	AU\$2,795	AU\$2,895	AU\$2,995
E: 2-day Conference + Workshop B	AU\$2,595	AU\$2,795	AU\$2,895	AU\$2,995

**PLEASE NOTE:** The conference fee includes lunch, refreshments and conference documentation. Payments are required with registration and must be received prior to the Conference to guarantee your place.

### GROUP DISCOUNTS

**Register with your Colleagues Today to Enjoy Group Discount\*:**

Group discount of 10% for the 2nd participant from the same organization.

For limited time only by 22 March 2017 - Register 3 participants and the 4th participant will receive a complimentary seat.

For 5 or more registrations, please contact **Kevin** at [kevin@claridenglobal.org](mailto:kevin@claridenglobal.org). Group Discount will only be applicable to the package of the lowest value.

\*Only 1 discount scheme will apply. Discount will compound on top of your early bird discount! This offer is valid for a limited time only, till 22 March 2017.

### 4 WAYS TO REGISTER



Email: [admissions@claridenglobal.com](mailto:admissions@claridenglobal.com)



Fax: +61 3 9909 7788



Call: +61 3 9909 7310



Website: [www.claridenglobal.com](http://www.claridenglobal.com)

### PAYMENT METHODS

#### BY CHEQUE / BANK DRAFT :

Made payable to CLARIDEN GLOBAL INTERNATIONAL LIMITED and mail to: 3 International Business Park, #04-29, Nordic European Centre, Singapore 609927.

#### BY TELEGRAPHIC TRANSFER TO:

Bank Name: **Standard Chartered Bank**  
 Bank Code: **7144**  
 Bank Branch Code: **001**  
 Bank Address: **6 Battery Road, #01-01 Singapore 049909**  
 Bank Account No: **0107775042**  
 Bank Account name: **CLARIDEN GLOBAL INTERNATIONAL LIMITED**  
 SWIFT Code: **SCBLSG22**

Please note that all bank charges are to be borne by participants. Please ensure Clariden Global International Limited receives the full invoiced amount.

**Note:** Please include invoice number on all payment types and your company's name in your payment instructions for our reference.

#### CREDIT CARD:

To make payment by credit card, please call our client services hotline at +61 3 9909 7310.

### FORUM VENUE AND ACCOMMODATION INFORMATION

#### Hilton Sydney, Australia

19 - 21 April 2017

488 George Street, Sydney, NSW, 2000, Australia

Tel: + 612 9266 2000

Website: <http://www.hiltonsydney.com.au/>

### HOW TO REGISTER AND PAY

An invoice and registration confirmation will be sent within 7 days, please contact us if you have not heard from us within 7 days. Payment can be made by credit card, by bank transfer or by cheque made payable to "CLARIDEN GLOBAL INTERNATIONAL LIMITED".

**ALL PAYMENTS MUST BE RECEIVED IN ADVANCE OF THE EVENT.**

### ACCOMMODATION

Accommodation is not included in the program fee but you will be entitled to use our corporate rate for your accommodation. Information will be sent along with your registration confirmation.

### CANCELLATIONS AND SUBSTITUTIONS

Once we have received your booking, the place(s) are confirmed. No refunds will be made for any cancellations, however, program credits of equivalent value only applicable for Clariden Global events will be provided. Credits can only be redeemed for 1 program and is valid for only one (1) year from date of issue.

Substitution with a qualified candidate is allowed by providing at least 5 working days of advance notice to Clariden Global. One time substitution is allowed with no charges. Subsequent substitutions will be charged 10% admin fee.

### ALL CANCELLATIONS MUST BE RECEIVED IN WRITTEN FORM

**PLEASE NOTE:** CLARIDEN GLOBAL INTERNATIONAL LIMITED reserves the right to change the content and timing of the programme, the speakers and the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, CLARIDEN GLOBAL INTERNATIONAL LIMITED will refund the full amount and disclaim any further liability.

**ENQUIRIES:** If you have any queries about registration or payment please do not hesitate to contact our client services department on +61 3 9909 7310.

**PRIVATE DISCLOSURE STATEMENT:** Any information provided by you in relation to this event is being collected by CLARIDEN GLOBAL INTERNATIONAL LIMITED and will be held in the strictest confidence. It will be added to our database for the primary purpose of providing you with information about future events and services.

Visit us at [www.claridenglobal.com](http://www.claridenglobal.com) for upcoming events

### FOR OFFICIAL USE

FEE RECEIVED

REFERENCE L7010/YL/LF