

Present

# Emergency Response (ER)

## Planning | Preparation | Execution

From the Control Room through to the Boardroom

by David Borrill, **Truscott** Crisis Leaders, Australia



Day One

**12 June 2008**

9:00 am to 5:00 pm

Day Two

**13 June 2008**

9:00 am to 2:00 pm

Marriott Hotel, Karachi

### Course Benefits

This workshop provides a unique blend of theoretical understanding and practical experience when sitting in the hot seat.

- Enhance your understanding of planning, preparation and practice
- Improve the linkage and touch points between Safety Management, Security Management and Emergency Response
- Link knowledge, skills and attitude in developing ER capability
- Understand the benefits of succinct plans
- Experience every aspect of Emergency Response from the Control Room through to the Boardroom
- Gain exposure to lead-edge technological tools

Register Online [www.octara.com](http://www.octara.com)

Tel: +92-21-4534261, +92-21-4536315, Cell: 0300-8275351, Fax: 021-4520708, 021-4546639, E-mail: [register@octara.com](mailto:register@octara.com)



## Your course facilitator David Borrill

David Borrill is based in Perth, Australia. He is the part of **Truscott** Crisis Leaders, Australia; a company which comprises of Crisis Practitioners and Continuity Planners who advise managers and staff from the Control Room through to the Boardroom in the art of Crisis Leadership.

David has consulted for Crisis and Emergency Management Teams with Shell in Australia, New Zealand and Singapore, Gulf, Santa Fe Energy Resources, Modec and Kelian Equatorial Mining in Indonesia, and with Nabalco, WAPET, ExxonMobil, Hamersley Iron and Newfield in Australia. His expertise as a crisis practitioner is drawn from his line management experience in aviation and logistics in the British Army. An experienced pilot and leader of operational teams. He has considerable training capabilities combined with proven business development and analytical skills. His field and headquarter experience as an operational commander has required extensive contingency planning and it allows him to now advise corporations facing both tactical emergencies and strategic crises.

David's consulting strength is his ability to conduct highly interactive workshops, coordinate complex simulations, and give practical advice to managers who must think and act under extreme pressure. When not consulting in Crisis Management, David identifies executive search and HR solutions as a partner with Mason & Partners Group in Perth.



- Pakistan BHP Billiton, British Petroleum and ENI
- India Tata Chemicals and Kimberley Clark
- UAE Dubai Aluminium, Dubai Ports World, Abu Dhabi Company for Onshore Operations, Dubai Aluminium
- Yemen Oil Search

### Hear what some top global clients say about David Borrill

"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 organization the ability to "master the game" and "ride the tiger".

Bruce Hayes - Group Security Manager, Oil Search Limited

"I must not forego without mentioning that the workshop you did here at IABC Bangalore Launch was not only lightning in speed but also enlightening on a few unknown aspects in the era. This is my humble feedback to you after having worked in the areas of communications for a little over a decade".

Krishna Mariyanka - Lead Advisor Marketing & Communications, Shell Technology India

"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

"One of the things I like about your approach is the asymmetric threats you often list - real heart stoppers for any business who sits down and has a decent think about them. They are very rarely listed or even considered by the majority of your more pedestrian competitors"

Karl Sullivan - General Manager Policy, Risk & Disaster Planning Directorate, Insurance Council of Australia

### Who Should Attend:

- Anyone involved in Emergency Response (ER) at the Manager and Supervisor level
- Key Duty Holders
- Crisis Champions interested in understanding the sharp end
- Government Regulators, Legislators and Emergency Services in the public sector
- ER Team Leaders interested in broadening their skills
- Safety Engineers seeking insights into ER planning
- Managers responsible for Safety and Security Management Systems and linkages to ER
- HSE Managers with corporate responsibility for ER
- Line Managers wanting to learn more about Incident Command
- Asset and Facility Managers
- Security Managers with ER responsibilities
- HR Managers involved in the selection and identification of people for hazardous tasks
- On Scene Commander and Incident Controllers in the Public and Private Sectors

**BRING Emergency Response (ER) In-house!**

Please contact Muhammad Arif at [marif@octara.com](mailto:marif@octara.com) or call at 0300-8275091 for further details

# Emergency Response (ER)

From the Control Room through to the Boardroom

## COURSE CONTENT

**Day One** (9:00 am to 5:00 pm)

### Preparing to sit in the Hot Seat

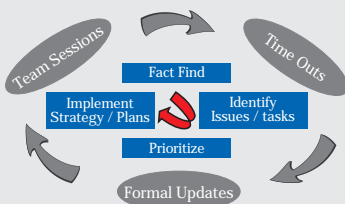
What is Corporate Emergency Response (ER)?

- ER in the context of Emergency, Crisis and Business Continuity Management
- The language of ER
- What does a corporate ER System or framework look like?
- The critical role of the First Responder and On Scene Commander
- The Combat Appreciation



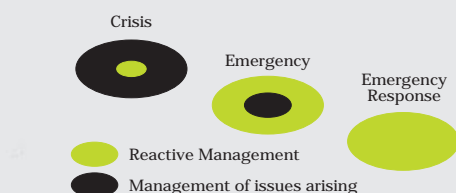
Preparation and Planning

- ER and Combat Philosophies
- What is a safety case and do you know one for effective ER?
- How ER meshes with security?
- What should be in plans?
- The Incident Command System and design of ER Team and Emergency Management Teams
- EMT and ERT skill sets - Knowledge Skill & Attitude
- ER Facilities and Communications on and offshore
- Competency Based Training and Exercises
- Investigations and auditing ER capability



### Employ Supporting Teams in the ER System

- Call Centre, Radio Rooms & Telephone Response  
Understand the operation of a Call Centre to handle overwhelming and emotional inquiries from media, clients, next of kin, and any other stakeholder.
- Media Support to ER and the role of the Spokesperson in ER  
Learn how to monitor and analyze media, prepare media releases, optimize media coverage and make use of websites.
- HR Support to ER  
Experience how to respond to relatives and friends of affected people, and in managing employees, contractors and ER personnel involved, including Employee Assistance Program service providers.



*The darkest corner in hell is reserved for fence-sitters. Dante*

**Day Two** (9:00 am to 2:00 pm)

### Five Very Practical and Hands-On Exercises Sitting in the Hot Seat all Day!

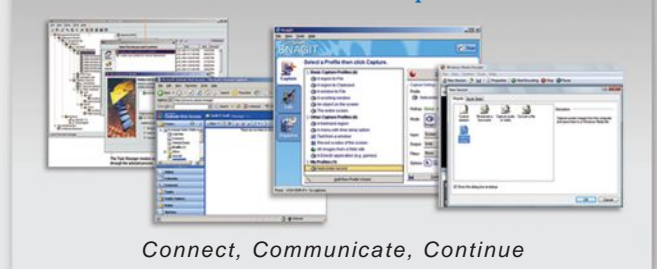
Participants will be grouped as Management Teams at all levels of a Corporate ER System. Some will be tasked as actors and observers in a sequence of exercises from the Field through to the Head Office.

- **Team Building - Problem Management**  
The training involves problem-solving and decision-making with neutral scenarios requiring participants to follow a common process and work as a team under unified direction.
- **Beach Management Team Simulation**  
Experience what it is like to be the middleman on the beach pulled between the demands of the Field and the requirements of the head office. Practice multi-tasking and coordination of resources. Employ Customized Incident Management Software (CIMS)
- **Head office Management Team & Support Team Simulation**  
Understand the pressures that are on senior management to regain control of perilous business situations with a strong focus on saving life, protecting property and minimizing damage to the environment.
- **Virtual Emergency Management Simulation**  
This simulation uses modern electronic technology to show the power of different-time and different-space. We will focus on the role of the CMT in Emergency Response and practice different-time and different-space collaboration across the globe

### Send Alert



### Collaborate on Response



*Connect, Communicate, Continue*

### Lunch and Close

End of Day Two, Course Evaluation, Feedback & Certificate distribution

**Book Today!** Turn over for fee & registration details

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## Registration & Payment Options

- E-mail or Fax your nomination(s) to:  
E-mail: [register@octara.com](mailto:register@octara.com)  
Fax: 021-4520708, 021-4546639
- Send us your:  
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mailing address, phones, fax and e-mail
- Send your cheque in favour of  
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**Registration Note**  
Participation will be confirmed  
subject to receipt of payment.

**Cancellations**  
Our Cancellation Policy is activated as soon as an invoice is received by the client. Due to any reason if the client is not able to attend the workshop/conference, they may inform Octara Sales/Finance department in writing within 48hours of the receipt of the invoice. In case of no intimation from your organization we reserve the right to claim the invoiced amount. Cancellations made at least 10 working days prior to the course will be refunded in full. If a booking is cancelled 10 to 7 working days before a course, a Cancellation Fee of 25% of the course fee is payable. For cancellations made within 7 working days, no refunds can be given. Cancellations must be confirmed by letter, fax or email. Substitutions may be made at any time. Notwithstanding the above, delegates may transfer to another course to be run within 12 months.

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## Program Fee (Per Participant)

**PKR 36,999 /-**

**US\$ 549 /-**

Includes course material, **Octara & Truscott** certificate,  
lunches, refreshments & business networking

**5% Group Discount**  
on 2 nominees

**10% Group Discount**  
3+ nominees



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Octara Private Limited is an independent enterprise and a Business Information Management company of the Tranzum Group specializing in Corporate/Management Training & Workshops, Seminars & Conferences, Event Management, Publications and Public Relations. Octara has to its credit events such as the landmark 10th Management Convention MAP, the 10th General Meeting of the Asia Pacific CSD Group, Valuing the People Factor Conference, The Media & Marketing Festival just to name a few and numerous workshops and seminars with world-class speakers in Dubai, Karachi, Lahore and Islamabad.



Founded after the Sydney Olympics, Truscott Crisis Practitioners are selected for their backgrounds in professional response agencies combined with commercial acumen.

Our Crisis Practitioners operate throughout Asia, Australia and the Pacific. We are competent in Crisis/Emergency and Business Continuity Management.

Our expertise covers the full spectrum of plan writers, contingency planners, management team trainers, exercise controllers, issues managers, safety and security advisors, transport specialists, scenario-based future planners, training developers, strategic intelligence analysts, journalists, legal and IT practitioners, and ER advisers.

We provide both advice and training involving plan writing and exercises and leadership mentoring. Without exception all Crisis Practitioners have a solid grounding in planning, communicating and implementing plans and strategy under difficult circumstances.