



Precept
management consultancy

CRISIS & BUSINESS CONTINUITY MANAGEMENT **Burj Al Arab, Dubai, UAE; 17th - 19th February 2008**

BACKGROUND

Research consistently indicates that many businesses do not have effective crisis management or business continuity mechanisms in place. When crises hit such companies the scale of consequential loss and difficulties in business recovery are inevitably much higher than in companies which are prepared for such eventualities.

This highly participatory programme is designed to develop crisis management and business continuity management awareness and skills. It will provide the foundations for crisis management system planning and will enable delegates to contribute effectively to their respective corporate crisis management mechanisms. It also provides an overview of the planning, processes and resources necessary to create, develop and maintain a corporate-wide business continuity mechanism, capable of ensuring operational integrity in the event of a crisis.

The course will include a one-day crisis management simulation exercise, which is designed to provide a realistic context in which delegates, working in syndicates, can exercise the crisis management skills learned on the course. The exercise will be based around a series of crisis-level events which befall a notional company and will test delegates' ability to address the needs of company and its stakeholders in a balanced manner whilst simultaneously ensuring that corporate interests remain paramount.

WORKSHOP DETAILS

- Duration Three Days, 17th -19th February 2008, 8:30am - 4:30pm;
- Fees: AED 6,775 (includes programme materials, lunch & breaks at the venue);
- Presenter: Phillip Wood, MBE CPP MSyI;
- Venue: Burj Al Arab, Dubai, United Arab Emirates.

WHO SHOULD ATTEND

- Business Managers
- Those who have been elected to serve as crisis management team members or who are responsible for, or involved in, business continuity planning
- Experienced security managers who, already having a good grasp of physical security, wish to develop their strategic skills in order to make a more comprehensive contribution to their organisation

METHOD OF INSTRUCTION

Instruction will be participatory, requiring a high level of interaction on the part of the delegates. Course materials will be supported by videos, exercises and case studies. Some delegate activities will be videotaped for collective review.

CONTENTS

Crisis Management (1 Day)

The relationship between security risk management and crisis management; crisis management in relation to business continuity planning; the difference between crisis management and emergency management; the contribution of a security manager to crisis management planning and coordination; creating a crisis management response; typical crisis management team roles and responsibilities; equipping and managing a crisis management centre; crisis audiences and communications.

Crisis Management Exercise (1 Day)

This exercise provides a context in which delegates' assimilation of the skills learned can be verified. Using a notional international company, delegates will be required to structure and plan operations and respond appropriately to a range of crises, problems and incidents. The exercise will be monitored and recorded on video to allow timely and detailed debriefing of candidates.

Business Continuity Management (1 Day)

Understanding the business; business continuity management strategic deliverables; strategic business continuity management models and strategies for survival; business continuity management planning processes; business impact analysis and objectives; planning, exercising, maintaining and auditing business continuity plans; quality assurance; developing responses; business continuity management risk assessments; gap analysis and risk treatments; strategic reviews and strategic planning teams; business continuity planning structure; recovery solutions and planning; corporate issues; good practice evaluation.

THE WORKSHOP

Time	Day 1	Day 2	Day 3
0830 - 1000	Introductions and Course Administration		
1030 - 1200	Followed by Crisis Management	Crisis Management Exercise	Business Continuity Management
1300 - 1430			
1500 - 1630			

Please contact us for further information & registration

Precept Management Consultancy, P.O. Box 255, Ruwi, PC 112, Sultanate of Oman.

Tel.: +968 24497123 Fax: +968 24497222, e-mail: precept@omantel.net.om

Website: www.preceptmanagement.com

SESSION	LEARNING OBJECTIVES
<p>1 - Crisis Management</p> <p>The aim of this session is to provide delegates with the foundations for crisis management system planning and enable delegates to contribute effectively to their respective corporate crisis management mechanisms.</p>	<p>Having successfully completed this session, delegates will be able to:</p> <ul style="list-style-type: none"> • Explain the function of the security manager in relation to crisis management • List four guidelines for crisis management • Differentiate between crisis and emergency management • Describe the process required to introduce a crisis management system into an organisation • Describe the structure of a crisis management team and the requirements of a crisis management centre • Explain the importance of good internal and external communications and the processes involved in dealing with the media during a crisis
<p>2 – Crisis Management Exercise</p> <p>The aim of this exercise is to provide a context in which delegates exercise the skills learned on this course and to allow for verification that these skills have been assimilated. Tutors will critically evaluate and record delegate competence with the emphasis on assessing their ability to produce corporate level, strategic solutions. Delegates will be required to address the needs of all stakeholders in a balanced manner whilst simultaneously ensuring that corporate interests remain paramount. The exercise will also seek to allow delegates to examine their own actions in a critical manner and identify areas where improvement can be made.</p>	<p>Having successfully completed this session, delegates will be able to:</p> <ul style="list-style-type: none"> • Examine existing corporate operations and structures and identify changes to the existing security structure that would be required to ensure future effectiveness and alignment with corporate goals • Manage multiple crises / incidents, ensuring that the needs of the various stakeholders are met and the risk to the organisation as a whole is minimised • Appropriately and proportionately respond to various incidents and crises • Modify plans and strategies to ensure that they are appropriate in the light of recent events and a changing environment • Demonstrate and utilise business leadership skills to the benefit of both the company and stakeholders • Gather and utilise information / intelligence to ensure that appropriate protective measures and responses are planned and implemented • Critically analyse the actions of both themselves and others during the exercise and identify areas where appropriate changes can be made • Produce a post incident / crisis debrief identifying areas of strength and weakness with recommendations for change to existing procedures, structures and plans

SESSION	LEARNING OBJECTIVES
<p>3 - Business Continuity Management</p> <p>The aim of this session is to provide delegates with an overview of the planning, processes and resources necessary to create, develop and maintain a corporate-wide business continuity mechanism, capable of ensuring operational integrity in the event of a crisis.</p>	<p>Having successfully completed this session, delegates will be able to:</p> <ul style="list-style-type: none"> • Understand the relationship between crisis management and business continuity management • Identify the various roles fulfilled by a corporate business continuity planning coordinator • List the “deliverables” of a business continuity plan and be able to use a variety of standard business continuity models • Participate in the business continuity planning and business impact analysis process • Explain the importance of planning, exercising, maintaining and auditing business continuity plans • Carry out a business continuity risk analysis, gap analysis and recommend risk treatments • Recommend a range of appropriate recovery solutions

THE COMPANY



The ARC Training International Academy for Security Management is the UK's leading provider of security management training courses and probably the best-known international security management training company in the world - since its creation in 2000, delegates from no less than 100 different countries have attended ARC Training courses in the UK and at various locations across the globe.

ARC Training clients include four out of the top five US companies and four out the top five UK companies. Delegates from almost all business sectors have studied with ARC. These include: the automobile industry, aviation and aerospace, construction, higher education institutes, the financial sector, insurance and banking sectors, government and government-associated agencies, police, leisure and hotels, logistics and transport companies, manufacturing, media, oil and gas and extractive sector companies, pharmaceutical companies, property management, retail, security companies, the service sector, telecommunications and utilities.

ARC has conducted programmes extensively throughout the Middle East and clients in the Region have included RasGas, Saudi Aramco, Saudi Arabian Monetary Agency, Saudi Petrochemical, SABIC, Saudi Electricity, Bahrain Telecommunications, ADGAS, Kuwait Oil Company, Sultan Center Kuwait, Burj Al Arab, Jumeirah International, Emirates Towers, Madinat Jumeirah, Wild Wadi Water Park, Grand Hyatt Dubai, Kempinski Hotel Mall of the Emirates, Burjuman, Emirates, Al Bustan Palace Hotel, Intercontinental Hotels (Muscat, Abu Dhabi, Amman, Cairo & Nairobi), Dubai Aluminium, Shuweihat O&M LP, Tawam Hospital, Oman LNG, Petroleum Development Oman, Oman Gas, Royal Oman Police, Oman Waste Water, SOCAT, Bank Muscat, National Bank of Oman, United Finance Company, Central Bank of Oman and Telenor Pakistan.

ARC has also conducted several open programmes in Cyprus and clients include Cyprus Petroleum Storage, Lanitis Development, Laiki Group, Hellenic Bank, Bank of Cyprus, Ministry of Justice & Public Order and the Ministry of Communication & Works (CYTA).

All ARC trainers are leading practitioners in their respective fields and bring to the training environment many years of experience, both in the UK and overseas. As a minimum qualification, the full-time members of the security management training team are all CPP-certified, ensuring not only professional competence, but also that the ARC Training International Academy for Security Management adheres to the strictest codes of conduct within the industry.

PRESENTER'S PROFILE

Phillip Wood MBE CPP MSyI

Phillip Wood MBE is the Deputy Director Corporate Risk and Security Training. As a former RAF Regiment Squadron Leader he has first hand experience of managing operations in adverse circumstances and is the lead trainer in crisis management and business continuity management on ARC Training's university-accredited security management courses.

Phillip is a member of ASIS International, and has achieved the organisation's most senior designation, the CPP. He is also a member of the Security Institute and is Deputy Chairman of that organisation's Working Group on the Corporate Response to Terrorism.

Phillip is a member of the Institute of Management and Leadership and an affiliate member of the Business Continuity Institute.

In 1999 Queen Elizabeth II presented Phillip with the award of the MBE, one of the country's highest honours, in special recognition of his work in a specialized area of contingency planning.