Crisis Management and Emergency Response Measures (in Arabic)

Why Attend

- Effective crisis management can protect organizations against a complete failure if or when disaster occurs.
- This course explores methods, organization and tools to use as a basis for crisis and emergency management plans. Participants will learn about the key elements of crisis management and emergency response planning, how to prevent and handle crises and emergencies, and how to relate the plan to a Business Continuity Management System (BCMS).
- Practical case studies utilized during the course will include how and when to put a crisis and emergency management plan into action and determine when a crisis is over.

Course Methodology

- This course combines presentations as well as individual and team activities designed to establish a practical understanding of the elements of crisis and emergency management, enabling you to construct, deploy and validate relevant crisis and emergency management organization/plans.

Course Objectives

By the end of the course, participants will be able to:

- Develop methods on how to deal with any crisis/disaster
- Adapt and Implement Emergency Response plans
- Enhance crisis management capabilities and techniques
- Apply best practices in Crisis and Emergency Management (Organization, tools, approaches)

Target Audience

- This course is ideal for anyone who is in, works with, or is training to be in any organizational planning role, or position including; Business Continuity Managers, Communication teams (Internal and External), Chief Security Officers, Incident Response team, Chief Information Security Officer (CISO) or Chief Information Officer (CIO), Operational Risks Managers.

Target Competencies

- Team Management
- Strategic Planning
- Communication Skills
- Crisis Management
- Processes Thinking
- Analyzing Skills
- Public Speaking

Overview of Crisis and Emergency Management

- What is crisis management?
- Crisis management framework
- Command center operating dynamics
- Developing emergency response strategies and implementing plans
- Activation pressures and gradient processes
- Applicable laws
- Civil defense and external coordination
- Best practice - Strategies, structures and leadership

Crisis and Emergency Management Teams

- Leadership
- Information flow
- Schedule technique
- Fundamentals of crisis management team
- Record relevant information and matrix
- Simplified for applicable tools

Emergency Response Plans

- Multi-disciplinary Emergency Plans
- Mono-disciplinary Emergency plans
- Internal Emergency Plans

Crisis and Emergency Management, Communication and Interpretation

- Managing the media during crisis – Reputation, internal and external communication
- Interested parties
- Operational partners
- Dealing with social media
- Simplified for applicable tools
- Keys to successful communication

Post Crisis and Emergency Management and Resilience

- Plan analysis, evaluation and re-planning
- Lessons learned and best practices
- Recording and documentation of the incident

Case Studies and Simulation

- Definition of the case
- Guide roles
- Exercise analysis
- Identify lessons and traps