



## **CHAPTER WORKSHOP**

### **“Emergency Preparedness and Crisis Management”**

By Nellie Brown and Arthur Wheaton

Crises, such as natural disasters, acts of violence, health and safety problems, lawsuits, or financial problems, may affect the viability of an organization -- demonstrating the need to think strategically about an organization’s vulnerability to crises. By assessing risks, we can prevent crises or lessen their impact. Research tells us that, to survive and remain profitable, organizations need to plan for a wider range of crises than those that they, or others in their field, have actually experienced. In this interactive workshop, participants will:

1. explore a range of crises to which their organization may be vulnerable,
2. begin to develop plans for recovery and business continuity, and
3. take away three exercises to use to assess their organization’s crisis vulnerability and plan for recovery.

Crisis Management is an ongoing, systematic, and disciplined process that attempts to identify an organization’s vulnerabilities to a wide range of problems in order to prevent crises from occurring. While not all crises can be avoided, they can be managed -- through planning and effective communication. **See next page for day’s agenda.**

<b>Date:</b>	July 11, 2013	
<b>Time:</b>	8 AM	Registration
	8:30 AM - 4 PM	Technical Program (lunch and breaks included)
<b>Credits:</b>	<b>6.0 WW Operator CEUs and 6.0 PDHs</b>	
<b>Location:</b>	Protocol Restaurant 6766 Transit Road Williamsville, NY 716-632-9556	
<b>Entrée:</b>	Deli Sandwich Lunch	
<b>Registration:</b>	\$40 for NYWEA Members, non-members and Young Professionals Please <b>register online</b> at NYWEA.org (Listing of Events link)	

<ul style="list-style-type: none"> <li>• Overview of crisis management</li> <li>• The business case for crisis management</li> </ul> <p>Exercise: Crisis audit of your facility</p>	08:30 AM – 10:15 AM
<ul style="list-style-type: none"> <li>• Elements of a crisis</li> <li>• Crisis planning team</li> <li>• Developing the crisis management plan</li> </ul>	(105 min.)
Break	10:15 AM – 10:30 AM
<p>Exercise: Crisis preparedness -- vulnerability analysis</p> <ul style="list-style-type: none"> <li>• Phases of a crisis</li> </ul>	10:30 AM – 12:00 PM
Exercise: Signal detection	(90 min.)
Lunch	12:00 PM – 01:00 PM
<ul style="list-style-type: none"> <li>• Planning for recovery</li> </ul> <p>Exercise: Recovery plan</p> <p>Exercise: Identifying stakeholders</p> <p>Exercise: Prioritizing stakeholders</p>	01:00 PM – 02:15 PM
	(75 min.)
Break	02:15 PM – 02:30 PM
<ul style="list-style-type: none"> <li>• Communicating during and after a crisis</li> <li>• Developing core messages</li> </ul> <p>Exercise: Communicating with stakeholders and the media</p>	02:30 PM – 04:00 PM
<ul style="list-style-type: none"> <li>• Critical incident stress and debriefing</li> </ul> <p>Exercise: Signs of emotional impact</p>	(90 min.)
<ul style="list-style-type: none"> <li>• Learning from crisis</li> </ul>	