



**SCANDINAVIAN ACADEMY**  
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# Course: Major Emergency Response Management

Code	City	Hotel	Start	End	Price	Language - Hours
493	Cairo (Egypt)	Hotel Meeting Room	2025-07-13	2025-07-17	3050 €	En - 25

## Why Choose this Course?

This course provides you with answers so that when facing a major interruption, you may still maintain your service, keep your customers, suppliers, investors and employees informed and updated. Moreover, it provides answers on how to protect your good reputation and image.

Case studies from around the world prove that with any Major Emergency, regardless of cause, there has to be proven, open and transparent corporate Emergency Response systems in place. Without such systems an effective grasp of command and control will be impossible. How this is reflected to your stakeholders will be critical to your survival. Hence, the importance of leaders getting the all important 'Corporate Communications' right the first time should never be underestimated.

## This course will feature:

- How to have an effective and 'validated' Emergency Response Plan in place, 'before the day'
- Checklists on how to deliver accurate information, at the right time, with the right message
- How to turn the Emergency to your advantage, enhancing your image post-event
- Numerous guidelines on how you and your team will always be prepared for the next event
- Comprehensive plans & checklists that will make crucial decision-making process easier



## What are the Goals?

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

- Understand all the elements which are commonly encountered in a Major Emergency
- Understand the discharging of corporate responsibilities in a Major Emergency
- Develop the execution of decision making processes between all your stakeholders
- Apply co-ordinated planning, training, exercising and team development
- Develop an in-depth knowledge of high-performance Major Emergency communications

## Who is this Course for?

This updated course is designed for those whose actions and decisions have critical implications for their organisation and those who wish to further develop their Emergency Response, Communication and Leadership capabilities. In most organisations this emergency response and strategy process extends to all Supervisors, Managers, Shift Superintendents and Team Leaders.

**This course is not limited to but suitable to a wide range of professionals but will greatly benefit:**

- Health, Safety & Environment (SHE) Professionals
- Fire, Safety & Security Professionals
- Designated members of Emergency Response and Crisis Management Teams
- Operations Personnel

## How will this be Presented?



This dynamic course will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This includes the use of self-assessments, case studies and awareness tools along with role playing and group activities enhancing leadership capability when planning for and responding to a Major Emergency.

## **The Course Content**

### **Day One**

#### **Developing Major Emergency Response Plans and Techniques for the 24/7**

#### **World**

- Who and what should be involved in an Emergency Response programme?
- Consider the number of stakeholders in a Major Emergency
- What preparations are necessary in the planning/pre-emergency stage?
- What can cause an Emergency and what is the potential life cycle?
- Consider the full range of potential emergencies, classifications and types of plan
- Workshop - Preparation of an Emergency Response Plan

### **Day Two**

#### **Implementing Co-ordinated Command and Control Techniques**

- The Auditing Process - Self-Evaluation questions and Syndicate questions
- Managing the Emergency Response, Strategic; Tactical & Operational
- Decision making in Critical situations, Emergency Communications/Operations Centres
- On-scene management - What are the leadership and communication issues?
- Business Continuity Management (BCM) - Identifying the essential core functions?



- Following a major disruption, what are your recovery priorities?

## **Day Three**

### **Minimising Company's Risk, Protecting & Enhancing Company's Reputation when a Major Emergency Hits**

- Understanding how the media reacts to risk and why is this important
- The Toolkit - best practice examples in protecting your Reputation
- Media Management Guidelines and the Communications Checklist
- How good communication can help prevent a Major Emergency becoming a Crisis
- Workshop - Provide a media statement for the CEO in response to a given scenario
- Managing the Human Aspects of Emergency Response

## **Day Four**

### **Crisis Communications, Who is the Source, should I Believe them?**

- The myths and realities of Crisis Communication Strategies:
- What do we know about the event? How do we communicate effectively?
- How do we make our two-way communications meaningful using Social Media?
- Alerting and Warning Stakeholders
- Case Study - Pemex, Mexico City
- Workshop & Role Play - Handling a Major Emergency

## **Day Five**

### **Plans that have not been Validated are just Paper**

- Case Studies, when it all goes wrong



- Exercise Design for the Emergency Response and Crisis Management Teams
- Types of exercise, benefits, advantages and potential disadvantages of each
- The Essential Point Agenda for the de-brief
- Final Report, implementing the key recommendations, closing the loop
- Develop an action plan of learning from incidents, drills and exercises



**The Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:**

• **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

• **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

• **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

• **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

• **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

• **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

• **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

• **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

• **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

• **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include coffee break sessions during lectures.