



 **A-CERTS EMERGENCY MANAGEMENT**
Conference 2012

9 November 2012 | Singapore Expo, Peridot Room 202

www.ACERTS.org.sg/AEMC2012



The mission and objective of Association of Company Emergency Response Teams Singapore (A-CERTS) is to promote the continual development, professionalism and excellence in the field of emergency response and crisis management through various platforms to the industries practitioners.

A-CERTS Emergency Management Conference is one of the platforms the association organized to share with the emergency response professionals. When an incident occurs, it can rapidly develop into a crisis for a business. Senior management plays a critical role in the overall management of any incident to mitigate the detrimental impacts and avoid a crisis situation occurring. This conference aims to share with company management level personnel the overall planning, managing, responding and controlling of a critical situation or event and ensure the ongoing continuity of the business operation. The conference invites speakers from various industries and expertise background to present the delegates with different scenarios and key elements to a crisis management.

CONFERENCE PROGRAMME

0830 hrs **Welcome Reception and Registration**

0900 hrs **Welcome Speech**
Mr. Low Teck Lye
Vice-President
Association of Company Emergency Response Teams Singapore

Tank Container Fire Safety and Emergency Response Planning
Mr. Andrew Ann
Executive Director
Asia Tank Container Association

0910 hrs The Tank Containers has been widely used today to transport Hazardous Materials (HazMat) because most companies recognise the Commercial and Safety Benefits the tank container can offer, as it delivers *More Products for Le\$\$*, compared to a conventional box container filled with either drums or IBC. However, it's vital that all employees (including emergency responders) who are handling and managing these Pressurised Tank Containers are scheduled for the Mandatory IMDG Code trainings (offer by ATCA & approved by the Maritime and Port Authority of Singapore (MPA) when selecting the correct tank unit (by the T-code/ADR Code) before loading the HazMat into these tank containers. Besides, they must be equipped with the latest Emergency Response Information and Technical know-how when there is an Emergency Situation involving tank container.

The presentation will covers:

1. What is an ISO-tank Container?
2. How to Identify the ADR Code & T-codes before selecting the correct Tank Container meant for Flammable Materials (FM);
3. The Fire Safety Functions of the Tank Parts & Components – e.g. Fusible Link/ Bursting Disc/Shut-off cable/ Temperature & Pressure Gauges/ Pressure Relief Valves/ Vacuum Relief Valves;
4. How to prevent a BLEVE situation while using the Tank Containers; (Videos streaming)
5. Emergency Response Planning involving Tank Containers. (Major Spillage, Over Pressurized, Implosion Tank & BLEVE

1000 hrs **Tea Break**





CONFERENCE PROGRAMME

1030 hrs	<p>Creating Successful Task Forces At The Local And National Levels – Case Study Mr. Shane Booker International Solutions Architech ESi Acquisition, Inc.</p> <p>Learn how a state disaster response agency created 10 separate task forces for disaster / emergency response. The task forces are made up of multi-jurisdictional government bodies yet come together to form many components including a type III incident management team. Learn how these teams have been used for disaster response and the concepts of operations including, mobilization, logistics supply, response, and demobilization.</p>
1115 hrs	<p>What's Wrong With Contingency Planning? No Value-For-Money? Mr. Nathaniel Forbes Director Forbes Calamity Prevention Pte Ltd</p> <p>There is no return-on-investment in contingency planning. To get any value from preparing for a disaster, there has to be a disaster. But no one is ever going to pray for a disaster to demonstrate the importance of preparedness. Nathaniel thinks we are taking the wrong approach to address the wrong risks with the wrong strategies. Using case studies from his experience in Asia, he explains why, and how resilience professionals could save the world and their careers at the same time.</p>
1200 hrs	<p>Lunch & Visit Exhibition</p>
1330 hrs	<p>Crisis Communications Plan Mr. Shannon Quek Managing Director City Marina Holdings</p>
1415hrs	<p>Business Continuity Management: What Emergency Management Professionals Need to Know? Dr. Goh Moh Heng President BCM Institute</p> <p>Dr Goh will present the framework for Business Continuity Management and how the Emergency Responder and Business Continuity professionals can operate together to manage an incident, disaster and crisis. Dr Goh will discuss about the 6 "Rs" for a typical disaster life cycle and the inter-operability of both profession.</p>
1500 hrs	<p>Crisis Communication Strategy & Management Mr. Albert Tan Khin Nguan General Manager, Global Clients Truscott Crisis Leaders</p> <p>The starting point of Crisis Communications Strategy and Management is to have clarity on the nature of the problem area for which an organization needs to crisis communicate. There is a multitude of jargon and terminologies which has often been loosely used synonymously, including Incident, Emergency, Disaster and Crisis. Yet, these areas are rather different in terms of nature, cause, impact, issues, people affected and response needed. There is no "one size fits all" in this area of management.</p> <p>The speaker will seek to demystify the topic, clearly explaining the differences between the various types of situations and the sort of communications strategies which need to be adopted. He will highlight the difference between tactical response and strategic response, the different stakeholder groups which needs to be responded to and the importance of having a clear, consistent communications strategy and communications objective. He will also explain the important steps of Crisis Communications Management, the main areas of responsibilities of a Crisis Communications Support Team and how an organization can build up an effective crisis communications capability without having to significantly incur additional manpower costs.</p>
1545 hrs	<p>End of Conference</p>

Please take note that the abovementioned topics and speakers might change prior to notice.

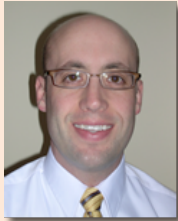


SPEAKER PROFILE



Mr. Andrew Ann
Executive Director
Asia Tank Container
Association

Mr. Andrew Ann is responsible for the day to day administration and corporate governance of the Association's affairs. Prior to this, he was formerly a Global Key Account Director for a Public listed company & General Manager for a renowned Chemical Logistics company. He has more than 15 years in designing and managing: Chemical Logistics Hub; Silo Logistics; Toll-Blending Facility; Solid & Liquid Repackaging Centres; Setting up ISO-tank Cleaning Depot. He is certified in : The Management of Hazardous Substance, Sampling & Monitoring of Airborne Contaminants, Emergency Response (CERT), Registered Fire Safety Manager (FSM) and Approved Trainer for the IMDG (International Maritime Dangerous Goods) Course



Mr. Shane Booker
International Solutions
Architech
Esi Acquisition, Inc.

Mr. Shane Booker has over 13 years of public safety experience. Professional emergency manager. Professional experience at the local and state levels, including work during 11 federally declared natural disasters. Highly driven, motivated, with an incredibly strong work ethic and dedication. Significant knowledge of information technology systems, with the vision for system integration to enhance situational awareness. Effective utilization of technology for crisis information management to create a comprehensive common operating picture.

Shane experience includes as the State Homeland Security Response Director whom responsible for direction of overall state level disaster response, direct field deployment managing large geographical areas during disasters, security manager for classified programs, and direct coordination of state and federal military forces during emergencies and disasters.



Mr. Nathaniel Forbes
Director
Forbes Calamity
Prevention Pte Ltd

Mr. Nathaniel Forbes is the author of the **Calamity Prevention blog**, consistently the most interesting online source of fact and opinion about emergency management and business continuity in Asia. Nathaniel was President of the Asia Council of the International Association of Emergency Managers (IAEM), a professional association that administers the worldwide Certified Emergency Manager® (CEM®) program.

Nathaniel is certified as a Member of the Business Continuity Institute (MBCI) and as Certified Business Continuity Planner (CBCP) by the DRII. He was President of the Singapore Computer Society's Business Continuity Group from 1999 to 2001.

He manages Forbes Calamity Prevention (FCP) Pte Ltd, which has provided business continuity, crisis and emergency management planning for multinational companies in Asia and Europe for 16 years.



Dr. Goh Moh Heng
President
BCM Institute

Dr Goh Moh Heng is the President of BCM Institute and the Managing Director of GMH Continuity Architects. Armed with his primary areas of expertise, which include Business Continuity Management, Disaster Recovery Planning (DRP), contingency planning and Crisis Management, Dr Goh has helped many organizations, particularly those operating in the Asia Pacific and Middle-East Regions. In recognition of his continuous effort to raise the BC standard and awareness in Asia, Dr Goh Moh Heng was awarded the Business Continuity Lifetime Achievement Award in Europe from Continuity, Insurance and Risk Magazine on May 2012.

Prior to establishing BCM Institute and GMH Continuity Architects, Moh Heng held senior positions with a number of large organizations. During his career with the Government of Singapore Investment Corporation, he was responsible for all aspects of its BC and contingency planning. At Standard Chartered Bank, he saw to the global implementation of its BC management and planning. He also managed the BC practice at PriceWaterhouseCoopers.



SPEAKER PROFILE



Mr. Albert Tan Khin Nguan
General Manager
Truscott Crisis Leaders

Mr. Albert Tan is presently General Manager, Global Clients, of Truscott Crisis Leaders. As a Crisis Practitioner, he has worked from the boardrooms to the shop floors of a wide range of clients across the region, consulting on strategic and tactical plans in Reputation, Communications, Business Continuity, Emergency & Crisis Management and other related fields.

His prior corporate experience spanned more than 30 years of commercial and business support experience. These were mostly with Royal Dutch Shell where he held positions with bottom line responsibility for a number of significant product and market segments as well as advising Shell businesses locally, regionally and globally (out of HQ in London) in marketing, marketing communications, quality management, crisis management and reputation management.

He had also spent time with the Singapore Straits Times and General Motors (South East Asia) as well as several years as the Chairman of a Financial Co-operative. His last substantive corporate role at Shell Eastern was as General Manager, External Affairs, where he focused on issues and stakeholder relations, media relations, social investment, corporate communications and crisis management to protect and promote Shell's image and reputation for business success and shareholder value. Emergency/Crisis Management and BCP were major country, regional and global priorities for Shell in its wide-ranging activities worldwide and Albert played significant roles, working with his team as well as with consultants.

Mr. Shannon Quek
Managing Director
City Marina Holdings

Mr. Shannon Quek holds a Master of Business Administration from the University of Wollongong, Australia. He is the Managing Director of City Marina Holdings, and also runs Online Media businesses in Singapore. His passion for PR, digital, social media and advertising amongst other fields of expertise led him to become the Managing Director at City Marina Holdings, a company that offers a wide range of services and products including PR, digital, social media, advertising, real estate leasing, and corporate consultancy services.

REGISTRATION

Conference Fees

Members	:	SG\$ 240.00
Non-Members	:	SG\$ 290.00
CPD (FSM)	:	5 points

For registration, please register via the following link:

<http://www.acerts.org.sg/online-registration/>

For more information or assistance, please contact
Global E2C Pte Ltd
Ms. Pang Ai Nee

Tel: (65) 6684 4687 Email: AINee@GlobalE2C.com.sg