



CBA/AIBD Pre-Summit Regional Workshop on Managing Organisations Through a Global Pandemic

28 May 2013, Manado, Indonesia
Novotel Manado Golf Resort and Convention Centre

AGENDA

TUESDAY 28 MAY 2013	
08:30 – 09:00	<ul style="list-style-type: none">• Registration
09:00 – 09:30	<ul style="list-style-type: none">• Welcome remarks and introduction of speakers The CBA has extensive recent experience working in the area of disaster preparedness for broadcasters. This workshop will build on that, focussing on the often neglected but extremely serious area of pandemics. In the event of a fast-breaking pandemic, broadcasters play a key role in saving lives and reassuring people while also supporting public health officials. The aim of this workshop is to engage participants with the topic, highlighting its importance and giving them the knowledge and tools to put plans in place to enable their broadcast stations to best serve their public in the case of a pandemic or other transnational crisis. ⇒ Ms. Moneeza Hashmi, President, CBA ⇒ Mr. Adam Weatherhead, Project Manager, CBA ⇒ Mr. Nalaka Gunawardene, Director, TVE-AP
09:30 – 10:30	<ul style="list-style-type: none">• What does a pandemic look like? Participants will learn about different pandemics and be briefed on the risks for a future pandemic by a medical epidemiologist. Participants will be informed how a pandemic spreads and what this might look like globally. The different stages will be explained, drawing on previous examples such as H1N1 and H5N1. Scientific evidence will be presented, describing the possibilities, likelihoods and the risks. In this session, examples of WHO and national preparedness plans will be discussed. Participants will learn about containment and treatment, and the importance of media preparedness. Input from participants will be sought on their experience with recent pandemics. ⇒ Dr. Graham Tallis, Communicable Diseases, World Health Organisation, Indonesia

10:30 – 11:00	<i>Tea/coffee break</i>
11:00 – 12:30	<ul style="list-style-type: none"> • Business continuity and disaster preparedness For a business to be useful, it needs to have an operational plan to handle the unexpected. In this session a business continuity and crisis management expert will guide participants through the fundamentals of business continuity, specifically focusing on areas of business continuity plans for pandemics. Participants will be asked to consider their own organisation's critical functions, human resource policies, command structure and communication chains. The importance of training and exercises will be highlighted, as will the necessity of links with government, NGOs and essential agencies, such as the police. The possibility of high worker absenteeism and security risks will be discussed. There will also be an overview of how human resource management could play an important role during an outbreak. Participants will be asked to share their organisation's current business continuity or crisis management plan and reflect on how prepared they are for a fast-breaking pandemic. <p style="text-align: right;">⇒ Dr. Goh Moh Heng, President, BCM Institute / Managing Director, GMH Continuity Architects, Singapore</p>
12:30 – 14:00	<i>Lunch</i>
14:00 – 15:30	<ul style="list-style-type: none"> • Broadcasting during a pandemic During a disaster, the public's demand for information soars. This session focuses on the critical communications role a broadcasting organisation plays during a disaster. This role is well beyond the provision of news and encompasses the delivery of vital information prior to, during and after a disaster, which often saves lives and property. Participants will explore the issues of trust and public service broadcasting and the dual roles of providing news as well as the social responsibility of providing information that assists communities and disaster combat agencies. Areas of disaster reporting will be covered, including fact checking and interviewing experts. The issue of rumours will be addressed, especially in relation to new/social media. The WHO's Outbreak Communication Guidelines will be presented and considered. The need for government/agency messages and health & safety advice will be discussed as will the need to use the public effectively in passing on trusted and essential information to assist communities improve resilience and coping mechanisms in large scale disasters, while waiting for agency and government response. An interactive element in this session will see participants sharing universal best practices on broadcasting through an emergency which could be applied to any crisis. <p style="text-align: right;">⇒ Dr. Mike McCluskey, Broadcast Consultant (former CEO, Radio Australia)</p>

15:30 – 16:00	<i>Tea/coffee break</i>
16:00 – 17:00	<ul style="list-style-type: none"> <p data-bbox="443 277 1219 311">• Preventing suffering and building resilience</p> <p data-bbox="491 315 1469 629">This final session will look at how broadcasters can assist their community's recovery from a pandemic. Since some broadcast staff members themselves may have been affected – directly or through their families – we will also discuss how to spot the signs of trauma and ensure adequate support mechanisms. Participants will be asked questions relating to the whole workshop's key learning points. This will be followed by a summary of the day's proceedings, reinforcing the information shared.</p> <p data-bbox="587 669 1437 703">⇒ Mr. Nalaka Gunawardene, Director, TVE-AP, Sri Lanka</p> <p data-bbox="443 741 762 775">• Closing remarks</p> <p data-bbox="491 779 1469 846">Final votes of thanks will be given and workshop evaluation forms will be completed.</p> <p data-bbox="587 887 1134 920">⇒ Mr. Yang Binyuan, Director, AIBD</p>