

## **Bridging Public-Private Partnerships in Emergency Management: 2019 IAEM-Canada Conference**

*By Heather Tompson  
Posted May 17, 2019*

IAEM is committed to fulfilling its mission to serve members by providing information, networking, and professional development opportunities, as well as advancing the emergency management (EM) profession. In alignment with these values and in fond reflection of the success of the inaugural 2018 conference, it is with great pleasure that IAEM-Canada will soon host a second annual event from June 4-7, 2019, at the Bow Tower in sunny Calgary, Alberta.

This year's theme, **Bridging Public-Private Partnerships in Emergency Management**, will highlight the value of collaboration between the sectors and emphasize the necessity of cooperation within multidisciplinary teams to successfully weather the storms of disasters and emergencies. Recent flooding in the East and wildfires and spring storms in the West remind us that emergency management relies on collaboration and mutually beneficial partnerships in support of public safety in our respective communities.

IAEM-Canada seeks to unite both sectors by sharing best practices, ideas and tools, and creating meaningful connections between practitioners. To support this objective, we are thrilled to offer four pre-conference training sessions: EMAP (Emergency Management Accreditation Program), FEMA PIO (Public Information Officer), and the AEM/CEM (Association Emergency Manager/Certified Emergency Manager) preparatory course and exam. New this year is a workshop entitled *"OUR Responsibility: YOUR Role in Changing the Culture of Preparedness Through Youth"*, which will explore why we need to change the culture of preparedness as well as a focus on youth engagement and empowerment. Those interested in the pre-conference training sessions are encouraged to sign-up online as soon as possible, as registration deadlines take effect beginning on **Wednesday, May 22, 2019**.

The conference also offers members the opportunity to meet and hear from international leaders and speakers, who will share their passion and expertise including: Chad Hymas, who is regarded as one of the renowned and inspiring speakers in the world: Suzanne Bernier, internationally known crisis communicator and author of *Disaster Heroes*, and Craig Fugate a former FEMA Administrator who now provides executive level advice and consulting in emergency management and crisis response. Members will also learn how the rapid pace of technological innovation and digitization offers emergency managers both challenges and opportunities with a presentation by Bob Jenson, Senior Managing Director at Strat 3 LLC.

That is not all we have in store! Richard Serino, distinguished Senior Fellow at Harvard University's National Preparedness Leadership Initiative (NPLI) will be sharing his insight from over 40 years in public service where he has provided leadership at the local, state, federal and international level. Joining us from Australia, is David Parsons, Principle Advisor, Crisis Management Australia, who will build on the discussion from 2018 on how to lead diverse groups to be high performing and effective teams through a crisis.

Last year's conference, **Emergency Management Leadership and Innovation**, welcomed over 250 participants, inclusive of attendees hailing from Australia, China, and the United States. The conference proved to be well-received with surveys reflecting that 96% of the 2018 attendees would return for the

2019 conference and 99% reported that they would recommend the conference to someone in their network.

President of IAEM- Canada, Mr. Greg Solecki commented on the value that the conference brings to EM professionals and community at large.

“The inaugural IAEM Canada Emergency Management Leadership and Innovation conference in Calgary this past June was an incredible example of how important it was to bring together emergency management (EM) professionals from across Canada. As professionals, we want to keep learning more about advancing our communities to be prepared and better able to respond to emergencies. The conference highlighted that EM practitioners also understand the need to look at new innovation to adapt to keep meeting the emerging challenges that we all face in the EM profession today.”

Of paramount importance to IAEM is the representation of professionals who strive to save lives and protect property and the environment during emergencies and disasters. It is evident that globalization and developments in technology have resulted in a high level of interconnectedness and new ways of performing job duties. This dynamic environment is demanding of consistent adaptation and requires professionals with updated skillsets. The learnings that can be gained from this conference prepare professionals to better prepare for, respond to, and recover from disasters, building confidence in their individual and collective abilities. IAEM is focused on promotion of the principles of emergency management and encourages those interested to join this year’s event – we look forward to seeing you there!