

BOOK AND PAY BEFORE 25 AUGUST 2016 TO SAVE UP TO US\$100!

INTRODUCING IAEM'S GLOBAL PROFESSIONAL DEVELOPMENT  
TRAINING CERTIFICATION - SEE PAGE 6 FOR MORE DETAILS.



2nd Annual

# EMERGENCY MANAGEMENT & BUSINESS CONTINGENCY CONFERENCE

DESTINATION PARTNER:



HOSTED BY:



SUPPORTED BY:



CENTRALISING CRISIS COORDINATION AND EMERGENCY PREPAREDNESS TO ASSURE BUSINESS CONTINUITY

CONFERENCE DAYS: 5-6 OCTOBER 2016 • DUSIT THANI, DUBAI, UAE

GUEST VIP KEYNOTE SPEAKER  
& EVENT CHAIRMAN:



His Excellency  
Khaled Al Mansouri,  
President, International  
Council,  
**IAEM, UAE**

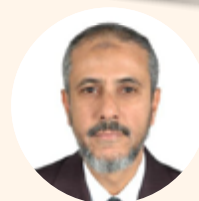
## EXCLUSIVE PRESENTATIONS FROM:



Dr. Jassim Haji,  
Director of Information  
Technology,  
**Gulf Air, Bahrain**



Her Excellency  
Wijdan Aloqab,  
General Secretary,  
**GCC Emergency  
Management Center,  
Kuwait**



Nabeel Ali,  
Chief Fire & Safety  
Compliance Officer,  
**ENOC, UAE**



Matthew Maynard,  
Business Continuity  
Management Manager,  
**Taweelah Power  
Complex, UAE**

## OTHER DISTINGUISHED SPEAKERS, ADVISORS AND PANELLISTS:

- Mustafa Mohammed Baqer, Senior Marine Surveyor, **Dubai Municipality, UAE**
- Kamala Kannan, Deputy Telecommunications Manager, **Petrofac, UAE**
- Vijay Rangachari, Managing Director, **Maersk Training, UAE**
- Mohammed Muzammil Riyaz, Senior Business Continuity Management Specialist, **Multilateral Bank, Saudi Arabia**
- Ahmed Riad Ali, Winner of Middle East Business Continuity Awards 2014 & 2015, **UAE**
- Dr. Jean-Marc Rickli, Expert, **Trends Research & Advisory, UAE**
- Hussain Abduljalil, Manager – IT Solution Architecture, **Gulf Air, Bahrain**
- Kamal Mohamed Atiya, Seismologist, **Dubai Municipality, UAE**
- Robert Campbell, Contributing Author, **Handbook of Emergency Response & Head of US\$100 million programme for Air Force-wide Chemical, Biological, Radiological and Nuclear (CBRN) medical emergency response programme, United States**

- Ronald Blough, Paramedic & Disaster Educator, **UAE**
- Richard Castillo, Executive Director, **International Training & Security Consulting, UAE**
- Alaa Abdallah Ahmad, Risk/Crisis Management Coordinator, **Petronas, UAE**
- Nasser Al Buhairi, Head of Emergency Response Unit, **Kuwait Oil Company, Kuwait**
- Alexander Larson, Strategic Risk Manager, **Lukoil, Russia**
- Dr. Bongani Elias Sithole, Head of Emergency & Fire Response - Gauteng Province, **National Disaster Management Center, South Africa**

## IAEM CERTIFICATION COMMISSIONERS:

- Ellis Stanley, Senior, Chairman of Global Board, **IAEM, US**
- Elizabeth B. Armstrong, CEO, **IAEM, US**
- Clay Tyeryar, Deputy Director, **IAEM, US & Canada**

NETWORKING SPONSOR:



STRATEGIC TRAINING PARTNERS



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# EVENT OVERVIEW



Dear All,

Over the years crisis management has evolved into a large and complex array of coordination with multiple stakeholders, critical crisis communication and rapid incident response. As organisations transform themselves from being reactive to preventive, especially while handling incidents like explosions, fires, structural disasters, oil spills, transformer failures and others, its very critical that they build a comprehensive crisis and risk management programme with the support and mutual co-operation of all important stakeholders including government and industrial organisations.

Critical infrastructure like oil and gas assets, power and utility plants, need to have a well organised roadmap for managing incidents right from the risk assessment and emergency planning stages to having the right incident response system for a successful recovery. Assuring organisations of business continuity and thereby improving the organisational resilience is a must for every emergency and BCM manager.

IAEM is pleased to partner with IQPC for the **2nd Annual Emergency Management and Business Contingency Conference** to be held from 5-6 October 2016 at the Dusit Thani in Dubai, UAE. With a very successful launch in Dubai in 2015, the event promises to create the ideal platform for crisis responders, risk experts, incident commanders, fire chiefs and public safety professionals to share their best practices and improve regional crisis resilience.

I am happy to announce that as a part of the 2-day event, we are introducing the **Global Professional Development Training Certification (GPDTTC)** for Middle East professionals at our event. This certification is built upon the time-honoured US Professional Development Series, developed after extensive research by the Federal Emergency Management Agency.

Having certified over 9000 professionals globally over the past 30 years, these programmes focus on defining professional benchmarks and providing practitioners with a certification programme to document their qualifications. The certification aims at preparing Middle East professionals for crisis situations by covering the entire roadmap of risk assessment planning, incident response, crisis communication and how to ensure the right recovery and remediation.

I wish to express thanks to the supporting organisations, speakers, sponsors, advisors, media partners and delegates for their interest and participation wishing this conference all the best of success and to our honourable guests a happy stay in the UAE.

A handwritten signature in black ink, appearing to be 'K. Al Mansouri', written over a light blue horizontal line.

His Excellency Khaled Al Mansouri,  
President, International Council,  
IAEM, UAE

## ATTEND THE EVENT AND YOU WILL LEARN HOW TO:

- Develop an integrated emergency management programme by involving all stakeholders right from the planning stage to successful execution
- Upgrade fire prevention capabilities by incorporating a practical and reliable emergency response system to maximise protection regimes and deploy a quick incident response
- Put yourself in the shoes of an emergency manager and get trained by international experts on the roadmap from planning, response, recovery, remediation and mitigation
- Use risk mitigation techniques in the overall business contingency planning to strategically manage Chemical, Biological, Radiological, Nuclear, and Explosive (CBRNE) incidents and at the same time also strengthen the security apparatus for critical infrastructure
- Build organisational resilience by successfully incorporating business continuity in day-to-day operations

## WHO SHOULD REGISTER TO ATTEND?

- Emergency Managers
- Incident Response Commanders & Managers
- Federal Coordinating Officers
- Disaster Planners
- Fire Chiefs and Security Officers
- Homeland Security Professionals
- Police Chiefs & Officers
- Communications System Specialists
- Healthcare Disaster Professionals
- Crisis and Risk Managers
- HSE Managers
- Business Continuity Managers
- Civil Defence Authorities

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# CONFERENCE DAY ONE

→ WEDNESDAY, 5 OCTOBER 2016

08:00 Registration, welcome coffee and networking

08:25 Welcome remarks by IQPC

08:30 Welcome keynote by event Chairman  
His Excellency Khaled Al Mansouri, President,  
International Council, **IAEM, UAE**

08:35 Keynotes by: Her Excellency Wijdan Aloqab,  
General Secretary, **GCC Emergency Management  
Center, Kuwait**  
Nasser Al Buhairi, Head of Emergency Response  
Unit, **Kuwait Oil Company, Kuwait**

08:50 Opening remarks: Lessons learnt from global  
case studies - Emergency procedures, protocol  
and rapid recovery for gas turbines  
Ellis Stanley, Senior, Global Board Chairman, **IAEM**

## INTEGRATED EMERGENCY MANAGEMENT FOR CRITICAL INFRASTRUCTURE

09:10 **Developing chemical, biological, radiological  
and nuclear emergency response plans with  
multiple stakeholders**  
Robert Campbell, Contributing Author, **Handbook  
of Emergency Response & Head of US\$100  
million programme for air force-wide Chemical,  
Biological, Radiological and Nuclear (CBRN)  
Medical Emergency Response Programme,  
United States**

09:30 **Dubai municipality case study: Integrated  
emergency management system and its direct  
impact on public safety**  
Mustafa Mohammed Baqer, Senior Marine  
Surveyor, **Dubai Municipality, UAE**  
Kamal Mohamed Atiya, Seismologist, **Dubai  
Municipality, UAE**

09:50 **Case study: Using a realistic emergency  
response system to tackle fires and explosions  
for critical infrastructure assets**  
→ Upgrading reliability of fire protection systems:  
Managing incidents pertaining to over-flowing  
crude oil tanks due to the gap in demand and  
supply as a result of volatile oil prices in the market  
→ Using analytics in fire prevention to maximise  
the protection regime and developing mutual aid  
with local emergency management authorities for  
ensuring a prompt response  
→ Preventing occurrence through stringent mitigation  
steps and adhering to authority regulation  
Nabeel Ali, Chief Fire & Safety Compliance Officer,  
**ENOC, UAE**

10:10 **Overcoming challenges of terror threats to fire  
response services**  
Dr. Bongani Elias Sithole, Head of Emergency  
& Fire Response - Gauteng Province, **National  
Disaster Management Center, South Africa**

10:30 Networking coffee break

## PREPAREDNESS, PLANNING AND REALISTIC IMPLEMENTATION OF EMERGENCY RESPONSE SYSTEMS

11:00 **Smart skyscrapers: Emergency management  
and disaster preparedness for the future**  
→ Disaster management supporting infrastructure  
capabilities: Refuge floors, evacuation elevators,  
firemen elevators, fire protection water supply,  
safety communication systems etc  
→ Evacuation process, availability and accessibility of  
fire engines and ambulance etc  
→ Business continuity and restoration delays: What  
needs to be done to address this specifically?  
Divakar Pandian, Manager – Risk Transformation,  
**Ernst & Young, UAE**

11:20 **Designing resilient emergency health services  
for large events like EXPO 2020: Identification  
of health incidents and preparedness for  
emergency response**  
→ Discussing emergency readiness of various  
authorities like food, water, sanitation,  
transportation and medicals to organise large  
scale events involving thousands of visitors  
→ Developing emergency health services for  
communicable diseases and hazardous materials  
→ Building an integrated bio-security framework and  
establishing an onsite CBRN monitoring team  
Ronald Blough, **Paramedic & Disaster Educator, UAE**

## CRISIS COMMUNICATION AND EARLY WARNING SURVEILLANCE

11:40 **Using cloud for effective crisis communication  
and risk mitigation by building a security  
apparatus for critical infrastructure**  
→ Introducing a deployment of the private cloud  
for Gulf Air to help improve crisis communication  
during an emergency  
→ Reducing physical server count by 35% and yet  
achieving 95% global outstation communication in  
remote areas while tracking flying assets  
→ Mitigating security risks at design to assure  
business continuity  
Dr. Jassim Haji, Director of Information Technology,  
**Gulf Air, Bahrain**  
Hussain Abduljalil, Manager – IT Solution  
Architecture, **Gulf Air, Bahrain**

12:00 **Deployment of LTE and tetra technology to  
improve crisis communication and coordination**  
Kamal Kannan, Deputy Telecommunications  
Manager, **Petrofac, UAE**

12:20 **Next generation crisis communication and  
response integration**  
Alaa Abdallah Ahmad, Risk/Crisis Management  
Coordinator, **Petronas, UAE**

12:50 Networking lunch

14:00 - 16:00 **IAEM Global Professional Development Training  
Certification (GPDTC) (Included in the event price)**  
Modules 1-5. See page 6 for more info.

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# CONFERENCE DAY TWO

→ THURSDAY, 6 OCTOBER 2016

08:00 **Registration, welcome coffee and networking**

08:25 **Chairman's opening remarks**  
His Excellency Khaled Al Mansouri, President,  
International Council, **IAEM, UAE**

## ORGANISATIONAL RESILIENCE AND BUSINESS CONTINUITY

08:30 **SEHA 's best practices in emergency management and business continuity**  
Mohamed Ali Karkoukli, Group Emergency Preparedness Director - CEO office, **Abu Dhabi Health Services Company (SEHA), UAE**

08:50 **"What's the requirement?" - Asking the right questions for strategic resilience planning**  
→ Preventing flawed planning by asking the right questions and giving the resilience strategy proper direction  
→ Sticking to basics: What is the actual requirement?  
→ Discussing a case study by the UK government strategic resilience planning and learning from some of the best practices  
**Matthew Maynard**, Business Continuity Management Manager, **Taweelah Power Complex, UAE**

09:10 **Award winning case study: Building organisational resilience**  
→ How resilience affects emergency management and business continuity in an organisation  
→ Organisational resilience model: How to build a culture?  
→ Implementing UAE BCM standards and preparing organisations for successful business transformations  
**Ahmed Riad Ali**, Winner of Middle East Business Continuity Awards 2014 & 2015, **UAE**

09:30 **Islamic Development Bank's business contingency planning: How other industries can benefit from best practices**  
→ How can business continuity be incorporated in day-to-day operations?  
→ Learning from a technical feasibility study of the relationship between emergency management funding and business continuity planning  
→ Sharing best practices that can be utilised across industries  
**Mohammed Muzammil Riyaz**, Senior Business Continuity Management Specialist, **Multilateral Bank, Saudi Arabia**

09:50 **Lukoil case study: Developing business continuity across the west Qurna 2 field (one of largest developing oil field in the world) in Iraq**  
**Alexander Larson**, Strategic Risk Manager, **Lukoil, Iraq**

*"This is the best and most well organised event I have seen in my 3 decades of experience"*

**Peter Johnson**, Incident Commander (9/11 Response Team), Dept of Homeland Security, United States

10:10 **Networking coffee break**

## RISK ASSESSMENT AND CONTINGENCY PLANNING

11:00 **Risk assessment for critical installations based on impact of geopolitical developments**  
→ Business transformation in crisis resilience planning: Analysing recent spate of security incidents and showcasing patterns in social media  
→ Organisational resilience: Co-relating business intelligence with corporate crisis planning to mitigate growing risks  
→ Linking trends on social media and incorporating the same in the risk assessment plan for critical infrastructure  
**Dr. Jean-Marc Rickli**, Expert, **Trends Research & Advisory, UAE**

11:20 **Developing evacuation and business contingency plans for critical infrastructure installations**  
→ Performing a thorough risk assessment to understand where risks need to be mitigated  
→ Building a strong culture in the organisation to improve the resilience of incident commanders for any kind of evacuation needed during disasters  
→ Running coordinated emergency drills with various stakeholders to prepare the organisation for any kind of risks  
→ Using the security preparation to plan security operation centers for mega events in the coming years  
**Richard Castillo**, Executive Director, **International Training & Security Consulting, UAE**

11:40 **Case study: Tianjin explosion - The impact of such a disaster**  
→ Discussing difficulties and costs while handling and transporting dangerous goods: Using the IMDG code effectively to assess risks  
→ Prevention: Avoiding accidents while managing dangerous goods and creating incident response scenarios to handle disasters  
→ Management: Discussing in detail the Tianjin explosion and the emergency schedule that was followed to manage this disaster  
**Vijay Rangachari**, Managing Director, **Maersk Training, UAE**

12:00 **Networking lunch**

13:00 - 15:00 **IAEM Global Professional Development Training Certification (GPDTC)** (Included in the event price) Modules 6-10. See page 6 for more info.

*"A very well organised event with top decision makers present which can truly make change for the good."*

**Dennis Smagac**, President, Intelagrad Inc (Al Dana Trading)

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# IAEM GLOBAL PROFESSIONAL DEVELOPMENT TRAINING CERTIFICATION (GPDTTC)

## About GPDTTC

The GPDTTC is a 10 module certification course for emergency managers. The course will cover the entire roadmap of risk assessment, planning, incident response, crisis communication and how to ensure the right recovery and remediation. Earning the IAEM Global Professional Development Certificate, will demonstrate to your employer, peers, and the people you serve that you are committed to the highest level of emergency management, you are competent in core skills and have learned the best practices from experienced emergency managers throughout the world. No matter what happens at your workplace, you will be confident that you have the technical and leadership ability to guide your organisation through the response and recovery process.

This certificate is built upon the time-honored US Professional Development Series, developed after extensive research by the Federal Emergency Management Agency. Courses, objectives and emphasis has been modified as necessary to suit international audiences.

The certificate is available at various levels and is progressive in nature, meaning you complete the Global Core Skills training before progressing to the next level, so you can both have a plan of progress, and receive recognition along the way.

## Prerequisites

There are no specific prerequisites for this certificate programme. Participants who are familiar with emergency management laws, policies and response protocols of their nation will be best able to apply concepts learned in the training to their particular situation.

## Credentialing

Participants in this certification will be evaluated on their participation in the class exercises as well as on a case study short answer and multiple choice evaluation. Successful completion of the course results in a core level IAEM Certificate in Global Emergency Management. Completion of this course can also be used in meeting the training requirements for obtaining the internationally-recognised IAEM Certified Emergency Manager (CEM®) and the Associate Emergency Manager (AEM®) credentials.

## About Certifying Commissioners:



**Ellis Stanley Sr., Chairman of Global Board of Directors, IAEM, US**

Ellis is the current Chairman of the Global Board of Directors of IAEM. Ellis has 35+ years of work experience in emergency management. He began as Director of Emergency Management for Brunswick County, North Carolina in 1975. He was appointed in 1982 as the Director of the Durham-Durham County emergency management agency. He serves as an instructor at the American University where he teaches senior crisis management, command & control. He also serves as an instructor at Harvard University where he teaches meta-leadership as has co-presented seminars around the country. Ellis received his BA in 1973 from the Political Science University of North Carolina at Chapel Hill. He is a graduate of the executive leadership programme for senior homeland security officials for the Post Naval Graduate School as well as a graduate of the John F. Kennedy School of Government's National Preparedness Leadership Initiative Monterey, CA.



**Clay Tyeryar, Deputy Director, IAEM, US & Canada**

Clay is IAEM's Deputy Director and EMEX Exhibit Manager. He administers member service, provides board/leadership support, and coordinates IAEM outreach with partner groups and international development. Clay's areas of expertise include international trade, lobbying, government relations, fund-raising, international exhibition management and production, trade missions and financial controls. He is chief staff executive for several ASMI clients. In addition, Clay is the show manager for EMEX, IAEM's trade show, which has grown from 25 to more than 250 exhibitors and attendance of more than 2,500 industry professionals. Clay serves as IAEM's chief international development officer, and has guided IAEM's expansion in Canada, Europe, Asia, Australia, New Zealand and other regions. He was one of the first graduates of The George Washington University's Master of Association Management Programme, and is a graduate of Gettysburg College with a B.A. in Business Administration. He is a certified association executive, qualified association specialist and a certified personal fitness trainer.



**Elizabeth B. Armstrong, CAE, MAM, QAS, Chief Executive Officer, International Association of Emergency Managers**

Elizabeth is the Chief Executive Officer of IAEM and manages governance issues as well as staff support to all association activities and operations. She is President of Association and Society Management International, Inc. (ASMI), the firm that serves IAEM. She is a recognised leader in the United States representing local emergency management programmes in national policy discussions. She developed and is responsible for supervising the Certified Emergency Manager® (CEM®) Programme. Her education includes a B.B.A. in Marketing from The College of William and Mary, and a Master of Association Management from The George Washington University. She is a certified association executive and qualified association specialist. She has expertise with federal grants procurement and management, certification programme development and administration, non-profit governance issues, and the entire scope of successful nonprofit operations. She is a member of the Association Management Company (AMC) Institute, the Washington Association Financial Management Roundtable and ASAE.

The published programme is correct at time of printing. However, given the seniority of our speakers and the nature of their roles, speakers may subsequently substitute or remove themselves from the programme. This is always regrettable, and we will always try to replace the speaker with a speaker with equivalent insight. For the most up-to-date programme, please visit the event website.

**FOR MORE INFORMATION OR TO REGISTER**

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# IAEM GLOBAL PROFESSIONAL DEVELOPMENT TRAINING CERTIFICATION (GPDTC)

## Certification schedule for 2 days

The course covers 10 important modules that will be evenly covered for 2 days. The first 5 modules will be run post lunch on conference day 1 and the remaining 5 will be run post lunch on conference day 2. These modules are included in the event price.

### WEDNESDAY, 5 OCTOBER 2016

14:00 – 16:00 – Modules 1-5

**Modules 1-5 focus on the fundamentals of emergency management and prepares individuals to walk the roadmap of prevention, planning, mitigation and a successful recovery.**

#### **Module 1: Fundamentals of emergency management**

At the end of of this module, participants will be able to:

- Discuss the significance of planning, training, and exercising in emergency management
- Recognise the roles of partners in emergency management in their community and cultural setting

#### **Module 2: Prevention, protection and mitigation**

At the end of of this module, participants will be able to:

- Demonstrate an understanding of the difference between prevention, protection and mitigation
- Know activities of each to use in their emergency preparedness programme

#### **Module 3: Emergency planning**

At the end of of this module, participants will be able to:

- Recognise steps and resources necessary for developing a comprehensive emergency operations plan
- Recognise that the process of planning is as important as the plan itself

#### **Module 4: Recovery**

At the end of of this module, participants will be able to:

- Identify the challenges of transitioning from response to recovery
- Discuss basic ideas about how to help a community achieve a full recovery from a small to medium disaster
- Recognise that recovery begins early in the process

#### **Module 5: Emergency management exercises**

At the end of of this module, participants will be able to:

- Understand the value and role of emergency management exercises and where they fit in the preparedness cycle
- Understand the the types of exercises; seminar, workshop, tabletop exercise, games, drills, functional exercises, and full-scale exercises
- Discuss the significance of after action reports

### THURSDAY, 6 OCTOBER 2016

14:00 – 16:00 - Modules 6-10

**Modules 6 – 10 will focus more on the response concepts and what it takes for an emergency manager to ensure preparation using exercises. The module will also have an onsite assessment examination allowing you to evaluate yourself with global standards needed to be a successful incident commander.**

#### **Module 6: Introduction to response concepts**

At the end of of this module, participants will be able to:

- Recognise the characteristics of a disaster response verses a “normal” response
- Discuss the need and value of a coordinated multi-level, multi-organisational response mechanism

#### **Module 7: Levels, responsibilities and organisational principles**

Concept of flexible scalable management organisations and command structures

At the end of of this module, participants will be able to:

- Review the principles of incident command system and incident management system
- Discuss unified command, mutual aid, and emergency operations center concepts
- Explain how the fundamental concepts and principles of risk management apply at home, in the workplace, and in the community

#### **Module 8: Exercise preparation and conduct**

At the end of of this module, participants will be able to:

- Recognise the importance developing an exercise design team
- Identify the types of exercises required
- Discuss basic concepts and planning steps so that they may apply planning discipline and skills to challenges in their jobs.

#### **Module 9: Assessment of learning objectives**

- Assessment in form of a multiple choice exam

#### **Module 10: Course evaluation and briefing on IAEM professional development programme**

#### **Certification Commissioners:**

Ellis Stanley Senior, Chairman of Global Board, **IAEM, US**

Elizabeth B. Armstrong, CEO, **IAEM, US**

Clay Tyeryar, Deputy Director, **IAEM, US & Canada**



IQPC provides business executives around the world with tailored practical conferences, large-scale events, topical seminars and training programmes, keeping them up-to-date with industry trends, technological developments and the regulatory landscape. IQPC conferences are market leading “must-attend” events for their respective industries. IQPC produces more than 1,700 events annually around the world, and continues to grow. Founded in 1973, IQPC now has offices in major cities across six continents including: Berlin, Dubai, London, New York, Singapore, Sydney, Tampa, and Toronto. IQPC leverages a global research base of best practices to produce an unrivalled portfolio of conferences. [www.iqpc.ae](http://www.iqpc.ae)

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# SPONSORSHIP AND EXHIBITION OPPORTUNITIES

IQPC has been hosting events developed for senior executives for more than 40 years. We serve businesses representing over 15 sectors at more than 1,700 conferences around the globe. Our client list includes corporations such as IBM, Cisco, Microsoft, Lockheed Martin, Boeing, Weatherford International, Halliburton, ABN AMRO, Deutsche Bank, GE, Siemens, BASF and Dow Chemicals, just to name a select few. Senior executives travel from around the world to our events looking to garner best practices and concrete solutions to assist them in improving their organisations. IQPC provides many different platforms for you to increase your market share, stay ahead of your competition, increase awareness to your target audience and position yourself as a key supplier to the industry.

## YOUR PLATFORM – GETTING YOUR MESSAGE ACROSS:

Because we know that each sponsor has a different message, business development goal and branding objectives, each sponsorship package is tailored to your corporate strategies. Though most sponsorship offers multiple levels and types of exposure, there are a few main ways for you to highlight your corporate strengths:

### ➔ 1 THOUGHT LEADERSHIP

As a sponsor at the **2nd Annual Emergency Management & Business Contingency Conference**, your company will gain second-to-none exposure to senior-level decision makers at the point in time that they are seeking solutions, information and systems for improving their firm's strategies. For a select few sponsors, you can build your reputation as a market leader through subject-specific presentations, workshops and focus days. This highly selective sponsorship allows your firm to establish tremendous capability and expertise in your specialty as well as highlight successful work completed with your clients.

### ➔ 2 PREMIUM BRANDING

We bring together buyers and suppliers for collaboration, networking and knowledge sharing. Branding is often a major initiative for our clients who are seeking to get the message out about their offerings. Build your company's brand and visibility in front of senior decision-makers in order to get shortlisted. As a sponsor, your company branding will appear alongside the global leaders associated with best practices in this field. Our dedicated marketing team will help you achieve your promotional aims in the months leading up to the conference. IQPC leverages multiple marketing channels including online, direct mail, email, press releases, media partnerships and social media to publicise the event and increase awareness about your participation to our extensive database, as well as through our network of partners.

### ➔ 3 FEATURED NETWORKING EVENTS / FACE TIME

Networking and information sharing are two major aspects of our conferences and IQPC builds in many opportunities for sponsors to benefit from meeting industry leaders. Focused and high-level, our events will provide you with the perfect environment to initiate new business relationships, identify upcoming opportunities and achieve face-to-face contact that overcrowded tradeshows can not deliver. The exhibition area is designed to be the heart of the event – a place to network and share strategies with key decision makers. Sponsorship opportunities range from exhibition stands to sponsored lunches, cocktail receptions, gala dinners and a host of other branding opportunities.

Additionally IQPC offers a selection of sponsorship opportunities that enables our clients to increase their opportunity to develop new relationships during our events, including one-to-one meetings with clients to understand their challenges, requirements and opportunities.

## DO YOU HAVE A PRODUCT OR SERVICE THAT OUR SENIOR DECISION-MAKERS AND INFLUENCERS NEED?

**The 2nd Annual Emergency Management & Business Contingency Conference** offers you the perfect platform to showcase your solution to your target market and meet and network with senior-level decision makers who are leading the way in the industry.

We specialise in providing business development, marketing and sales solutions that are tailored to specifically deliver on your business objectives. We pay patient attention to what our exhibition and sponsorship customers want, expect, need and

value. Every sponsor wants to create customers, develop qualified sales leads, convert leads into sales and retain customers. Our tailored sponsorship packages help you to achieve these objectives.

**If you would like more information on sponsorship and exhibition opportunities or to discuss which package will best help you achieve your objectives, please contact Noel Greenway on +971 4 360 2800 or email [partnership@iqpc.ae](mailto:partnership@iqpc.ae).**

## FOR PARTNERSHIP OPPORTUNITIES

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2nd Annual

# EMERGENCY MANAGEMENT & BUSINESS CONTINGENCY CONFERENCE

CONFERENCE DAYS: 5-6 OCTOBER 2016 • DUSIT THANI, DUBAI, UAE

## REGISTRATION

### Event Code: 25711.002

Please complete in BLOCK CAPITALS as information is used to produce delegate badges.

Please photocopy for multiple bookings.

## 3 WAYS TO REGISTER

**CALL:** +971 4 364 2975

**EMAIL:** register@iqpc.ae

**WEB:** www.emergencymanagementme.com

## CONFERENCE PRICES

**Book and pay before 25 August 2016 and save up to US\$100**

Package	Book and pay before 25 August 2016	Standard Price
<b>Standard Package</b> 2-Day Conference Including certification course	US\$2799 (Save US\$100)	US\$2899

Prices are stated net of any applicable local taxes.

## DELEGATE DETAILS

☐ Mr ☐ Mrs ☐ Ms ☐ Dr ☐ Other

First Name: ..... Surname: .....

Email: ..... Telephone: .....

Job Title: ..... Department: .....

Organisation: ..... Nature of business: .....

Address: .....

Postcode: ..... Country: .....

Telephone: ..... Fax: .....

Approving Manager: ..... Training Manager: .....

Name of person completing form if different from delegate: .....

Signature: ..... Date: .....

☐ I agree to IQPC's payment terms

If you have not received an acknowledgement before the conference, please call us to confirm your booking.

## CREDIT CARD PAYMENTS

☐ By Credit Card

Please debit my credit card: ☐ Visa ☐ Mastercard ☐ American Express

Card No:

Valid From:     Expiry Date:     Issue Number:

Card Holder's name: ..... Signature: .....

Card billing address: (if different from Co.address) .....

Country: ..... Postcode: .....

## SPECIAL GROUP BOOKING PACKAGE AVAILABLE!

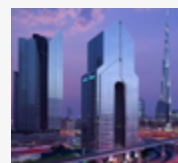
Group of 3+ **save 10%** off the standard price

Group of 5+ **save 15%** off the standard price

Group of 8+ **save 25%** off the standard price

## VENUE & ACCOMMODATION

Dusit Thani Hotel,  
133, Sheikh Zayed Road  
P.O. Box 23335 Dubai, UAE  
Tel: +971 (4) 343 3333  
Email: dtdu@dusit.com



Hotel and travel costs are not included in the registration fee.

For assistance in your travel and accommodation requirements, please refer to details below:

### Room Reservations

Special / corporate rate for room accommodation is available in the hotel. You may contact the hotel directly as per the details above quoting IQPC Middle East or the name of the conference.

### Flight Reservations

Contact Bindu Babu at SNTTA Travel & Tours LLC Dubai.

Email iqpc@snttadubai.com

Tel + 971 4 282 9000

Fax + 971 4 282 9988

Online www.sntta.com

Please book at the earliest for your convenience.

## CONFERENCE DOCUMENTATION

If you cannot make the conference, you can still access all presentations delivered throughout the conference days for just US\$450, post event. Contact us on +971 4 364 2975 for further details.

### IQPC'S STANDARD TERMS AND CONDITIONS

#### PAYMENT

- Payment is due in full at the time of registration and includes lunches, refreshments and detailed conference materials. Payment prior to conference is mandatory for attendance.
- Your registration will not be confirmed until payment is received and may be subject to cancellation.
- If a booking is received 10 working days before the conference a credit card number will be required to confirm your place, likewise if full payment has not been received before the conference date.
- Any respective payment charges to be borne by the payer. Please ensure that IQPC receives the full invoiced amount.

#### DISCOUNTS

- All 'Early Bird' Discounts require payment at time of registration and before the cut-off date in order to receive any discount.
- Any other discounts offered by IQPC (including team discounts) require payment at the time of registration.
- Discounts cannot be combined with any other offer.

#### CANCELLATION, POSTPONEMENT AND SUBSTITUTION POLICY

- You may substitute delegates at any time by providing reasonable advance notice to IQPC.
- For any cancellations received in writing not less than eight (8) days prior to the conference, you will receive a 90% credit to be used at another IQPC conference which must occur within one year from the date of issuance of such credit. An administration fee of 10% of the contract fee will be retained by IQPC for all permitted cancellations. No credit will be issued for any cancellations occurring within seven (7) days (inclusive) of the conference.
- In the event that IQPC cancels an event for any reason, you will receive a credit for 100% of the contract fee paid. You may use this credit for another IQPC event to be mutually agreed with IQPC, which must occur within one year from the date of cancellation.
- In the event that IQPC postpones an event for any reason and the delegate is unable or unwilling to attend on the rescheduled date, you will receive a credit for 100% of the contract fee paid. You may use this credit for another IQPC event to be mutually agreed with IQPC, which must occur within one year from the date of postponement.
- Except as specified above, no credits will be issued for cancellations. There are no refunds given under any circumstances.
- IQPC is not responsible for any loss or damage as a result of a substitution, alteration or cancellation/postponement of an event. IQPC shall assume no liability whatsoever in the event this conference is cancelled, rescheduled or postponed due to a fortuitous event, Act of God, unforeseen occurrence or any other event that renders performance of this conference impracticable, illegal or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labour strike, extreme weather or other emergency.

#### PROGRAMME CHANGES

- Please note that speakers and topics were confirmed at the time of publishing; however, circumstances beyond the control of the organisers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, IQPC reserves the right to alter or modify the advertised speakers and/or topics if necessary. Any substitutions or alterations will be updated on our web page as soon as possible.

#### YOUR DETAILS

- Please email our database manager at enquiry@iqpc.ae to inform us of any incorrect details which will be amended accordingly.



International Quality & Productivity Center

EVENT CODE: 25711.002