

January 28, 2021 • Virtual Seminar

# Government & Emergency Risk Communications



## YOUR FACULTY CONFIRMED PARTICIPANTS INCLUDE:

**Alfred Klein**  
Alberta Health Services



**Matthew Moore**  
BlackBerry



**Josh Bowen**  
Northern Alberta  
Institute of Technology



**Andrew Moull**  
Hamilton Health  
Sciences



**Shawna Bruce**  
M.D Bruce &  
Associates Ltd.

... and more

Fallout from the COVID-19 pandemic and the rampant public health crisis that soon followed serve as a fresh reminder of the importance of effective communication across all levels of the public sector when it comes to response efforts for emergencies and disasters. It is imperative for public sector organizations to be on top of emerging emergency communications best practices in order to ensure that citizens and businesses are effectively informed and updated along every step of the way.

### Benefits of Attending:

- Gain practical guidance to improve your emergency & crisis communications strategy
- Best Practices in emergency communications
- Select and use communication channels during a public health emergency
- Ensure voice and data networks and applications are resilient, secure, and accessible

### Lead Sponsor



BlackBerry AtHoc.



**REGISTER TODAY!** Call Bill Kuhlberg 416.507.4201 or  
Email: [bkuhlberg@infonex.com](mailto:bkuhlberg@infonex.com)

# Government & Emergency Risk Communications

January 28, 2021 • Virtual Seminar

## DAY ONE PROGRAM AGENDA: THURSDAY, JANUARY 28, 2021

10:00 - 10:10 EST



### **Welcome and Opening Remarks from the Chair**

**Josh Bowen, Director, Relaunch Coordination Team, Northern Alberta Institute of Technology**

10:10 - 11:10 EST

### **Blind Spots in Crisis Communications**

**Alfred Klein, Director, Southern Communications Centre, EMS Dispatch Communications & Deployment, Alberta Health Services**

- Learn through an exploration of case studies where your blind spots may be
- Understand the inherent risks of carrier networks that are common to public and private Carriers
- Implement a resilient communications network using non-typical communications pathways
- Learn how to create interoperability between unassociated communications pathways
- Understand the importance of thorough and regular exercising of failover and business continuity plans

11:10 - 12:10 EST



### **The Importance of Having a Diverse Subject Matter Expert Group for Crisis Communications, a Perspective from the Healthcare Sector**

**Andrew Moull, Emergency Disaster Management Specialist, Hamilton Health Sciences**

- Importance of the SME position in the command centre
- The need for a team vs an individual SME
- How to incorporate the SME group effectively
- Putting together the right team
- Hamilton Health Sciences SME group during COVID-19

---

12:10 - 13:10 EST      Break

13:10 - 14:10 EST



### **Communicating Throughout your Crisis: Learning from COVID19**

**Shawna Bruce, Director, M.D Bruce & Associates Ltd.; Risk and Crisis Communicator**

- Why the COVID-19 crisis was different
- The science behind communicating risk
- How to effectively communicate to your public in an emergency or crisis – A Case Study Review

---

14:10 - 14:30 EST      Break

# Government & Emergency Risk Communications

January 28, 2021 • Virtual Seminar

## DAY ONE PROGRAM AGENDA: THURSDAY, JANUARY 28, 2021

14:30 - 15:30 EST



### **When Leading Through Complex Crises, Prioritize Communications: Lessons from the Closure and Reopening of a Major Post-Secondary Campus**

**Josh Bowen, Director, Relaunch Coordination Team, Northern Alberta Institute of Technology**

- Level-set expectations early; up, down, and across.
- Set the comms team up for success before activation!
- Develop emotional communications before they are needed.
- Navigating your audiences effectively takes deliberate preparation.
- Everyone is a communicator, leveraging the whole team.

15:30 - 16:30 EST



### **Protecting the Public with Effective Communications**

**Matthew Moore, Business Development Manager, BlackBerry**

- Communicating with the public in a secure, reliable way is vital to an organization's operations, whether they are local residents or temporary visitors. An effective communication solution can allow you to reach targeted individuals, with relevant information, on any device
- In this session you will learn about best practices in planning, preparing and responding to critical events when being faced with the unexpected

16:30 EST



### **Closing Remarks from the Chair**

**Josh Bowen, Director, Relaunch Coordination Team, Northern Alberta Institute of Technology**

## **SPONSORSHIP AND EXHIBITION OPPORTUNITIES**

Increase your visibility with senior business strategy, technology, analytics, and business intelligence professionals at *Government & Emergency Risk Communications*. A limited number of sponsorship options are available.

For more information or to check availability, contact our sponsorship department by telephone at 416.507.4202, or by email at [sponsorship@infonex.com](mailto:sponsorship@infonex.com).

# Government & Emergency Risk Communications

January 28, 2021 • Virtual Seminar

## REGISTER BY PHONE, ON-LINE, OR IN THESE 3 EASY STEPS!

### 1 PRINT YOUR NAME AND CONTACT INFORMATION

Full Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_ Ext \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Email address \_\_\_\_\_

Name of Approving Manager \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Company's main line of business \_\_\_\_\_ Number of Employees \_\_\_\_\_

### 2 SELECT YOUR PREFERRED PAYMENT METHOD

Prices subject to GST / HST	Full Price	Register by January 15
Seminar for 1 Registrant	CAD \$ 1,499	CAD \$ 999



**Method of Payment:**  VISA  MasterCard  Cheque enclosed, payable to INFONEX Inc.

Cardholders Name: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ / \_\_\_\_\_

CVV / CSC: \_\_\_\_\_ Signature: \_\_\_\_\_

Please check box if you are GST / HST exempt Exemption # \_\_\_\_\_

### 3 SEND US YOUR REGISTRATION

GST / HST No. R134050012

**EMAIL:** bkuhlberg@infonex.com

**TELEPHONE:** 416.507.4201 (Bill Kuhlberg) **MAIL:** INFONEX INC.  
330 Bay Street, Suite 1500  
Toronto, ON M5H 2S8

### VIRTUAL SEMINAR:

*Government & Emergency Risk Communications* will be held as a virtual on-line conference. Details on how to access and participate in the event will be sent to all confirmed delegates prior to run date.

### SPONSORSHIP, EXHIBITION, AND PROMOTIONAL OPPORTUNITIES:

Increase your visibility with senior business strategy, technology, analytics, and business intelligence professionals at *Government & Emergency Risk Communications*. A limited number of sponsorship options are available.

Contact our sponsorship department by telephone at 416.507.4202, or by email at [sponsorship@infonex.com](mailto:sponsorship@infonex.com).

### CANCELLATION POLICY:

Substitutions may be made at any time. If you are unable to attend, please make cancellations in writing and email to [register@infonex.com](mailto:register@infonex.com) or fax to 1.800.558.6520 **no later than January 14, 2021**. A credit voucher will be issued to you for the full amount, redeemable against any other INFONEX course and which is valid for twelve months (one year) from the date of issue.

Registrants who cancel after **January 14, 2021**, will not be eligible to receive any credits and are liable for the entire registration fee.

Confirmed registrants who do not cancel by **January 14, 2021** and fail to attend will be liable for the entire registration fee.

**DISCOUNT CODE: 1385-BK**

