

January 28, 2021 • Virtual Seminar

Government & Emergency Risk Communications

Speaker's Discount!

Save up to
\$ 500 off
regular pricing!

YOUR FACULTY CONFIRMED PARTICIPANTS INCLUDE:



Shawna Bruce
M.D Bruce &
Associates Ltd.



Josh Bowen
Northern Alberta
Institute of Technology



Matthew Moore
BlackBerry



Andrew Moull
Hamilton Health
Sciences

Alfred Klein
Alberta Health Services

... 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!
Email: register@infonex.com

Call **1.800.474.4829** or
www.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.

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	Speaker's Discount
Seminar fee per delegate	\$ 1,499	\$ 999

* *Speaker's discount is a special pricing for the course only, for the speaker's network.*



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: register@infonex.com **WEBSITE:** www.infonex.com

TELEPHONE: 1.800.474.4829 **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.

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 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-MH

