



BUSINESS CONTINUITY SEMINAR

Wednesday 19th May 2010

**0930 – 1600 hours
Drayton Old Lodge, Norwich, NR8 6AN**

**Communicating During a Crisis
It's Good To Talk**



**www.normit.org
Promoting Resilience and Business Continuity**

What is NORMIT ?

NORMIT is a partnership of private and public sector organisations promoting Resilience and Business Continuity. The NORMIT partnership comprises over 150 member organisations from a diverse range of sectors. These include businesses of all sizes, together with the public sector, emergency services, voluntary organisations, health and utility companies.

This wide spectrum of membership enables NORMIT Members to access a vast range of Emergency Management and Business Continuity experience and knowledge whilst providing a platform to share best practice and encourage and enhance mutual aid.

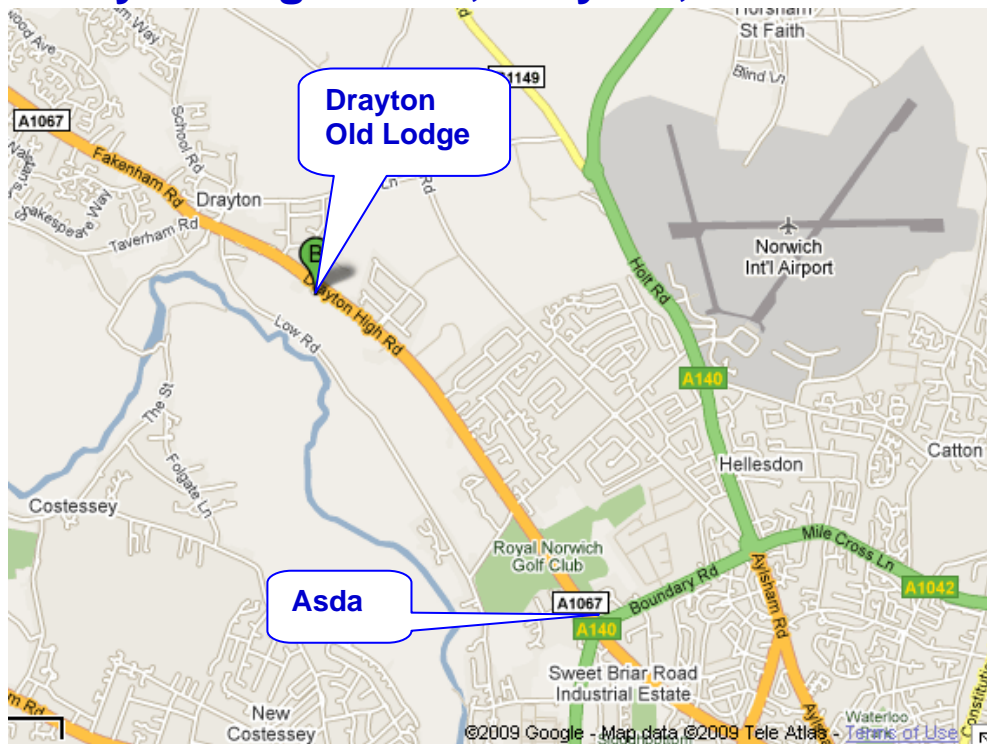
Aim

To work in partnership with Category 1 & 2 Responders, Businesses & Voluntary Sector Organisations to increase resilience in Norfolk.

Objectives

- To promote Business Continuity and Emergency Planning;
- To provide a platform to enable the sharing of best practice;
- To encourage organisations to encompass the Civil Contingencies Act 2004 guidance;
- To provide organisations with specific advice, guidance, training and exercise facilitation as required;
- To develop mutual aid and support between organisations.

Directions & Map to Drayton Old Lodge 146 Drayton High Road, Drayton, Norwich NR8 6AN



From the Norwich Ring Road ~ Leave the Ring Road at Asda and head out on the A1067. After approximately one and a half miles Drayton Old Lodge can be found on the left.

Communicating During a Crisis ~ It's Good To Talk

This is the 8th year that we have been running this successful annual Business Continuity Seminar. This year the seminar will reinforce the importance of communications during a disruption and how getting it wrong can affect your business. Presenters will offer practical advice that can be written into your Business Continuity Management arrangements to help prepare your organisation. The seminar is accredited by the Emergency Planning Society (EPS) and delegates can claim up to three CPD points from attending.

- **Warning and Informing the Public, Why Bother? ~ Bob Wade, Central Office of Information (COI) and Harry Mitchell, Norfolk Constabulary**
Bob works for the COI in London and will talk about the national protocol and legal requirements for Warning and Informing the public including legislation within the Civil Contingencies Act and COMAH guidance. Harry, Head of News for Norfolk Constabulary, will then discuss the local arrangements within Norfolk and the liaison and multi-agency working with the various media outlets. They will both talk about the importance of having procedures in place to ensure efficient communications during an Emergency.
- **Working with the Media, Radio & TV ~ Maria Veronese, Mediapro Media Training**
Maria is a broadcast journalist with 22 years industry experience. Her presentation will cover how radio and TV reporters cover 'crisis' stories and what they need to make them work on air. Maria will give you some top tips about working with the media to communicate your key messages. She'll also touch on how to issue statements and hold a successful news conference.
- **Crisis Communications Planning ~ Patrick Peal, Tribe**
Patrick has worked in PR for twenty years in industry and agency. He will talk about PR and media strategy, focussing on crisis scenario and message planning, with some lively examples to stimulate thinking and discussion. He will give some tips on making sure your business communicates effectively during a disruption so that damage to your reputation is minimised.
- **Social Media: Fad or Fundamental? ~ Donna Chessum, Tribe**
Donna has over twenty years experience in PR and communications. A lot has changed in twenty years - but nothing as fast as the way we communicate. Love it or loathe it, social media and networking represent a fundamental shift in the way we gather and share information and it should form a fundamental part of your communications activity. Donna will show you why it matters and how to get started.
- **Print Media ~ Presenter to be confirmed**
This presentation will look at the needs of the print media and will cover how businesses can work with the media to ensure that their key messages are communicated to their customers and stakeholders.
- **Internal Communications – Let it Snow! ~ Diane Mortimer, Aviva UK Life**
Diane has worked for Aviva for three years as the Business Continuity Manager of Aviva UK Life. Diane's presentation covers internal communications at Aviva and looks at the response to the severe weather in January 2010 by Aviva UK Health.
- **Developing and Exercising Your Media Strategy ~ Martin Barsby, Norfolk Fire and Rescue Service and Sarah Alcock, NORMIT Norfolk County Council**
Martin and Sarah will give advice and guidance on what needs to be in your organisation's Media Strategy and some ideas for exercising your response.



Places are being offered **free** to **NORMIT members** and at £25 for non-members.
Apply online via www.normit.org or complete and return this Reservation Form.

NORMIT Seminar – Wednesday 19th May 2010 RESERVATION FORM

On completion please return to: Emergency Planning Unit, Norfolk County Council, County Hall,
Martineau Lane, Norwich, NR1 2DH
Tel: 01603 222016 Fax: 01603 223010 Email: normit@norfolk.gov.uk

Delegate Fees ~ NORMIT Members: Free Non-NORMIT: £25 per delegate

Title: _____ Initials: _____

First Name: _____

Last Name: _____

Tel No: _____

Email: _____

Job Title: _____

Organisation: _____

Address: _____

Any special requirements, i.e. diet, access needs, large print documentation, etc. _____

Fee enclosed £..... (cheques payable to Norfolk County Council if applicable) Yes / No

Please invoice my organisation for payment Yes / No

NOTES:

1. Confirmation of your booking will be sent by email.
2. Joining Instructions and invoices will be sent approximately 3 weeks before the event.
3. There will be no refund, however, substitute delegates will be acceptable and we would ask that you notify this office as soon as possible. (01603 222016).

For office use only

Code:	On Database:	Confirmation sent:	Invoice No:
OO 0420 94150 OO 000201			