

Clariden Global Proudly Presents
2 Strategically Co-Located Conferences

Main Forum

2017 Safety, Security and Counter-Terrorism Forum

Uncover Evolving Threats, Protect Critical Infrastructure
and Respond with Effective Crisis Communications

Power Utilities

Critical
Infrastructure

Public Venues



Airports & Airlines

Cyber Threat &
Terrorist Financing

Major Landmarks

19 - 21 April 2017, Hilton Sydney

Co-located with

International Crisis and Emergency Risk Communications Forum

Protecting Your Reputation with Responsive & Proactive Communications Plan

Delegates can choose to opt for a Premium Pass to attend both Forums in the series.

Premium Pass holders are entitled to unlimited access to all conferences and workshops in the Forums.

Bronze Sponsor:





2017 Safety, Security & Counter-Terrorism Forum

Uncover Evolving Threats, Protect Critical Infrastructure and Respond with Effective Crisis Communications

Co-located with
International Crisis and Emergency Risk Communications Forum

Main Conference Dates: 19 – 20 April 2017 | Workshop Date: 21 April 2017 | Location: Hilton Sydney

- A chilling new propaganda video released by ISIS encourages homegrown terror attacks in Australia. The disturbing video features major landmarks including:
 - Melbourne Airport
 - St Paul's Cathedral
 - Melbourne Park
 - Melbourne Cricket Ground
 - Airlines including Qantas
- Australian airports are “extremely vulnerable” to infiltration by terrorists who could launch catastrophic attacks from within, one of the world's leading cybercrime and Counter-Terrorism expert (Dr Jim Kent, an adviser to the United Nations) has warned. He warned that the risk of infiltration is not confined to airports and also affects Australia's nuclear reactors, utilities, transport companies and financial institutions
- Did you know that Australia would have experienced at least 15 terror attacks over the past two years if these terrorist plots had not been foiled? Among the 15 terror attacks that were being foiled are cases such as a plot for a fatal explosion at a Mother's Day running event, a shooting massacre at Anzac Day ceremonies and targets on government buildings
- Hackers recently infiltrated Ukraine's power grid and took down the entire power supply for 30 power stations, affecting a quarter million people

Do You Know How Terrorists Are Targeting Your Infrastructure Next?



- ISIS NUCLEAR THREAT: UN warns jihadist are plotting to target power plants across Europe
- Financial intelligence agency AUSTRAC has found evidence that Australia's \$1.3 trillion superannuation pool may be used to fund terrorism
- Singapore minister warns ISIS will target Southeast Asia: South East Asia's terror threat is expected to elevate in 2017

2017 Safety, Security & Counter-Terrorism Forum

UNCOVER EVOLVING THREATS, PROTECT CRITICAL INFRASTRUCTURE
AND RESPOND WITH EFFECTIVE CRISIS COMMUNICATIONS

19 - 21 APRIL 2017 | HILTON SYDNEY

THE FORUM AT A GLANCE

Main Conference

2017 SAFETY, SECURITY AND COUNTER-TERRORISM FORUM

THE FORUM AT A GLANCE

DAY 1: WEDNESDAY, 19 APRIL 2017

- Intelligence on Terrorism: Where They Are Targeting Next
- Panel Discussion on insights of next potential point of attack
- Build strong security resiliency on critical points such as aviation, maritime, public venues, utilities, mining and major events
- Power Utilities and Energy Security: Understanding Energy Grid Vulnerability
- Time of Change in Cyber Defence - The new paradigm shift on Moving Target Security
- Live Demonstration: Cyber Radar System Cyobs



Champagne Hour at End of Day 1:
Enjoy a perfect glass of champagne and
build network with peers

DAY 2: THURSDAY, 20 APRIL 2017

- Assess terrorists' financing and uncover effective Counter-Terrorist Financing (CTF) strategies
- Drone Terrorism: The Threat is Very Real
- Panel Discussion: Addressing the threats and gearing up for the future of the security industry
- Major Events and Public Venues Security Measures: Creating Seamless Security Management
- Crime, Technology & the Future

POST-FORUM WORKSHOPS DAY 3: FRIDAY, 21 APRIL 2017

- **Workshop A:** Risk Management in Counter-Terrorism
- **Workshop B:** Effective Crisis Management Planning

Co-Located with

INTERNATIONAL CRISIS AND EMERGENCY RISK COMMUNICATIONS FORUM

THE FORUM AT A GLANCE

DAY 1: WEDNESDAY, 19 APRIL 2017

- How to Respond Effectively Within the First 24 Hours During a Crisis
- Shaping Your Crisis Communications Message
- Regain Control in a Media Interview to Reduce Damage of Crisis
- Understand How the Media View You
- Multi-Channel Crisis Communications Response Plan



Champagne Hour at End of Day 1:
Enjoy a perfect glass of champagne and
build network with peers

DAY 2: THURSDAY, 20 APRIL 2017

- Dealing with Crisis Communications in a Digital Age
- Managing Your Reputation with Public Scrutiny
- Developing a Resilient Crisis Communications Plan
- Demonstrating Leadership in Crisis Management

POST-FORUM WORKSHOPS: DAY 3: FRIDAY, 21 APRIL 2017

- **Workshop A:** Using Social Media To Improve Crisis Communications: Developing Effective Engagement Plans and Messages
- **Workshop B:** Dealing with the Media During a Crisis - Handling Interviews, Negative Publicity and Difficult Situations

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CURATED THOUGHT LEADERS AND SPEAKERS

Main Conference

2017 SAFETY, SECURITY AND COUNTER-TERRORISM FORUM



Chris Howard
Director of
Defence and
National Security
KPMG Australia



Nicholas Martin
Head of Security,
Crisis and
Emergency
Management
AGL Energy



Mark Carrick
Managing Director
Global Business
Resilience



Peter White
General Manager
Australian Office
of Transport
Security



Brian Hay
Lead CISO
Advisor -
APAC
Unisys



Jacinta Carroll
Head of Counter
Terrorism Policy
Centre
Australia
Strategic Policy
Institute
(ASPI)



Craig Sheridan
Managing
Director
Sheridan
Consulting
Group



Michael Dalton
Director of
Security and Risk
Marriott Hotels



Luke Schibeci
Manager -
Security, Risk
and Emergency
Management
Sydney Cricket
and Sports Ground
Trust



**Nicolas
Mayencourt**
International
CEO
Dreamlab
Technologies
Group



Chris Cabbage
Director &
Executive Editor
My Security
Media Pty Ltd



Stephen Dametto
Detective
Superintendent
Australian Federal
Police



Neil Greet
Director
Collaborative
Outcomes



Ron Bartsch
President
Asia-Pacific RPAS
Consortium



Anooche Mushtaq
Chair & Founder
Raqib Taskforce



**Professor Clive
Williams MG**
Director
The Terrorism
Intelligence Centre



Matthew Curtis
Director
Raqib Taskforce



Eddie Idik
Director
Vital Risk Services

Co-Located with

INTERNATIONAL CRISIS AND EMERGENCY RISK COMMUNICATIONS FORUM



Andrew Gissing
Director Government
Business and
Enterprise Risk
Management
Risk Frontier



Peter Roberts
Managing Director
Corporation
Reputation Practice



Jacquelyne Willcox
Managing Director
Powell Tate (Division
of Weber Shandwick)



Grant Smith
Head of Corporate
Communication
Melbourne Airport



Mark Morrow
Acting Deputy
Commissioner
NSW State
Emergency Services



Dr. Collin Chua
Lecturer
School of the
Arts and Media,
University of New
South Wales



Alistair J. Nicholas
Executive Vice Presi-
dent - Director, Special
Projects
Powell Tate



Mark Carrick
Managing Director
Global Business
Resilience



Neil Wallman
Special Counsel
HWL Ebsworth



Jamie Wilkinson
Director, Design and
Digital
Cannings Purple



Katherine Teh White
Founder and Managing
Director
Futureye



Mia Garlick
Director of Policy
Australia and New
Zealand
Facebook



Catherine Ellis
Director, Media and
Corporate Communi-
cations, Corporate Affairs
NSW Department of
Finance, Services and
Innovation



Luke Enright
Head of Corporate
Communications
Jetstar Airways



Jane Jordan
Founder and Managing
Director
Gaia Coaching Group



Julie Delaforce
General Manager of
Online Community
and Social Media
Management Leader
Quiip



Stuart Rintoul
Senior Media Officer
(Emergencies)
World Vision Australia



Anooche Mushtaq
Chair & Founder
Raqib Taskforce

2017 Safety, Security & Counter-Terrorism Forum

UNCOVER EVOLVING THREATS, PROTECT CRITICAL INFRASTRUCTURE
AND RESPOND WITH EFFECTIVE CRISIS COMMUNICATIONS

19 - 21 APRIL 2017 | HILTON SYDNEY

POWERFUL INSIGHTS YOU WILL GAIN

Main Conference

2017 Safety, Security and Counter-Terrorism Forum



6 Revolutionary Drivers to Help You Stay Ahead From Security Threats

1. Uncover the latest intelligence on terrorism, security breaches on infrastructure, and Counter-Terrorism government initiatives
2. Protect your Critical Infrastructure Points - airports/airlines to utilities, major events and locations - with new security measures
3. Acquire the latest intelligence on possible targets for terrorist's attacks within the Australian and Asian landscape
4. Bolster your Security Intelligence and efforts with new insights on Counter-Terrorism Financing (CTF)
5. Understand the new realities and risks of cyber terror threats, and the foremost cybersecurity measures you need to adopt to mitigate risks
6. Formulate and develop new strategies, designs and plans to adapt to the uncertain security landscape

Co-Located with

International Crisis and Emergency Risk Communications Forum

Defend Your Organization's Reputation with 6 Proactive Crisis Communications Game Plan

1. **Anticipate Changes.** Understand the crisis landscape today and avoid the crisis communication blunders
2. **Build Relationships.** Understand today's media agenda to build a sustainable relationship with it
3. **Convey Message.** Optimize all channels to convey your message to the right audience
4. **Demolish the Communication Silos.** Demolish the traditional communication silos and create an effective crisis communication plan
5. **Evolutionary Media.** Time to integrate traditional media with new media to form an impeccable crisis communication strategies
6. **Forward Thinking:** Be at the forefront of the crisis management landscape to secure your organization's image and value



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19 - 21 APRIL 2017 | HILTON SYDNEY

WHO YOU WILL MEET

Main Conference

2017 Safety, Security and Counter-Terrorism Forum

INDUSTRIES:

- Airlines/Aviation
- Banking / Finance / Insurance
- Commercial Real Estate
- Defence & Space
- Events Services
- Gambling & Casinos
- Government Administration
- Government Relations
- Higher Education
- Hospital / Health Care & Education
- Information Services
- Information Technology and Services
- International Affairs
- International Trade and Development
- Internet
- Judiciary
- Law Enforcement
- Leisure, Travel & Tourism
- Logistics and Transportation
- Maritime
- Military
- Mining
- Non-profit Organization Management
- Political Organization
- Public Safety
- Restaurants
- Retail and FMCG
- Security and Investigations
- Sports
- Supermarkets
- Transportation/Trucking/Railroad
- Travel and Hospitality
- Telecommunications
- Utilities

IN THE ROLES OF:

Board level as well as senior management level as below would be beneficial from attending this conference:

- State Security Agencies
- Government Ministries
- Corporate Security Managers
- Strategic Risk Managers
- Security Consultants
- Crisis Response Managers
- Counter-Terrorism officials
- Command and control teams
- Senior investigating officers
- Heads of emergency planning
- Business Continuity Managers
- Strategic Planner & Managers
- Data security & privacy
- Border control
- Information governance / Assurance officers
- Risk advisors
- Compliance officers
- Policy officers
- Procurement teams
- Corporate Affairs
- External Affairs
- Internal Relations
- Community Engagement
- Strategy and Business Development
- Corporate Communication

Co-Located with

International Crisis and Emergency Risk Communications Forum

INDUSTRIES:

- Finance, Banking, Insurance
- Telecommunications
- Retail and FMCG
- Mining
- Travel and Hospitality
- Healthcare and Education
- Utilities
- Logistics and Transportation
- Government Administration

IN THE ROLES OF:

- C-Level/GMs/VPs/Director/Head/Manager
- Chief Executive Officer
- Chief Financial Officer
- Chief Operating Officer
- Chief of Staff
- Corporate Affairs
- External Affairs
- Internal Relations
- Community Engagement
- Strategy and Business Development
- Corporate Communication

Comprehensive Agenda for 2017 Safety, Security & Counter-Terrorism Forum

UNCOVER EVOLVING THREATS, PROTECT CRITICAL INFRASTRUCTURE
AND RESPOND WITH EFFECTIVE CRISIS COMMUNICATIONS

19 - 20 APRIL 2017 | HILTON SYDNEY

DAY ONE - 19 APRIL 2017

09:00 **Welcoming Speech, Opening Remarks & Thank You Speech for Sponsors by Conference Producer**

Mark Carrick
Managing Director
Global Business Resilience

09:05 **Conference Introduction and Day 1 Highlights by Chairperson**

Chris Howard
Director of Defence and National Security
KPMG Australia

THEME: INTELLIGENCE ON TERRORISM, RECENT SECURITY BREACHES AND GOVERNMENT INITIATIVES

09:10 **Terrorism Prospects in Asia and Australasia**

- Terrorism and insurgency are a growing security problem in many Asian nations
- International Islamist terrorism is a corrosive influence in Asia and Australasia.
- Terrorism cannot be defeated by coercive force - but it can be contained to manageable levels
- Members of the US-led coalition against Islamic State are the nations most at risk of Islamic State-inspired or directed terrorist attack

Professor Clive Williams MG
Director
The Terrorism Intelligence Centre

09:55 **Australia's National Security Initiatives to Keep Our Region Safe**

- National Counter-Terrorism Plan
- Linkage of Terrorism in Indo-Pacific to Australia's Future State of Defense
- Responding to the Terrorism Challenges that will Shape the Future of the Nation
- Open Source Intelligence

Jacinta Carroll
Head of Counter Terrorism Policy Centre
Australia Strategic Policy Institute (ASPI)

10:40 *Morning Refreshment & Networking*

11:00 **Panel Discussion: Next Point of Attack: Where and What Infrastructure?**

- Where are we most vulnerable?
- Why would we be targeted?
- Who would have the capabilities to target us?

Moderator:

Chris Howard
Director of Defence and National Security
KPMG Australia

Panelists:

Peter White
General Manager
Australian Office of Transport Security

Craig Sheridan
Managing Director
Sheridan Consulting Group

THEME: IMPROVING SECURITY RESILIENCE IN CRITICAL INFRASTRUCTURE POINTS

11:45 **Critical Infrastructure Security Management: Collaboration Between Public & Private Sectors to Improve Safety & Resilience**

- Public/Private Partnership (PPP) in Integrating Public and Private Sector for Public safety
- Australia Smart Policing System
- Emergency Response during any Terrorism Incident

Craig Sheridan
Managing Director
Sheridan Consulting Group

12:30 *Lunch & Networking*

13:45 **Aviation Security: Assessing Aviation Security Vulnerabilities, Threats and Countermeasures**

- Future aviation and security environments, especially in terms of our position in the Asia-Pacific
- Three Key Aviation Security Threats
- The importance of focusing on strong implementation of the core elements of the aviation security system

Peter White
General Manager
Australian Office of Transport Security

14:30 **Power Utilities and Energy Security: Understanding Energy Grid Vulnerability**

- What is Energy Security
- The nature of disruption
- The Vulnerabilities of our energy grid
- Future Strategy of Resilience

Neil Greet
Director
Collaborative Outcomes

15:15 **Time of Change in Cyber Defence: The New Paradigm - Moving Target Security**

- Effective tips in preventing cyber intrusion
- Changing your network to a dynamic system of moving targets
- Keeping pace with moving target security to secure your network

Nicolas Mayencourt
International CEO
Dreamlab Technologies Group

15:35 *Afternoon Refreshment & Networking*

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DAY ONE - 19 APRIL 2017

- 15:45 **Cyber Threat Intelligence in Counter Cyberterrorism**
- Cyber Security Challenges in 2017
 - The ever-growing threat landscape
 - Value of migrating towards an intelligence led security proposition
 - Understanding your adversary, organizational threat landscape and target profile

Brian Hay
Lead CISO Advisor - APAC
Unisys

- 16:25 **Live Demonstration: World First Cyber Radar System Cyobs**
- Measures, analyzes and visualizes cyberspace
 - Real results on worlds attack surface
 - SCADA/ ICS systems vulnerabilities discovered
 - Vulnerability patching time-lines

Nicolas Mayencourt
International CEO
Dreamlab Technologies Group

- 17:10 **Q&A Session & Closing Remark by Conference Chairperson**

- 17:15 **Champagne Networking Session**



Enjoy a glass of champagne whilst networking with other like-minded individuals on topics that are of most interest to you and fellow delegates.

Comprehensive Agenda for 2017 Safety, Security & Counter-Terrorism Forum

UNCOVER EVOLVING THREATS, PROTECT CRITICAL INFRASTRUCTURE
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19 - 20 APRIL 2017 | HILTON SYDNEY

DAY TWO - 20 APRIL 2017

09:00 **Conference Introduction and Day 2 Highlights by
Chairperson**

Chris Howard
*Director of Defence and National Security
KPMG Australia*

Stephen Dametto
*Detective Superintendent
Australian Federal Police*

12:45 *Lunch & Networking*

THEME: IMPROVING SECURITY RESILIENCE IN CRITICAL INFRASTRUCTURE POINTS (CONTINUED)

09:10 **Major Events and Public Venues Security
Measures: Creating Seamless Security
Management**

- “When you have people, you have terrorist threats”:
Assessing Public Venues’ Vulnerabilities
- Optimising Risk Management Framework to Combat
Threat Incidents
- Developing the Best Contingency Plan for Unexpected
Changes
- Venues & Facilities Protection Operations: Physical
Security Consideration in Securing Site Locations
- Case study : Event Risk Management Plan - Triathlon
Race

Luke Schibeci
*Manager - Security, Risk and Emergency Management
Sydney Cricket and Sports Ground Trust*

09:55 **Drone Terrorism - The threat is very real**

- Drones as a weapon of mass destruction
- Nature and Diversity of Drone capability
- What can be done to mitigate the treat

Ron Bartsch
*President
Asia-Pacific RPAS Consortium*

10:40 *Morning Refreshment & Networking*

11:00 **Crime, Technology & the Future**

- Intelligence in crime, the cause and how technology
plays a role in terrorism and counterterrorism
- Discover the emerging technology such as security
robotic, drone technology, 3D printed weapons,
hologram and biometric data
- Insights of the abuse, misuse and re-configure of
technology innovation in the security industry

Chris Cabbage
*Director & Executive Editor
My Security Media Pty Ltd*

11:45 **Counter Terrorism Financing - the Importance of
being Innovative**

- An overview of countering the financing of terrorism
- Financial intelligence in CT investigations and the
importance of financial information in preventing
terrorism
- Partnerships and Contributors
- Case Studies

THEME: SAFEGUARDING AGAINST THE UNCERTAIN FUTURE

13:45 **Security and Safety - Operating in Harmony to
Ensure a Safe and Secure Environment**

- Creating Safe AND Secure Environment - Different
Needs, Similar Controls
- Safety and Security Personnel - Coordinating
and Co-operating to Create a Safe and Secure
Environment
- Critical Emergency Response - Working Together to
Ensure the Best Outcome

Nicholas Martin
*Head of Security, Crisis and Emergency Management
AGL Energy*

14:30 **Crime Prevention through Environmental Design**

- Understand the Perception of Risk to Criminals
through Crime Risk Assessment
- Principles for Minimising Crime Risk
- Changing the Perception of Risk to Criminals by
increasing the Possibility of Detection, Challenge
and Capture
- Increasing the Effort Required to Commit Crimes
by increasing the Time, Energy or Resources
Expended

Mark Carrick
*Managing Director
Global Business Resilience*

15:15 *Afternoon Refreshment & Networking*

15:30 **Creating & Review Security Plans Your Business
Should Have**

- Roles for Security and Facility Professionals in
Crisis Incidents
- Three Disciplines for Holistic Security Plan: Physical,
Personnel and Information/Cyber
- Effective Security Guideline for your Security Plan
- Building a security culture and specific response concepts
when dealing with localized emergency scenarios
- Effective emergency response concepts: Lock-down
and Shelter in Place plan

Michael Dalton
*Director of Security and Risk
Marriott Hotels*



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DAY TWO - 20 APRIL 2017

16:15 **Panel Discussion: Addressing the threats and the future of security industry**

- The Nature of Threats in Coming Years
- Steps that Public Sector Personnel should Adopt in Addressing Future Threats
- Steps that Private Sector Personnel should Adopt in Addressing Future Threats
- What are the Issues that Need to be Highlighted from Recent ISIS Propaganda on Terrorist Attack?

Moderator:

Chris Howard
Director of Defence and National Security
KPMG Australia

Panelists:

Anooshe Mushtaq
Chair & Founder
The Raqib Taskforce

Professor Clive Williams MG
Director
The Terrorism Intelligence Centre

Jacinta Carroll
Head of Counter Terrorism Policy Centre
Australia Strategic Policy Institute (ASPI)

17:00 **Closing Remarks by Conference Chairman**

Comprehensive Agenda for International Crisis and Emergency Risk Communications Forum

PROTECTING YOUR REPUTATION WITH RESPONSIVE & PROACTIVE COMMUNICATIONS PLAN

19 - 21 APRIL 2017 | HILTON SYDNEY

DAY ONE - 19 APRIL 2017

FIRST STAGE OF CRISIS - CRISIS BREAKOUT

- 09:00 **Opening Address by Forum Chairman**
- 09:10 **Keynote Address: The Need for Speed: Crisis Management in the Brave New World of Fake News, Citizen Journalism and Social Media and Shareholder Activism**

Jacquelynn Willcox
Managing Director
Powell Tate (Division of Weber Shandwick)

- 09:55 **Crisis, Communication, and the Attention Economy**

Crisis communication, and the closely related discipline of issues communication, are more important today than ever for organizations and businesses. In order to develop a better contemporary understanding of crisis communication, it's important to grasp how crisis communication is situated within and shaped by the larger context of today's digital media landscape.

Our modern media landscape is characterized by the mainstreaming of the Internet and social media, the ripple effects of new and often disruptive technologies, and the massive tectonic impact of the digital economy for the business sector. New technologies have changed how organizations communicate with stakeholders and how people communicate with one another.

The idea of an 'attention economy' is now an influential lens which is being used to study the contemporary media landscape - we live in an era of informational abundance, and attention is a scarce commodity that is being sought after. This results in new possibilities for action, and also new pitfalls for communication.

What insights for crisis communication can we gain from looking at today's digital media landscape in terms of an 'attention economy'? In seeking best practice, we can address topics such as viral messaging, the vexed question of the relationship between social media and reputational capital, and how the Internet acts as an accelerator and/or trigger for crisis.

Dr. Collin Chua
Lecturer, School of the Arts and Media, University of New South Wales

- 10:40 *Morning Refreshments*

- 11:00 **Image and Reputation - Managing Your Reputation in the Court of Public Scrutiny**

- Value of Image: Protecting your branding and image during crisis breakout
- The Angry Public: Addressing and assuring the general public to maintain your company's image

Stuart Rintoul
Senior Media Officer (Emergencies)
World Vision Australia

- 11:45 **Case Study: Calling Your Lawyer in Crisis Communication to Protect Your Corporate Image and Reputation**

- Examples of Different Crises and What They have in Common.
- Talking to Your Stakeholders - The Media, Regulators and Public
- The Consistency of Your Information to Prepare for Media and Litigation Calling

Neil Wallman
Special Counsel
HWL Ebsworth

- 12:45 *Networking Luncheon*

FIRST STAGE OF CRISIS - COMMUNICATING IN CRISIS COMMUNICATION

- 13:45 **Keynote Address: Looking Through Another Lens: How would the Media View & Publicize You During a Crisis**

- Understanding the Media's Agenda today - What is the Key Message?
- The Press Today: The Paradigm Shift in How Journalist is Interviewing and Reporting News
- Understanding how the media works: Insights from Recent Major Incidents

Peter Roberts
Managing Director
Corporation Reputation Practice

- 14:30 **Communication Channel Strategy During Crises**

- Who is the audience in a crisis?
- Which channels should be prioritized in a crisis?
- What do we do when the lights go out (or: what if there's no Internet anymore)?

Grant Smith
Head of Corporate Communication
Melbourne Airport

- 15:15 **Digital Crisis And The Rise Of Lone Wolf Attacks - A Personal Insight**

Cyberspace is now officially a war zone, and Islamic State (IS) has the capability to dominate the virtual front line. Abu Bakr al-Baghdadi, the leader of IS, has it all figured out. His slick social media campaign has put the terrorist group out in front in this critical future battleground. Social media and technology have blurred geographical boundaries and allow communication with a global reach in real-time. In this new age, Australia's geographic isolation from the rest of the world gives us no protection from messages being spread by the international Islamic militant groups. Extremists use these new communication tools to reach into the homes of Australians.

Anooshe Mushtaq
Chair & Founder
Raqib Taskforce

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PROTECTING YOUR REPUTATION WITH RESPONSIVE & PROACTIVE COMMUNICATIONS PLAN

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DAY ONE - 19 APRIL 2017

15:35 *Afternoon Refreshment & Networking Session*

15:45 **Fireside Chat: My Life in Crisis: Lessons Learned over 25 years in Global Crisis Management**

Alistair Nicholas has more than 25 years of experience managing major corporate crises in countries as culturally diverse as China and Australia. For example, he has managed crises that have included worksite deaths, sexual harassment and sexual assault in the workplace, product liability, product contamination, serious counterfeiting, corporate fraud and corporate extortion, investigations by police, the Independent Commission Against Corruption, and parliamentary and government inquiries. He has developed communications strategies and messaging, and has even acted as official media spokesperson for clients in these situations. Alistair will share his experiences and lessons learned during this interactive session.

Alistair J. Nicholas
*Executive Vice President - Director, Special Projects
Powell Tate*

16:25 **Panel Discussion : The Role of Communication Going Forward**

- The Role of Communication in the Next Decade
- Crisis Management in Australia and the Challenges Faced
- How PR / Communicators are going to add value to company in the realm of Crisis Management and Brand Reputation

17:00 *End of Day 1*

17:10 **Champagne Networking Session**



Enjoy a glass of champagne whilst networking with other like-minded individuals on topics that are of most interest to you and fellow delegates.

Comprehensive Agenda for International Crisis and Emergency Risk Communications Forum

PROTECTING YOUR REPUTATION WITH RESPONSIVE & PROACTIVE COMMUNICATIONS PLAN

19 - 21 APRIL 2017 | HILTON SYDNEY

DAY TWO - 20 APRIL 2017

SOCIAL MEDIA AND CRISIS COMMUNICATION

- 09:10 **Opening Address by Forum Chairman**
- 09:05 **FACEBOOK Presentation: This session will look at the latest tools and insights from Facebook that can be used to assist communities in a disaster, as well as some trends and best practice tips on how emergency responders can best leverage Facebook**
- Mia Garlick
Director of Policy Australia and New Zealand
Facebook*
- 09:55 **Why Social Media is the Most Powerful Crisis Communication Tools in the 21st Century?**
- How social media behaves in a crisis?
 - The Constant - What Social Media Does Not Change in Crisis Communication Landscape?
 - Success Leaves Traits: Best Practices of the Social Media Crisis Communication
- Jamie Wilkinson
Director, Design and Digital
Cannings Purple*
- 10:40 *Morning Refreshments & Networking Session*

REPUTATION AND IMAGE RESTORED

- 11:00 **Crises Are Bad - Impactful Crisis Communication in Emergency Risk**
- While it's normal to feel a crisis is nothing but negative, there are opportunities in every negative situation. It's about understanding crisis archetypes
 - In the United Airlines and the Dave Carroll "United breaks Guitars" fiasco, Taylor Guitars maximized the situation. How appropriate was their response?
 - Newsjacking happens daily - how appropriate, how relevant is this in a crisis?
- Jane Jordan
Founder and Managing Director
Gaia Coaching Group*
- 11:45 **Panel Discussion: Understanding the Value of Social Media in Crisis**
- What are the value of Social Media's in Crisis and how could organizations derive value from it?
 - What is Ethical Social Media Engagement in a Time of Crisis
 - Corporate Social Media Spokesperson: The Best Person to Speak on behalf of the organization in times of crisis?
- 12:45 *Networking Luncheon*

PRE CRISIS MANAGEMENT - ANTICIPATING CRISIS

- 13:45 **Issues & Crisis Management - Glimpse from the Public Sector**
- Integrating risk planning into communications
 - Issues management & government service delivery
 - Taking the sting out of it - tactical decisions on sharing information with stakeholders
- Catherine Ellis
Director, Media and Corporate Communications,
Corporate Affairs
NSW Department of Finance, Services and Innovation*
- 14:30 **Preparing for Crisis - Enhancing business resilience through crisis preparation?**
- Crisis can occur due to an emergency being managed badly, or the company being out of step with community expectations
 - Resilience plan through considering the worst case scenarios when considering a business's requirements to continue delivering its service or product in a way society trusts. Select the most significant crisis situations to be prepared for in terms of emergency response and communication
 - Crisis preparation includes rehearsal with multi-functional agreement about the outrage-mitigating positioning, posture and key messages as well as ongoing responsiveness
- Katherine Teh White
Founder and Managing Director
Futureye*

15:15 *Afternoon Refreshment*

POST CRISIS MANAGEMENT

- 15:30 **Demonstrating Leadership in Crisis Management**
- How to Identify the Right Spokesperson - Control and Public Assurance in Crisis Communication
 - Guide to demonstrating Strong Organization Control and Expertise in time of Crises
 - Leadership in Engaging Internal and External Stakeholders in Crisis Management
- Mark Morrow
Acting Deputy Commissioner
NSW State Emergency Services*
- 16:10 **Plan for the Worst and Hope for the Best - Preparing A Rapid Response Program for the Stormy Weather**
- Framework of a Comprehensive Crisis Management Plan
 - How to Develop and manage an integrated crisis response team
 - Lightning Does Strike Twice: Review and Feedback, Lay the Groundwork for the next hit
- Andrew Gissing
Director Government Business and Enterprise Risk
Management
Risk Frontier*
- 17:00 *End of Day 2*



Post-Forum Workshops

21 APRIL 2017 | HILTON SYDNEY

Workshop Timetable: Workshop A will run from 9:00 - 12:30 with mid-morning and luncheon breaks. Workshop B will run from 13:30 - 17:00 with a mid-afternoon refreshment break. Registration begins 30 minutes before each workshop commences.

Main Conference

2017 SAFETY, SECURITY AND COUNTER-TERRORISM FORUM

Workshop A: 09:00 - 12:30

Risk Management in Counter-Terrorism

- **Threat** - the nature and causes of violent extremism internationally and domestically
- **Intent, capability, vulnerabilities** - how these variables are playing out internationally and domestically
- **Risk management implications** - scope and nature of prevention and response measures, with a focus on social inclusion given the clearly understood causal factors around isolation and radicalisation
- **Lessons**

Anooshe Mushtaq
Chair & Founder
Raqib Taskforce

Matthew Curtis
Director
Raqib Taskforce

Workshop B: 13:30 - 17:00

Effective Crisis Management Planning

- Develop a Comprehensive Process in Designing, Implementing and Assess Effective Crisis Management Plan
- Discover Tools and Skills that Assist you in Managing Crises
- Establish your Crisis Management Team
- Effective Crisis Communication as key to Crisis Management Plan

Eddie Idik
Director
Vital Risk Service Group



Post-Forum Workshops

21 APRIL 2017 | HILTON SYDNEY

Co-Located with

INTERNATIONAL CRISIS AND EMERGENCY RISK COMMUNICATIONS FORUM

Workshop A: 09:00 - 12:30

Using Social Media To Improve Crisis Communications: Developing an Effective Engagement Plan and Messages

- Understand how to incorporate social media as part of your crisis management plan to avoid backfire in social media communication
- Understand the characteristics of social media platform to identify the best fit for your organization's crisis communication channel
- Create a scalable social media strategy that could be widely adopted by organizations and crisis management team in different stages of crisis.

Mark Carrick
Managing Director
Global Business Resilience

Workshop B: 13:30 - 17:00

Dealing with the Media During a Crisis - Handling Interviews, Negative Publicity and Difficult Situations

- Understand the media agenda and reporting style today to ensure the key message is communicated across without fail
- Simulation on how to handle difficult interview questions in time of crises and under pressure
- Get real life experience on how a good media communication makes a difference in organization's crises
- Tools and techniques in controlling the Q&A session in an interview

Mark Carrick
Managing Director
Global Business Resilience

Make the most of 2017 Safety, Security & Counter-Terrorism Forum

UNCOVER EVOLVING THREATS, PROTECT CRITICAL INFRASTRUCTURE
AND RESPOND WITH EFFECTIVE CRISIS COMMUNICATIONS

19 - 21 APRIL 2017 | HILTON SYDNEY

Sponsor:

_cyel

moving target security

_cyel is a Swiss-German company providing equipment to build software-defined networks that are fully compatible with legacy infrastructure. _equilibrium will take care of implementing moving target security leveraging stochastic target obfuscation and dynamic flow checking techniques in a transparent fashion. _cyel writes the new rules of cybersecurity.

Media Partners:

APSM | ASIA PACIFIC
SECURITY
MAGAZINE

The Asia Pacific Security Magazine is published bi-monthly with a strong support for industry exhibition and conference events within the Asia Pacific region. It is available online to read by all and distributed to leading industry decision makers and a subscriber database.

AUSTRALIAN
SECURITY
MAGAZINE

The Australian Security Magazine is the country's leading government and corporate security magazine. Printed bi-monthly, the magazine is distributed at leading industry conferences, and to many of the biggest decision makers in the security industry and sold in selected stores. It is a highly respected and sought after publication, incorporating investigative journalism, provoking editorial and up-to-date news, trends and events for all Australasian security professionals.

APO

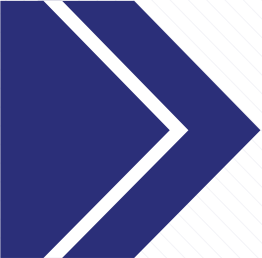
APO is a research database and alert service providing free access to full text research reports and papers, statistics and other resources essential for public policy development and implementation in Australia, New Zealand and beyond.

Supporting Partner:

CIISCM
CHARTERED INTERNATIONAL INSTITUTE
OF SECURITY AND CRISIS MANAGEMENT

The Chartered International Institute of Security & Crisis Management (CIISCM) is the first and only independent body representing security professionals in the Asia Pacific region.

Established in 2014, the CIISCM is committed to promoting the highest levels of integrity and professionalism within the industry by developing an Asia-wide industry standard for accrediting security and crisis management professionals and security training programs and courses.



Make the most of 2017 Safety, Security & Counter-Terrorism Forum

UNCOVER EVOLVING THREATS, PROTECT CRITICAL INFRASTRUCTURE
AND RESPOND WITH EFFECTIVE CRISIS COMMUNICATIONS

19 - 21 APRIL 2017 | HILTON SYDNEY

Capitalize on this Forum

Do you have solutions to boost organizational and public security? Looking for the ideal platform to raise your profile and to increase your ROI?

Leverage our limited sponsorship packages to strengthen and confirm your market position through consistent and continual branding awareness and take advantage of the plethora of opportunities to interact with high level decision makers.

Your Partnership with us will provide you with:

- **Unparalleled industry exposure**
- **Lead generation and set-up of meetings with key decision makers**
- **Positioning your company as a thought-leader**
- **Reaffirmation of your position in the industry**

Please contact **Catherine Werner** at **+65 6899 5036** or email catherine@claridenglobal.com to discuss potential sponsorship opportunities or to customize your own package.

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Benefits as a Media Partner or Supporting Organization at 2017 Safety, Security and Counter-Terrorism Forum

- **Enhance your corporate profile and visibility within your industry** - Your Company's logo will be emblazoned on our brochures and distributed to security and defense visionaries across Australia
- **Affiliation with Asia's best commercial event organizer**

Clariden Global events are widely known and trusted throughout Asia for giving the best value to senior industry executives. We partner with selected media and supporting organizations, capable of delivering the highest caliber of expert knowledge and key industry insights to the target market.

If you meet the criteria mentioned above and would like to explore the opportunity to partner with us for **2017 Safety, Security and Counter-Terrorism Forum**, please contact **Zachariah Roberts** at **+65 6899 5036** or email zachariah@claridenglobal.org.

REGISTRATION PAGE

Please complete this section.

Booking Contact (Approving Manager) Mr/Mrs/Ms: _____
 Job Title: _____ Department: _____
 Telephone: _____ Fax: _____
 Email: _____
 Organization: _____
 Address: _____
 _____ Postal Code: _____
 I would like to receive more information on hotel accommodation using Clariden Global corporate rate.

Promotional Code (Optional): _____

Please register the following participant(s) for this Conference

(Please tick to select your Forum Packages. You may tick more than one.)

1st Participant Name (Mr/Mrs/Ms): _____

Job Title: _____ Department: _____

Telephone: _____ Fax: _____

Email: _____ Date of Birth: _____

Forum Package Selected: _____

2nd Participant Name (Mr/Mrs/Ms): _____

Job Title: _____ Department: _____

Telephone: _____ Fax: _____

Email: _____ Date of Birth: _____

Forum Package Selected: _____

3rd Participant Name (Mr/Mrs/Ms): _____

Job Title: _____ Department: _____

Telephone: _____ Fax: _____

Email: _____ Date of Birth: _____

Forum Package Selected: _____

4th Participant Name (Mr/Mrs/Ms): _____

Job Title: _____ Department: _____

Telephone: _____ Fax: _____

Email: _____ Date of Birth: _____

Forum Package Selected: _____

FORUM FEES

| Forum Packages | Super Early Bird Fee (If payments and registrations are received by 25 Jan 2017) | Early Bird Fee (If payments and registrations are received by 22 Feb 2017) | Final Early Bird Fee (If payments and registrations are received by 22 Mar 2017) | Regular Fee |
|--|---|---|---|-------------|
| For Industry Professionals | | | | |
| A: 2-day Individual Conference Pass for 2017 Safety, Security & Counter-Terrorism Forum (Most Popular) | AU\$2,495 | AU\$2,695 | AU\$2,795 | AU\$2,895 |
| B: 2-Day Individual Conference Pass + Workshops (A + B) for 2017 Safety, Security & Counter-Terrorism Forum 2017 | AU\$3,295 | AU\$3,495 | AU\$3,595 | AU\$3,695 |
| C: 2-day Individual Conference Pass for International Crisis and Emergency Risk Communication Forum | AU\$2,195 | AU\$2,395 | AU\$2,495 | AU\$2,595 |
| D: 3-day Platinum Pass for Access to All Conferences and Workshops (Most Value)* | AU\$3,395 | AU\$3,595 | AU\$3,695 | AU\$3,795 |

* The 3 Day Platinum Pass will give you access for all conferences and workshops during the 3 days. You can choose to attend individual sessions for either conferences at your convenience

** The conference fee includes lunch, refreshments and conference documentation

GROUP DISCOUNTS

Register with your Colleagues Today to Enjoy Group Discount*:

Group discount of 10% for the 2nd participant from the same organization. For limited time only by 22 March 2017 - Register 3 participants and the 4th participant will receive a complimentary seat.

For 5 or more registrations, please contact **Zachariah** at zachariah@claridenglobal.org

Group Discount will only be applicable to the package of the lowest value.

*Only 1 discount scheme will apply. Discount will compound on top of your early bird discount! This offer is valid for a limited time only, till 22 March 2017.

4 WAYS TO REGISTER



Email: admissions@claridenglobal.com



Fax: +61 3 9909 7788



Call: +61 3 9909 7310



Website: www.claridenglobal.com

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BY CHEQUE / BANK DRAFT :

Made payable to CLARIDEN GLOBAL INTERNATIONAL LIMITED and mail to: 3 International Business Park, #04-29, Nordic European Centre, Singapore 609927.

BY TELEGRAPHIC TRANSFER TO:

Bank Name: **Standard Chartered Bank**
 Bank Code: **7144**
 Bank Branch Code: **001**
 Bank Address: **6 Battery Road, #01-01 Singapore 049909**
 Bank Account No: **0107775042**
 Bank Account name: **CLARIDEN GLOBAL INTERNATIONAL LIMITED**
 SWIFT Code: **SCBLSG22**

Please note that all bank charges are to be borne by participants. Please ensure Clariden Global International Limited receives the full invoiced amount.

Note: Please include invoice number on all payment types and your company's name in your payment instructions for our reference.

CREDIT CARD:

To make payment by credit card, please call our client services hotline at +61 3 9909 7310.

FORUM VENUE AND ACCOMMODATION INFORMATION

Hilton Sydney

19 – 21 April 2017

488 George Street, Sydney, NSW, 2000, Australia

Tel: + 612 9266 2000

Website: <http://www.hiltonsydney.com.au/>

HOW TO REGISTER AND PAY

An invoice and registration confirmation will be sent within 7 days, please contact us if you have not heard from us within 7 days. Payment can be made by credit card, by bank transfer or by cheque made payable to "CLARIDEN GLOBAL INTERNATIONAL LIMITED".

ALL PAYMENTS MUST BE RECEIVED IN ADVANCE OF THE EVENT.

ACCOMMODATION

Accommodation is not included in the program fee but you will be entitled to use our corporate rate for your accommodation. Information will be sent along with your registration confirmation.

CANCELLATIONS AND SUBSTITUTIONS

Once we have received your booking, the place(s) are confirmed. No refunds will be made for any cancellations, however, program credits of equivalent value only applicable for Clariden Global events will be provided. Credits can only be redeemed for 1 program and is valid for only one (1) year from date of issue.

Substitution with a qualified candidate is allowed by providing at least 5 working days of advance notice to Clariden Global. One time substitution is allowed with no charges. Subsequent substitutions will be charged 10% admin fee.

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PLEASE NOTE: CLARIDEN GLOBAL INTERNATIONAL LIMITED reserves the right to change the content and timing of the programme, the speakers and the date and venue due to reasons beyond their control. If in the unlikely event that the course is cancelled, CLARIDEN GLOBAL INTERNATIONAL LIMITED will refund the full amount and disclaim any further liability.

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