**MAWA EVENTS**

**Address:** No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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# EMERGENCY RESPONSE & CRISIS MANAGEMENT

*"Building Organizational Readiness for Emergency Situations and Strategic Crisis Response"*

## Schedule

| Date | Venue | Fees (Face-to-Face) |
|---|---|---|
| 13 – 17 Jul 2026 | Dubai, UAE | USD 3495 per delegate |

► **Available delivery methods:** Face-to-Face & Online Training

## Introduction

In today's volatile world, organizations must be prepared to respond to emergencies and crises—ranging from industrial accidents and natural disasters to reputational threats and security incidents. A strong emergency response and crisis management framework ensures continuity, protects lives and assets, and upholds stakeholder trust.

This intensive course equips professionals with proven methodologies for developing emergency response plans, coordinating crisis teams, conducting simulations, and integrating incident response within organizational risk management systems.

## Objectives

By the end of this course, participants will be able to:

- Develop and implement emergency response and crisis management plans
- Identify potential emergency scenarios and assess organizational readiness
- Establish crisis communication procedures and decision-making structures
- Coordinate internal and external resources during emergency situations
- Conduct drills, debriefings, and post-incident reviews

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## Why Attend

- Build your organization’s capacity to respond effectively to emergencies
- Reduce downtime, injuries, losses, and reputational damage
- Learn international best practices in emergency preparedness
- Understand your role in crisis leadership, communication, and coordination
- Gain confidence in developing plans, teams, and protocols

## Target Audience

This program is designed for:

- HSE and emergency preparedness professionals
- Security and risk management teams
- Crisis response and business continuity planners
- Facility managers and operations supervisors
- Government, utility, and industrial personnel

## Individual Benefits

Key competencies that will be developed include:

- Emergency scenario planning and risk assessment
- Crisis team roles, responsibilities, and communication
- Evacuation and incident command structure implementation
- Stakeholder and media communication in high-pressure situations
- Post-crisis review and continuous improvement

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved readiness to respond to incidents and protect assets
- Reduced business impact and faster recovery after disruptions
- Compliance with local and international emergency standards
- Strengthened coordination across departments and agencies
- A culture of preparedness and accountability

## Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Crisis models, regulations, and leadership roles
- Case Studies – Industrial accidents, natural disasters, reputational crises
- Workshops – Emergency plan creation, scenario testing, team coordination
- Peer Exchange – Lessons learned and cross-industry benchmarking
- Tools – Risk mapping templates, SOP checklists, simulation guides

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## Course Outline

**Training Hours: 7:30 AM – 3:30 PM** Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

**Day 1: Foundations of Emergency & Crisis Management**

- Module 1: Understanding Emergencies and Crises (07:30 – 09:30) • Definitions, differences, phases, and global trends
- Module 2: Risk Assessment and Scenario Planning (09:45 – 11:15) • Hazard identification, likelihood, impact rating
- Module 3: Regulatory Frameworks and Standards (11:30 – 01:00) • ISO 22320, NFPA, OSHA, and national compliance
- Module 4: Workshop – Conduct a Risk and Readiness Assessment (02:00 – 03:30) • Facility-based hazard mapping

**Day 2: Emergency Planning and Response Structures**

- Module 5: Emergency Response Plan Components (07:30 – 09:30) • Objectives, scope, SOPs, team roles
- Module 6: Incident Command System (ICS) Structure (09:45 – 11:15) • Command, operations, planning, logistics, finance
- Module 7: Facility and Site-Specific Plans (11:30 – 01:00) • Floor plans, escape routes, rally points
- Module 8: Workshop – Develop a Basic Emergency Response Plan (02:00 – 03:30) • Create plan outline and key actions

**Day 3: Crisis Management and Communication**

- Module 9: Crisis Management Team Setup (07:30 – 09:30) • Roles, structure, decision rights, escalation
- Module 10: Internal and External Communication (09:45 – 11:15) • Media, staff, stakeholders, regulators
- Module 11: Crisis Messaging and Press Briefings (11:30 – 01:00) • Spokesperson prep, templates, Q&A handling
- Module 12: Workshop – Draft a Crisis Communication Plan (02:00 – 03:30) • Build templates and assign communication roles

**Day 4: Simulation, Response, and Recovery**

- Module 13: Conducting Drills and Simulations (07:30 – 09:30) • Types of exercises, design, and evaluation
- Module 14: Incident Logging and Decision Support Tools (09:45 – 11:15) • Logs, SITREPs, checklists
- Module 15: Business Continuity and Recovery Integration (11:30 – 01:00) • Short/long-term response, recovery planning
- Module 16: Simulation – Tabletop Emergency Response Drill (02:00 – 03:30) • Scenario-based command team exercise

**Day 5: Review, Debriefing, and Continuous Improvement**

- Module 17: Post-Incident Reviews and Lessons Learned (07:30 – 09:30) • Hot wash, AAR (After-Action Report), root cause
- Module 18: Improving Plans and Building a Preparedness Culture (09:45 – 11:15) • Training, reviews, KPIs
- Module 19: Final Project – Crisis Management Planning Exercise (11:30 – 01:00) • Group plan and scenario testing
- Module 20: Course Wrap-Up and Action Planning (02:00 – 03:30) • Strategic implementation and next steps

## Certification

Participants will receive a Certificate of Completion in Emergency Response & Crisis Management, validating their skills in building, leading, and improving emergency preparedness and crisis response capabilities.

## Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

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| **In-House / Customized Training**<br>Interested in running this course for your team?<br>Please contact us: | TEL:<br>**+601116373203** | EMAIL:<br>**info@mawaevents.net** |

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