



# Crisis Management Workshop

The Programme.

25 February 2017

## Speakers List

European Response to Emerging Threats  
Director on the Executive Board of the International  
Association of Airports and Seaports Police  
**John Donlon**

The Human Factor  
Human Factors Manager, Emirates  
**Dr. Nicklas Dahlstrom**

A Crisis @ GLA  
Head of Assurance – Glasgow Airport Authority  
**Gillies Chrichton**

ICAO Perspective  
**Capt. Mohammed Aziz**

The Singapore Airlines Flight 006 Experience  
A Pilot Survivor's Perspective  
**Capt. Cyrano Latiff**

An aircraft accident – how prepared are you?  
Manager Contingency Response Planning, Emirates  
**Gill Sparrow**

Special Forces Intervention  
Chelsea Group  
**Alastair Morrison OBE MC**

## Q&A Panel of Speakers

**Live Hijack Exercise**  
B777 Emergency Evacuation Simulator  
Emergency Evacuation Training Hall,  
Aviation College Building C

# Media Response Workshop

The Programme.

26 February 2017

Day 1

Morning

## Media Rules of Engagement

- Risks in public scrutiny
- What the media wants, and what you want.
- Your media strategy.
- Getting content right and shaping your message.

Afternoon

## Delivering your message

- Before going to air
- Appearances are everything - what to wear, how to stand and where to put your hands
- Simplicity and clarity - keys to audience perceptions
- Answering questions - strategic and focused responses
- Cut through clutter - getting quoted and using soundbites.

27 February 2017

Day 2

Morning

## Media encounters

- Print interviews
- Talk shows
- Field interviews
- Panel discussions.

## Lunch

Afternoon

## Into practice: Over to you!

Time in front of reporters answering questions.

## Review & discussion

## Conclusion