



# Controlled Events

## Crisis Management training

### When did your senior team last prepare for or respond to a crisis?

Training your key managers will be the absolute foundation of your organisation's ability to act quickly to a crisis. Delays or mistakes when responding to an incident will ultimately cost time, money, reputation and may lead to regulatory non-compliance and litigation.

Training and exercises are a proven and effective way to assure senior managers that their response and that of each level of the crisis and incident structure and that of key partners will work as effectively as possible.

Your investment in training time will enable your senior team to establish and maintain a repeatable framework for structure and actions during crisis, with the appropriate information management, audit trail and information sharing mechanisms.

Our training is customised to you, developed using a combination of our extensive crisis experience and industry good practice combined with collaborating with your team to tailor the content to your team's arrangements and needs.

Your team will gain three key benefits from the training:

- ❖ Develop the collective and individual muscle memory for efficient and effective crisis response;
- ❖ Embed knowledge of crisis principles and good practice;
- ❖ Learn through experience of scenarios and be able to evaluate gaps in your capabilities.



First class Resilience, Readiness, Communications and Control For disruptive incidents and pre-planned Events

[www.controlledevents.com](http://www.controlledevents.com)



# Why Controlled Events?



**Experienced trainers** Our team of trainers are highly experienced in emergency and crisis management, with the knowledge and experience of delivering training across a range of senior management teams in different sectors.



**Trusted Supplier** Our Continuing Professional Development (CPD) Service certified training and operational readiness activity includes training and simulations which are trusted by management teams and Boards from law firms, housing associations, local authorities, major event organisers, a Government Security Zone site and two of the UK's largest construction projects.



## How Can We Help?

### Developing Arrangements

Our services span resilience planning (including business continuity, crisis management, command and control), readiness activities, control room development and delivery and communications. This broad experience enables us to apply the best possible experience and practice to the development of your arrangements.

### Building Readiness

Stress-testing readiness at key stages of your plan development will enable confidence to be built incrementally, matching the maturity of arrangements and personnel. We can provide scenario inputs in planning meetings at the early stages and designing or informing your existing training and exercising programme.

### Validating your Plans and your People

Our exercises range from tabletop, command post sessions through to simulations and live sessions. Our credible and engaging scenarios are played out using our innovative world-building Conductrr technology to enhance the session's realism. We facilitate, observe, and debrief exercises to leave you with recommendations and a clear action plan.

*"I had previously attended a full day training session led by Controlled Events and found it so useful.*

*I knew I needed to replicate this experience with other colleagues who would be involved in an incident. Running a simulated experience was challenging but raised awareness so much more than sending out policies, procedures or e-learning."*

**Nichola Shepard**

Head of Governance & Assurance  
Irwell Valley Homes

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## Pricing to suit your needs

Our Training pricing starts from £3,750 + VAT for a small scale, single site, 2-3 hour face to face training session for up to 15 attendees.

A Debrief report will be shared following the session which will outline actions arising and material will be shared for you to embed internally.

*"Rob and his team, clearly demonstrate their expertise, their thorough planning and knowledge of the complexities of the event. The training and exercises are extremely well planned out with useful extra content to test, not only operational plans but the necessity to manage immediate social media feedback, challenging all teams in the room."*

Hannah Clark  
Event Director  
Limelight Sports

Contact us today to discuss your training and readiness requirements  
[www.controlledevents.com](http://www.controlledevents.com)

## Practical resources

Our training resources include proven good practice tools which tailored to your crisis and emergency management arrangements.



<b>PRINCIPLES</b> <ol style="list-style-type: none"><li>1. Protect and ensure the safety and welfare of staff and those affected</li><li>2. Continue to deliver services</li><li>3. Protect organisational assets, liquidity, reputation and environment</li><li>4. Comply with relevant legislation</li></ol>		<b>RESPONSE SUMMARY</b> <ul style="list-style-type: none"><li>• Organise: Assign roles, responsibilities; Deputise where a primary is absent</li><li>• Adapt the plan and agree a response strategy.</li><li>• Log information, decisions and actions at meetings.</li><li>• Assess damage and analyse impact. Agree timeframes and priorities</li><li>• Establish communications strategy and prioritise stakeholders to engage. Notify key staff and management</li><li>• Ensure that all Depts are engaged.</li><li>• Communicate with key stakeholder groups (customers, suppliers, agencies).</li><li>• Engage professional support for legal, media, insurance, finance</li><li>• Agree timing and format for update meetings; Observe the principles and follow the agenda</li><li>• Stand Down: Communicate the stand-down when incident is contained/ complete.</li></ul>	
<b>CMT AGENDA</b> <ol style="list-style-type: none"><li>1 Situation report: Damage assessment and impact analysis (from Managing Partner or Deputy)</li><li>2 Review the plan and confirm strategy and key actions</li><li>3 Develop/review the strategy, priorities and timeframes</li><li>4 Agree Communications strategy: Stakeholders, External messaging, Internal Messaging</li><li>5 Agree next meeting time</li></ol>		<b>INFORMATION AND COMMUNICATION</b> <ul style="list-style-type: none"><li>• Where are we getting our internal/external information? How often is it updated?</li><li>• How current and reliable is it? Can key facts be corroborated? Do we believe it?</li><li>• Are we sharing information effectively? Is our decision-making consistent?</li><li>• What information do we need and how where can we get it?</li><li>• Who is coordinating the information process?</li></ul>	
<b>ASSESSMENT</b> <p>What has happened? When? How?</p> <p>Rate and direction of situation change?</p> <p>What parts of organisation are affected?</p> <p>What steps taken to contain the damage?</p> <p>Is the appropriate management structure in place for the incident?</p>	<b>ANALYSIS</b> <p>What are the threats to business?</p> <p>What are our immediate priorities?</p> <p>What seasonal cyclic issues do we face?</p> <p>What is the worst-case outcome?</p> <p>How fast must we respond?</p>	<b>MOBILISATION</b> <p>Are all key plans and resources mobilised to support this incident?</p>	<b>RECOVERY</b> <p>Which recovery activity do we activate?</p> <p>What is the strategy?</p> <p>How does the IMT need to be supported to manage the response and onward recovery?</p> <p>How is recovery funded resourced?</p> <p>Who owns this activity?</p>
<b>MEDIA</b> <p>Will there be media interest? Who will be our public facing spokesperson?</p> <p>What are the messages to different audiences?</p> <p>Do we need to engage further media support?</p>	<b>HUMAN WELFARE</b> <p>Are people affected? Who? How badly?</p> <p>Are they being cared-for? By whom?</p> <p>Can we account for all our people?</p> <p>What are we saying to staff?</p> <p>Who owns this activity?</p>	<b>STAKEHOLDERS</b> <p>Which stakeholders are affected?</p> <p>What service reduction is acceptable?</p> <p>How/what/when will we communicate?</p> <p>Who owns this activity?</p> <p>What is the core message and who must we notify?</p> <p>Partners, Public, Govt, Suppliers, Stakeholders?</p>	<b>INSURANCE and LEGAL</b> <p>Will there be legal challenge? Do we need to act now or instruct staff?</p> <p>Insurers / legal counsel informed?</p> <p>Are we following their instructions?</p> <p>Who owns this activity?</p>

*"Without Controlled Events the project would have been challenging to deliver and less efficient in being able to communicate issues, incidents and schedule changes to all key parties."*

Julien Di Biase Chief Operating Officer SailGP

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