

**Controlled  
Events**

**OPERATIONAL  
READINESS &  
SIMULATIONS**

How do you measure up?

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“I had previously attended a full day training session led by Rob, and found it so useful. I knew I needed to replicate 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**

# KEY BENEFITS



## TRUSTED SUPPLIER

Our Operational Readiness activity includes training and Simulations which are trusted by Housing Associations, Local Government, major event organisers, a Government Security Zone site and two of the UK's largest construction projects.



## IMMERSIVE CONTENT

We provide an unprecedented experience for your team and cover the full spectrum of demands and information that a crisis presents. Our content is immersive and realistic so that experience gained can be transferred to the real job.



## SOCIAL CAPABILITY

Our simulated social media capability provides your participants with multiple communications channels including Twitter, Facebook, phone call, email and radio message clips. All of the noise and pressure of a real crisis is delivered to their devices.

# KEY SERVICES

## 01

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### **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

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### **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.

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### **Validating your people and plans**

Our Exercises range from table top, command post sessions through to simulations and live sessions. Our credible and engaging scenarios are played out using our innovative world-building TeamXP technology to enhance the session's realism.

We facilitate, observe and debrief sessions to leave you with recommendations and a clear action plan.

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“Rob and his team, clearly demonstrate their expertise, their thorough planning and knowledge of the complexities of the event. The 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**

# HOW DO YOU MEASURE UP?

**WHEN WAS THE LAST TIME YOU OBJECTIVELY REHEARSED YOUR ORGANISATION'S PLANS, PROCEDURES AND PEOPLE?**



## **Is waiting for the worst case scenario really the best time to see if they work?**

The muscle memory and deep learning from rehearsing your plan and response is proven to make your response more efficient and consistent. Delays or mistakes when responding to an incident will ultimately cost time, money, reputation and may lead to litigation and regulatory compliance. Exercises are a proven and effective way to assure senior managers that their response and that of their managers, teams and partners will work as effectively as possible.

Using our extensive emergency planning and business continuity experience, our coordination, Control Room and Event Control know how, along with your internal subject matter expertise, we run your Simulation from an Exercise Control (EXCON) that coordinates the sequencing, facilitation, reaction and evaluation of your Team during a Simulation.

Our Main Events List contains pre-timed and reactive content which provides a critical path analysis capability to evaluate the timeliness and effectiveness of the player response.

We prepare reactive injects as additional content as well as decision driven responses to participant actions to increase the challenge and credibility of the session.

Led by Kate Betts, a former journalist and Chartered Institute of Public Relations Crisis Communications lead, we plan and deliver radio, news and on the day interviews to up the ante with your spokesperson and media teams. We can include 'down the line' interviews with your spokesperson(s) as required.

The goal is to ensure that you and your stakeholders have confidence in your arrangements, that your response is well practised with responders who are confident and capable and that you identify lessons to enhance your arrangements.

# CRISIS TEAM SIMULATION

## CONTROLLED EVENTS

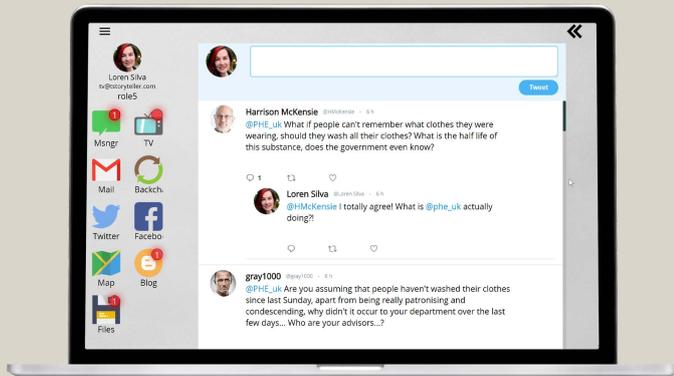
**SIMULATION IS A TIME AND COST-EFFECTIVE WAY OF CREATING TOP MANAGEMENT CAPABILITY, TYPICALLY AIMED AT THE STRATEGIC AND TACTICAL LEVEL**

### Why is it important?

- Senior Managers rarely have time to participate in conventional exercises over the course of a day/days
- The frequency and impact of potential disruptions and your risk profile mean the cost/benefit is easily justified
- Assumptions about understanding, capability and necessary experience abound in many plans – have you stress tested your assumptions, decision making and collective response under crisis conditions?
- Crisis management and incident response skills are best learnt through 'doing' in a credible environment which closely mirrors the time pressures of real life. Engagement in the Exercise will build the muscle memory.

### Why is our approach effective?

- We design a credible and challenging scenario with input from the project sponsor
- We build the simulation using Conducttr's TeamXP software, a recognised proprietary sim tool which enables sessions to be efficiently run globally, wherever your players are based
- We deliver the scenario via an expert-led screenshare video call; a face to face session can be arranged (subject to travel time, travel costs)
- We include references to key resources so the session involves some coaching as well as validation.
- We produce a concise report within 2 weeks containing analysis and practical improvements



### Our Simulation Report format includes:

- Summary
- Analysis of strengths, weaknesses, opportunities, threats
- Recommendations – prioritised for the ongoing managed service workplan
- Annex containing participants, scenario summary and the pseudo-media content.



## SailGP (2018 -)

Controlled Events have embedded a Simulation capability for SailGP which enables agencies and internal participants are challenged by pseudo media (notional tweets, other social media and emails) relating to the scenarios ahead of events in each City on the global series.

This has enabled SailGP to efficiently validate plans and to build trust and understanding with new partners) across authorities and local partners in the UK, US, Australia, France.

The process has also transformed the experience from being a transactional dry Table-Top to re-create the live pressures, feedback and demands of real incidents.

The relationships forged in the Exercises have aided SailGP and partners to rapidly resolve situations and incidents .

The sustainability and efficiency benefits are tangible, with delivery possible on a hybrid on and off site basis and Exercise Control managed thousands of miles away from the event site/City.

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“Without Controlled Events the event 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**

# HOW CAN CONTROLLED EVENTS HELP?

**WE HAVE DEVELOPED OUR EXPERTISE IN BUSINESS CONTINUITY, CRISIS MANAGEMENT, RESILIENCE AND READINESS FROM OVER A DECADE OF PRACTICAL EXPERIENCE AT EVENTS, INCIDENTS AND EXERCISES.**

## **Pricing to suit your needs**

Our Exercise pricing starts from £3,750 + VAT for a small scale, single site, 2 hour session with approximately 20 messages, tweets and other injects and Exercise facilitation of up to two groups/command levels and Exercise Control managing inject delivery and evaluation.

## **Bespoke development**

Scope is entirely guided by your requirements in terms scale, scope of teams, locations and duration of session.

## **Easy to embed with your teams**

Our resources on the day include on site and remote resources to deliver the session. We provide slides, clips and outputs to you afterwards for you to re-run with your future teams, alternates and deputies.

For more information and content on Simulations head to [www.controlledevents.com/readiness](http://www.controlledevents.com/readiness)

**CONTACT US TODAY TO DISCUSS YOUR READINESS REQUIREMENTS.**

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““The support is personal and is provided by people who are experienced in the world of major incident response and event management and really care about the quality of their service and product.”

**Martin Halse,  
Head of Emergency Planning and Business Continuity  
Leicester City Council**



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