

Scandinavian Academy
Training Center

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Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5 | P.O.BOX : 13224

Course: Major Emergency Response Management

Code	City	hotel	Start	End	price	Language - Hours
HS-493SA	Jeddah	Hotel Meeting Room	2026-12-13	2026-12-17	12950 SR	En - 25

Why Choose this Course?

This course provides you with answers so that when facing a major interruption, you may still maintain your service, keep your customers, suppliers, investors and employees informed and updated. Moreover, it provides answers on how to protect your good reputation and image.

Case studies from around the world prove that with any Major Emergency, regardless of cause, there has to be proven, open and transparent corporate Emergency Response systems in place. Without such systems an effective grasp of command and control will be impossible. How this is reflected to your stakeholders will be critical to your survival. Hence, the importance of leaders getting the all important ‘Corporate Communications’ right the first time should never be underestimated.

This course will feature:

- How to have an effective and ‘validated’ Emergency Response Plan in place, ‘before the day’
- Checklists on how to deliver accurate information, at the right time, with the right message
- How to turn the Emergency to your advantage, enhancing your image post-event
- Numerous guidelines on how you and your team will always be prepared for the next event
- Comprehensive plans & checklists that will make crucial decision-making process easier

What are the Goals?

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

- Understand all the elements which are commonly encountered in a Major Emergency
- Understand the discharging of corporate responsibilities in a Major Emergency
- Develop the execution of decision making processes between all your stakeholders
- Apply co-ordinated planning, training, exercising and team development
- Develop an in-depth knowledge of high-performance Major Emergency communications

Who is this Course for?

This updated course is designed for those whose actions and decisions have critical implications for their organisation and those who wish to further develop their Emergency Response, Communication and Leadership capabilities. In most organisations this emergency response and strategy process extends to all Supervisors, Managers, Shift Superintendents and Team Leaders.

This course is not limited to but suitable to a wide range of professionals but will greatly benefit:

- Health, Safety & Environment (SHE) Professionals
- Fire, Safety & Security Professionals
- Designated members of Emergency Response and Crisis Management Teams
- Operations Personnel

How will this be Presented?

This dynamic course will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This includes the use of self-assessments, case studies and awareness tools along with role playing and group activities enhancing leadership capability when planning for and

responding to a Major Emergency.

The Course Content

Day One

Developing Major Emergency Response Plans and Techniques for the 24/7 World

- Who and what should be involved in an Emergency Response programme?
- Consider the number of stakeholders in a Major Emergency
- What preparations are necessary in the planning/pre-emergency stage?
- What can cause an Emergency and what is the potential life cycle?
- Consider the full range of potential emergencies, classifications and types of plan
- Workshop – Preparation of an Emergency Response Plan

Day Two

Implementing Co-ordinated Command and Control Techniques

- The Auditing Process - Self-Evaluation questions and Syndicate questions
- Managing the Emergency Response, Strategic; Tactical & Operational
- Decision making in Critical situations, Emergency Communications/Operations Centres
- On-scene management - What are the leadership and communication issues?
- Business Continuity Management (BCM) - Identifying the essential core functions?
- Following a major disruption, what are your recovery priorities?

Day Three

Minimising Company's Risk, Protecting & Enhancing Company's Reputation

when a Major Emergency Hits

- Understanding how the media reacts to risk and why is this important
- The Toolkit – best practice examples in protecting your Reputation
- Media Management Guidelines and the Communications Checklist
- How good communication can help prevent a Major Emergency becoming a Crisis
- Workshop - Provide a media statement for the CEO in response to a given scenario
- Managing the Human Aspects of Emergency Response

Day Four

Crisis Communications, Who is the Source, should I Believe them?

- The myths and realities of Crisis Communication Strategies:
- What do we know about the event? How do we communicate effectively?
- How do we make our two-way communications meaningful using Social Media?
- Alerting and Warning Stakeholders
- Case Study – Pemex, Mexico City
- Workshop & Role Play – Handling a Major Emergency

Day Five

Plans that have not been Validated are just Paper

- Case Studies, when it all goes wrong
- Exercise Design for the Emergency Response and Crisis Management Teams
- Types of exercise, benefits, advantages and potential disadvantages of each
- The Essential Point Agenda for the de-brief
- Final Report, implementing the key recommendations, closing the loop
- Develop an action plan of learning from incidents, drills and exercises

The Scandinavian Academy for Training Center adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

Program Timings: 9:00 AM to 2:00 PM

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

Our Success Partners

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