
Log into the virtual event platform; start connecting with peers around the world

08:30 - 09:30

Chair's opening remarks

09:30 - 09:35

Participants

Carol MacKenzie - Group Head of Crisis Management and Business Continuity, TUI Group

The evolving crisis landscape; Outlook for 2021

09:35 - 10:25

- How have different sectors responded and adapted to crises in 2020? Lessons learned
- Evolving crisis trends across different sectors and jurisdictions
 - Key risks and aggravators of crisis today; technology disruption or failure, financial/liquidity crises, market disruption
 - How are risks evolving in response to the pandemic?
 - How have fundamental behaviours and business landscapes changed for good?
- Assessing the risks most relevant to your business and your current level of resilience in different scenarios
 - Detecting oncoming shifts or tensions that could lead to crisis
 - How and where to target resources

Participants

Moderator: Kate Brader - Managing Director, FTI Consulting Strategic Communications

Siân O'Keefe - Vice President Corporate Affairs, Mars Wrigley

Stephen Wilcox - Chief Risk Officer, Pension Protection Fund

Lisa Imlach - Principal Global Corporate Affairs Lead, Skyscanner

Sophie Ponet - Director of Corporate Affairs for Europe, Levi Strauss & Co

Designing and implementing successful crisis management and business continuity plans

10:25 - 11:15

- Prevention mode; identifying and addressing signs of potential crisis before they escalate
- Practical strategies; successful training and preparation before an event
 - Scenario planning; modelling multiple scenarios; e.g. COVID-19; preparing for a range of macroeconomic outcomes as the crisis evolves; budgeting for crises in advance
 - Using training to overcome decision-making challenges in a crisis; how to make decisions with insufficient information and time
 - Enabling leaders to act efficiently during a crisis
- Planning cross departments, divisions and global offices; when to use individual plans and when to employ more connected planning
- Aligning your crisis response to BAU operations
 - How do third parties come into play? Challenges and opportunities

Participants

Haylea Parkes - Vice President, Global Security & Crisis Management, CBRE

Adam Love - Head of External Communications & Public Affairs, Hitachi Rail

Richard Emmott - Director of Corporate Affairs, Yorkshire Water

Kevan Tate CBCI - Group Business Resilience Manager, SSE plc

Lewis Aley - Business Continuity Manager, Daiwa Capital Markets

Gavin Megaw - Group Managing Director Corporate, Brand and Strategy, Hanover Communications

Networking break; connect in the virtual networking lounge

11:15 - 12:00

Schedule 1:1 video calls on the platform in advance, or have spontaneous calls and group conversations with delegates in the virtual exhibition hall.

Creating a crisis resistant culture

12:00 - 12:30

- Characteristics of a crisis resistant culture and an effective crisis management team
- Fundamental keys to a successful crisis response; most common mistakes and how to avoid them

Participants

Jonathan Hemus - Managing Director, Insignia

Optimizing crisis communications in the era of fake news and trial by social media

12:30 - 13:20

- Managing a crisis that plays out on social media; best practice
 - Developing robust media strategies; identifying and responding to threats; preparing senior leaders to effectively mitigate reputational damage
 - Social media monitoring tools and techniques
 - Navigating the increasing public expectation for rapid response
- Successfully utilizing internal and external communications channels during a crisis
 - Managing complaints and reducing loss of customers, partnerships and employees; effectively engaging with all stakeholder groups; safeguarding and enhancing stakeholder confidence

Participants

Emma Duke - Head of Communications, Education, Oxford University Press

Otso Iho - Senior Communications Manager, Vodafone

Danny Cox - Head of External Relations, Hargreaves Lansdown

Ruth Ranson - Director of Communications, Aer Lingus

Anton Gourman - Global Director of Communication, Deezer

Networking break; connect in the virtual networking lounge

13:20 - 14:20

Schedule 1:1 video calls on the platform in advance, or have spontaneous calls and group conversations with delegates in the virtual exhibition hall.

Helping businesses to respond and reassure consumers in a crisis

14:20 - 15:00

- Creating the customer response solution
 - Notifying consumers/employees following a data breach
- Mitigating the impact of an event

Participants

Jim Steven - Head of Data Breach Services, Experian

Managing climate-related risks and crises

15:00 - 15:45

- Planning for and responding to increasing safety, reputational, regulatory and financial risks posed by climate change
 - Practical experiences responding to extreme weather events; challenges, lessons learned
 - Mounting pressure for companies to practice transparency, accountability and active commitments to tackling climate change; reducing environmental damage, divesting, enhanced disclosure
- Effective communication and disclosure around environmental impact, sustainability measures; opportunity to improve stakeholder relationships

Participants

Ann Clark - Global Head of Business Resilience, Janus Henderson Investors

Ross Brown - Corporate Affairs Lead, Cory Riverside Energy

Alexandria Moore - Principal Consultant: Climate Change, Resilience and Sustainability, AECOM

Julie Foley - Director Flood Risk Strategy & National Adaptation, Environment Agency

Alastair Mant - Head of Business Transformation, UK Green Building Council (UKGBC)

Successful recovery: Bolstering future resilience post-crisis

15:45 - 16:30

- How can your company benefit in the wake of a crisis?
 - Identifying and tackling areas for improvement in the crisis management life cycle; Root cause analysis of crisis handling, identifying vulnerabilities in your value chain
 - Enhancing your competitive edge and resilience against future shocks through improved governance, risk management, operations and strategy
 - How to build and re-gain stakeholder trust

Participants

Alexander Ellrodt - Global Lead Crisis Management and Data Breach Management, BNP Paribas

Julien Haye - Head of Operational Risk, Fidelity International

Alero Balogun - Head of Corporate Communications & CSR, Oando Plc

Marc Jordan - Director of Security, Health & Safety, Crisis & BCM, TUI Group

Chair's closing remarks; Key takeaways

16:30 - 16:35

Participants

Carol MacKenzie - Group Head of Crisis Management and Business Continuity, TUI Group

Networking break; connect in the virtual networking lounge

16:35 - 17:35

SCHEDULE

CRISIS MINDS: AGENDA - 16/03/2021

Crisis Minds

16 March 2021

Virtual Conference

Delivered Live (GMT Time) & On-Demand Afterwards

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15:00	15:00 - Managing climate-related risks and crises 15:45 - Successful recovery: Bolstering future resilience post-crisis
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