

## Overview

As the speed and use of Social Media increases, so do the demands on an organization's Crisis Communications or Crisis/Public Information Officer and Team.

It is critical for organizations to have an accurate understanding of their capabilities to deal with dynamic crisis situations. Like never before, an organization's "brand" may be affected by insufficient response within Social (Citizen) and Traditional media. Emergency Solutions International (ESI) provides facilitated sessions to bring together Crisis Management Teams to plan, train, exercise, and evaluate organizational capabilities in the area of Crisis Communications.

### Combined Workshop and Emergency Operations Centre Table Top Sessions

Building upon the Incident Command System (ICS), groups of 12-20 are taken through the fundamentals of managing an Emergency Operations Centre (EOC) in a time of crisis. The crisis communications module is introduced to add the current challenges presented by Traditional and Social (Citizen) media within the "Public Information" function.



With a view toward enhancing the competencies of role players and validating the planning documents used within the EOC, realistic table top exercises are developed. Customized table tops utilize digital simulation to add a sense of realism to each exercise and challenge emergency management practitioners.

## Session Elements

- Crisis Communications Plan Review
- Incident Command System Review
- Case Study Applications
- Table Top Exercise Part I – Emerging Crisis
- Spokesperson Interviews Part I
- Educational Luncheon: Emerging trends within Traditional and Social Media
- Review interviews from Part I
- Table Top Exercise Part II with Simulation, if appropriate – Response and Recovery
- Capability Gap Analysis and After Action Reporting





## Clients

- Port Saint John
- Canaport Liquefied Natural Gas
- Mosaic Company
- Saint John Energy

## Session Outcomes

- Validation of Organizational Crisis Communications Plan
- Examination of interdependencies between other stakeholder's Plans (Unified Messaging)
- Examination of identified gaps
- Medium for relationship building of the "Crisis" team and appropriate stakeholders
- Foundation piece for development of a sustainable Crisis Communications Strategy

## Duration

Crisis Communications Workshop and Table Top – 1.5 Days

## Pre-Requisites

Crisis Communications Workshop and Table Top – ICS 100 or 402

## Document Review

Incident Command System 402, ICS Canada

Incident Command System 100, ICS Canada

Ontario Incident Management System (IMS) Doctrine

Organizational Crisis Communications Plan

Stakeholders Interdependent Crisis Planning Documents

National Fire Protection Association 1561 & 1026

Industry best practice planning documents



## ESI Instructional Team



**Mark Gillan, BBA, CFO, MIFireE**

**Canadian Security Clearance: Level III Top Secret**

As Director of Emergency Solutions International, Mark leads ESI associates in conducting risk assessments, training, emergency plan reviews, exercise scenario development, digital simulation, exercise facilitation and evaluation as well as compiling final After Action Review documentation and recommendations. Service has been provided for various critical infrastructure, such as Port Saint John, Point Lepreau Generating Station, Canaport Liquefied Natural Gas, Saint John Energy, as well as corporations like Atlantic Potash, Mead Johnson Nutrition and the Mosaic Company.

Mark has conducted over 150 industrial exercises and evaluations in Canada, the United States and India. As lead evaluator, Mark has authored reports on behalf of clients for the Canadian Nuclear Safety Commission and Transport Canada. In 2014, Mark wrote the International Hazardous Materials Operations Plan under the International Emergency Management Assistance Compact (IEMAC) on behalf of Defense Research and Development Canada and International Emergency Management Group (IEMG) members. Prior to founding Emergency Solutions International, Mark served the City of Saint John Fire Department as an active fire fighter, Hazardous Materials/CBRN-E technician and member of the rescue squad. Mark finished his 26 year career with the Fire Service in the position of Deputy Chief and Acting Fire Chief of the department.

During his tenure in the Fire Service, Mark worked for over 8 years on the Rescue Squad. The focus of this team at fires was search and rescue of trapped civilians. He was accommodated 5 times for civilian rescues. As a Hazardous Materials Technician, he was chosen as one of the first firefighters in Canada to attend the country's counter-terrorism program. As Divisional Chief in charge of Training, Mark was instrumental in designing and implementing the Saint John fire Department's "Save Our Own" program and Incident Command System.

Mark has served as Incident Commander, Safety Officer and Emergency Site Manager at a number of serious incidents. On several activations of the Saint John Emergency Management Organization, Mark has fulfilled the roles of Fire Services Representative and Manager of the EOC. In the final year of service with the City of Saint John, he was the Director of Saint John Emergency Management Organization.

In relation to our nation's preparedness: Mark has completed advanced training at CFB Suffield and has served through the Centre for Security Science as a Senior Special Advisor in the area of Chemical, Biological, Radiological, Nuclear and Explosive response. In this role Mark has successfully completed projects related to implementing Capability Based Planning within the public sector; specifically in the areas of conducting Consolidated Risk Assessments through identification of Full Spectrum Threat Scenarios. Further to the Consolidated Risk Assessments, Mark has facilitated and produced Capability Analysis/Gap Analysis within the provinces of Nova Scotia, Newfoundland & Labrador and Prince Edward Island.

Mark obtained his Bachelor of Business degree in 1998 from the University of New Brunswick and has completed the Dalhousie University, Certificate in Incident Command, the Canadian Association of Fire Chief's "Chief Fire Officer" designation (CFO), and the British: Institute of Fire Engineer's "Member's Level" designation (MIFireE) award. Mark has completed LNG Suppression Training at Texas A&M, has studied Incident Command at the U.S. National Fire Academy and also the Leadership in Crisis program at Harvard University.



## **Gary MacDonald**

Mr. MacDonald is the Director of News and Public Affairs for Acadia Broadcasting Limited, a commercial radio broadcasting company with its headquarters in Saint John, New Brunswick. Gary has 30 years experience in broadcast journalism including coverage of significant weather events, fires and explosions, chemical leaks, power blackouts, and municipal water system failures. He has worked with Saint John Emergency Management officials providing feedback on media needs and expectations. In 2007, Gary was recognized by the Saint John Emergency Management Organization for "his commitment to SJEMO - its agencies - and the citizens of Saint John." He has

also served on the former Kennebecasis Valley Fire Commission, the Rothesay Regional Police Commission, and as Chairman of the former Kennebecasis Valley Ambulance Commission.