

Media and Business Continuity

4th February 2010

One day workshop

Dealing with the media is a vital function of any business continuity management system.

It is specified in the Civil Contingencies Act, BS25999 and the BCI Good Practice Guide. This EPS one day workshop will explain in theory and practice why saying, "No comment" does more harm than good.

Reputation of public and private organisations depend upon how we are perceived. This is your chance to integrate with the Press. Speak their language. See it from their side. Armed with the facts, tools and techniques this highly interactive day will provide the opportunity for every delegate to experience media handling first hand.

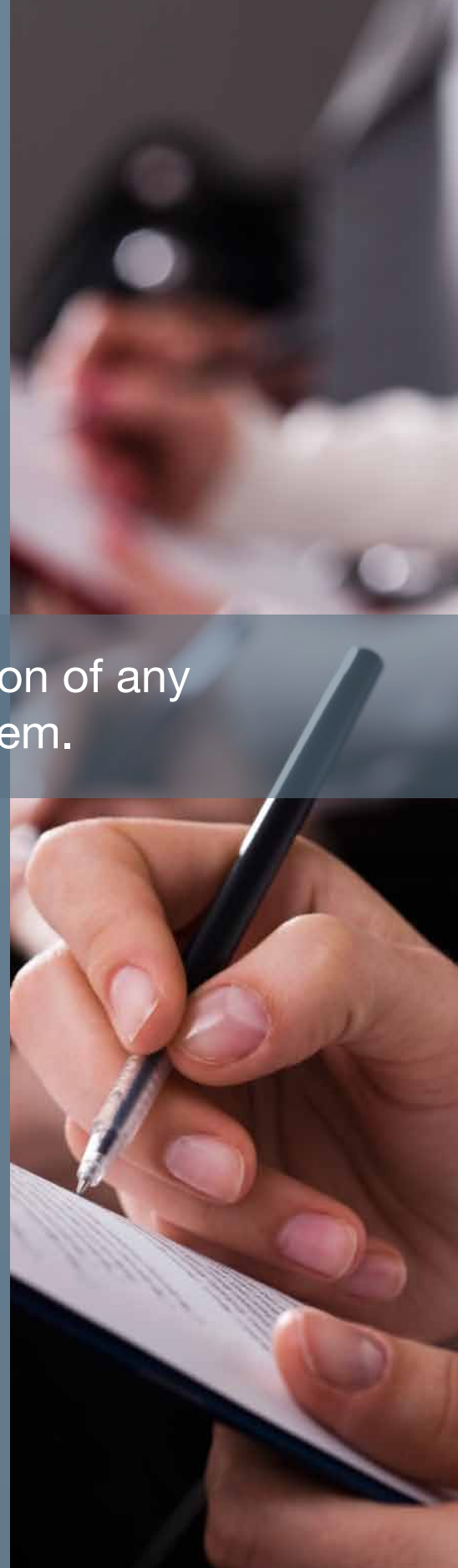
Be in a position to make the right comment, answer questions, accept interviews, prepare to manage the press conferences and gain the advantage of winning the Press over to your side.

Your improved skills may well save the skin of your CEO, your brand or your job!

Supported by



MANCHESTER BUSINESS CONTINUITY FORUM



Speaking



Ian Cameron

Editor News, BBC Nations & English Regions

Ian is News Editor for BBC Nations & Regions and a member of the BBC Broadcast Continuity and Disaster Recovery Team. His two main roles include Emergency Planning and Supplying News from BBC Nations and Regions to the News Channel and other Network News programmes. He is a member of the National Steering Committee for Warning and Informing the Public (NSCWIP), and the National Media Emergency Forum (MEF) which advise the UK Government Cabinet Office.



Jon Clements

Crime Correspondent, the Daily Mirror

Jon has worked as a tabloid newspaper journalist with the Daily Mirror for over ten years. He has been a general news reporter, with assignments including undercover investigations of the far right, and a duty news editor, managing coverage of events such as the 2004 Tsunami and the July 7 bombings. In 2006, he became a foreign correspondent and has reported from Iraq, Lebanon, Syria and Israel. For the last three years, Jon has covered crime, specialising in forensics, terrorism and the policing of rape.



Charlotte Hume

Communications Consultant

Charlotte Hume has worked in network television for 18 years as a correspondent and presenter both with Independent Television News and the BBC. She has produced and presented news reports across the full range of news stories from around the world including the conflict in Northern Ireland, the collapse of BCCI and Barings' Bank, the death of Princess Diana and the September 11th terrorist attacks. Charlotte has worked across Europe as a communications consultant with public and private sector organisations, specialising in crisis communications and emergency planning.



Lawrence McGinty

Health and Science Editor, ITN

Lawrence spent ten years at New Scientist, mostly writing about environmental issues and risks was followed by five years at Channel 4 News and the last twenty years as Science and Health Editor for ITV News. He has flown (and landed) a Harrier jump jet. Stroked a polar bear. Interviewed Tony Blair. Stood on a melting Glacier with the UN Secretary General. Swopped gossip in the story-telling hut with Chief Aritana in the Xinghua National Park in Brazil. Filmed thousands of environmental refugees in Canada. And lots of other stuff that has kept him profitably employed.

4 February 2010, 10am - 4pm
Registration 9.30am
Manchester Town Hall
Lunch / Refreshments provided
Cost £35

If you would like any further information or a booking form, please visit www.the-eps.org/events






Who should attend this workshop:

Emergency Planners, Business Continuity Coordinators, PR/Comms managers and anyone who needs to be media aware.

Priority booking for members of The Emergency Planning Society and The Manchester Business Continuity Forum.

The Venue: The Great Hall, Manchester Town Hall



-  **By Rail**
Manchester Town Hall is 10 minutes by taxi from Piccadilly or Victoria stations. It is 10 minutes' walk from Oxford Road or Deansgate stations.
-  **By Tram**
Manchester Town Hall is 5 minutes' walk from the G-MEX tram stop or St Peter's Square tram stop. The tram runs directly from Piccadilly Station.
-  **By Air: Manchester International Airport**
From the airport to Manchester Town Hall takes approximately 20 minutes by taxi. Trains from the airport to Piccadilly or Oxford Road stations take about 20 minutes.
-  **Visitors' Parking**
Please note there is no on-site parking. The nearest NCP car park is Manchester Central. If you need a disabled parking space, please contact the Conference Office.
-  **Disabled Visitors**
If you have any particular requirements please contact the Conference Office.

