



The Institute of Crisis and Risk Management, in alliance with
Global Consulting Limited presents the:

ENTERPRISE-WIDE RISK AND CRISIS MANAGEMENT WORKSHOP

November 24 & 1 December 2005 ~ YMCA Hotel, Tsim Sha Tsui, Kowloon,

INTRODUCTION

Many organizations, business executives and professionals may face different kinds of challenges in the 21st century. Understanding and application of risk and crisis management, and its plans have become a core issue in the management agendas. Thus, the development of systematic approaches to risk and crisis management is now a major concern in both the public and private sectors. More specifically, formal treatment of enterprise risk and uncertainty is needed in the management of all aspects of management, including strategy, decisions, talent management, human resources, projects, asset utilization, business continuity, corporate security, health and safety, liabilities and crisis communication.

OBJECTIVES

This workshop not only recognizes the multidisciplinary nature of most risk and crisis management issues and is concerned directly with the integration of concepts, techniques, systematic framework, and best practices across different areas of application, but also examines the critical process of risk and crisis management applied to expeditions and fieldwork, and goes on to investigate the vital considerations in preparing a risk management framework and crisis management plan.



DESIGNED FOR

This course provides both a theoretical foundation and practical implementation to enterprise risk and crisis management for executives, managers, professionals, practitioners, and specialists from different organizations, NGOs, and SMEs.

WORKSHOP OUTLINES – Day 1

Enterprise Risk Management:

1. Fundamentals of risk management
2. Risk management assessment
3. Enterprise risk assessment and analysis
4. Risk management framework, models, methodology
5. Application of risk management rules. BIA, CBA, QRA, RCEA, FMEA,
6. Risk management response
7. Risk management decisions
8. Integration of risk management

Case Study: Case chosen from multinational or national companies.

WORKSHOP OUTLINES – Day 2

Strategic Crisis Management:

1. General characteristics of preventive management
2. Wheels of misfortune
3. Key crisis quality checks
4. Organizational diagnosis
5. Crisis management framework
6. Crisis communication
7. Crisis leadership and change management
8. Best practices of crisis management

Case Study: Case chosen from multinational or national companies.



Facilitators

Dr.Freddie Lee
Chairman of The Institute of Crisis and Risk Management
Director/Principal Consultant - Global Consulting Ltd.

Dr. Lee has over a decade of solid experience in professional training and management consultancy work in risk assessment and risk management throughout Asia Pacific Region. Over the past years, he dealt with a number of corporate risk assessment and analysis, and crises in Asia. He is a frequent keynote speaker at various conferences, seminars, executive workshops in Asia, such as China Conference-IBC Asia, International SOS, Security Asia-CEMS in Singapore, Hong Kong Computer Society and PISA, The SPT for Occupational Health and Safety, EMBA- Asia Business Study Trip of Oulu University, Finland, HKCEA, Lions Club, HKQAA, and Rotary Club of Kowloon West on "strategic risk/crisis management." He was interviewed by a number of newspapers & management & economic magazines about his professional risk and crisis management knowledge, skills and experiences which were published on different newspapers and magazines in Hong Kong such as Oriental Daily, Sun Daily, Ming Pao Daily, Hong Kong Economic Daily, Sing Tao Daily, Economic Digest, Metro Finance Radio-FM104, TVB-Money Magazine and so on.

His expertise includes business management, leadership and change, corporate asset prevention and control, risk/crisis management, issues management consulting, management strategies, business ethics, and executive education and training. Besides, he delivers a number of courses at the level of graduate diploma, degree in social science, and executive management certificate at different universities in Hong Kong and China. He is a risk and crisis management consultant to several national, international & multi-national organizations. Besides, he has extensive experience and proven record in risk and crisis management with technical publications, case studies in Hong Kong, and books.

ADMINISTRATIVE DETAILS

Dates and Time

Thursdays

24th November 2005 & 1st December 2005

9:30am – 12:30pm & 2:00pm – 5:00pm

Venue

YMCA hotel, Tsim Sha Tsui, Kowloon

Language Medium & Methodology

The workshop provides a mix theory and practice sessions and is developed to suit the level of participants attending. Formal presentations are short, as the overall emphasis is on the practical applications through small group work and real 'hands-on' action



learning. Special opportunities are given for course participants to identify and work on their own actual current issues, and case study material used will be drawn from actual participants experience so as to enhance the direct relevance and practical orientation of the workshop.

The language of instruction will be in Cantonese, supplemented by English, using materials in English only. The seminar will consist of lecture, case study, discussions & group presentation.

Class Size

A maximum of 25 participants

Attendance will be limited. To avoid disappointment, please enroll early.

Fee

Full Program:

ICRM Member HK\$4,500.00

Non-member HK\$5,000.00

Each workshop : HK\$2,800.00

(Inclusive of tea / coffee breaks & lunch)

Discounts: Early bird/group enrolment discount

10% discount applies if:

- ◆ enrolment and payment are received at ICRM by 5th November 2005 or
- ◆ group enrolment of 3 persons or more from the same company.

AWARD OF CERTIFICATE OF ATTENDANCE

Certificate of attendance will be awarded by ICRM to participants who have attended the whole programme.

Enquiries

For reservations and general enquiries, please contact Mr Ben Ho on tel. no. 3521 0798 or via fax tel. no. 2723 5862.

Cancellation Policy

1. ICRM and GCL reserve the right to cancel, modify and/or postpone the workshop.



2. Registration is valid only if the registration form is submitted together with the relevant workshop fee.
3. Course fee paid is not refundable unless you notify the Institute of Crisis & Risk Management (ICRM) in writing of your withdrawal **at least 7 working days** before the workshop commences. A handling charge of HK\$500 will be levied. Registrants failing to attend the event—no-shows—will not be eligible for refunds
4. ICRM will confirm with workshop applicants that their enrolment is accepted and the workshop schedule at least 3 working days before the workshop commences. If you do not receive a reply by that day please contact ICRM at tel. no. 3521-0798.
5. ICRM reserves the right to change the course contents, venue, date or time as necessary.
6. Classes will be cancelled if typhoon signal No. 8 or above OR black rainstorm warning is hoisted. Participants will be notified when the class will be made up as soon as possible.



Registration Fee:
ICRM Members: \$4,500
Non-members: \$5,000

Enterprise-Wide Risk & Crisis Management Workshop

Please tick:

- **24th November 2005 (Thursday) - Risk Management Workshop**
- **1st December 2005 (Thursday) - Crisis Management Workshop**

Registration Form

Name (English): (Mr./Mrs/Ms/Dr.) _____ (Chinese) _____

Correspondence Address: Home Business (please tick as appropriate) _____

Contact Tel. No.: _____ Mobile Tel No. _____ E-Mail Address: _____

Contact Fax No.: _____ Where did you hear from our CRP Course? : _____

Business Details

Organization: _____

Position: _____

Education/Professional Memberships

Highest degree: _____ Years of Work Experience: _____

Payment Method

Enclosed is a crossed cheque of HK\$5,000/HK\$4,500/HK\$2,800* (Cheque No. _____) payable to "The Institute of Crisis & Risk Management".

* Please delete where appropriate.

Signature _____ Date _____

Personal data is collected solely for the purpose of this programme and will not be released to third parties. You will however be included in our mailing list and you might receive correspondence from us for other relevant programmes. If you wish to be excluded from our database, please check this box .

Please send the cheque with this completed form to The Institute of Crisis & Risk Management, Unit 2002, 20/F, Tower A, New Trade Plaza, 6 On Ping Street, Shatin, N.T., Hong Kong. For reservation, please fax the completed form to (852) 2723 5862.

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For official use only

Date enrolment received:

Cheque Bank/No.:

Receipt No.