

Emergency Response (ERP) – are you ready for the unexpected?

Belp, 15th September 2017



2ASSISTU
care. train. prevent.

Why Emergency Response (ERP)?



It is too late for a tree to only start growing its roots, when the storm is already approaching.

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You will enter a state of crisis, with what you have at that moment.

* nach Laurent F. Carrel, Leadership in Krisen

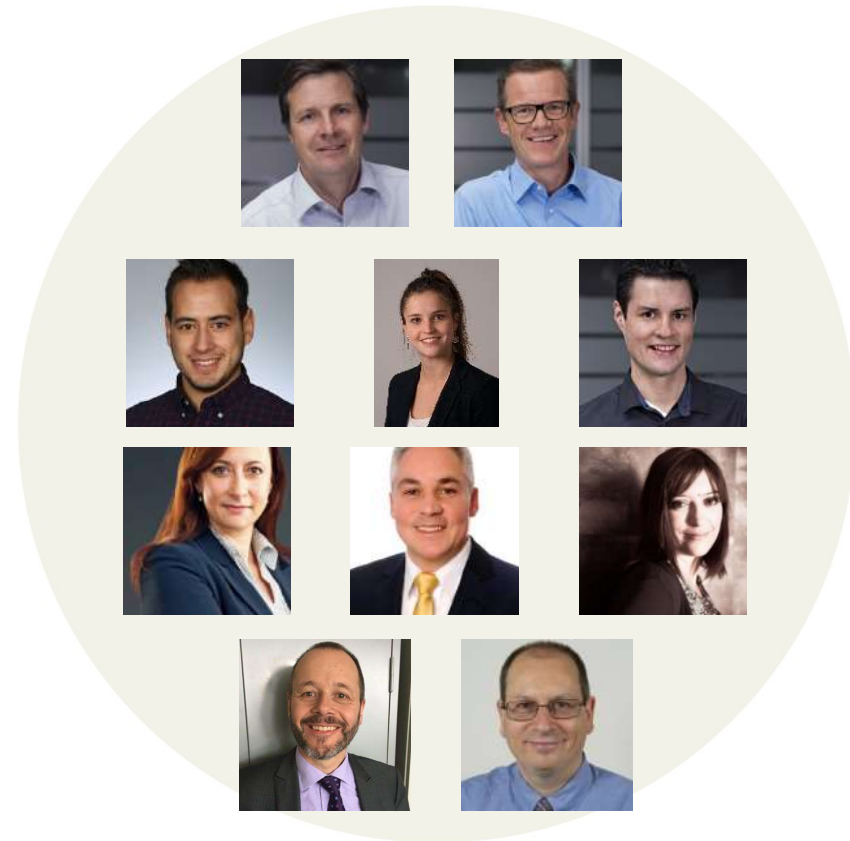
Introduction of 2assistU GmbH

Company

- Founded in 2011
- Managing Partner Reto Gasser & Thomas Frischknecht
- Brugg, Switzerland

Offer

- Crisis management
- Aviation Security AVSEC
- Consulting and training in the field of aviation



We are proud to work for the following companies



Introduction Thomas Frischknecht



Work experience

- Managing Partner 2assistU GmbH
- CEO Belair Airlines Ltd
(8 aircraft, 300 employees)
- 25 years in Aviation (Operation, Sales and Marketing)

Education

- Adult educator SVEB1
- Executive MBA University of Zurich
- Further training in crisis management and -communication
- Economic diploma (Eidg. dipl.)

My experiences with crisis



Crossair
Member of crisis team,
Crash in Nassenwil
10.01.2000



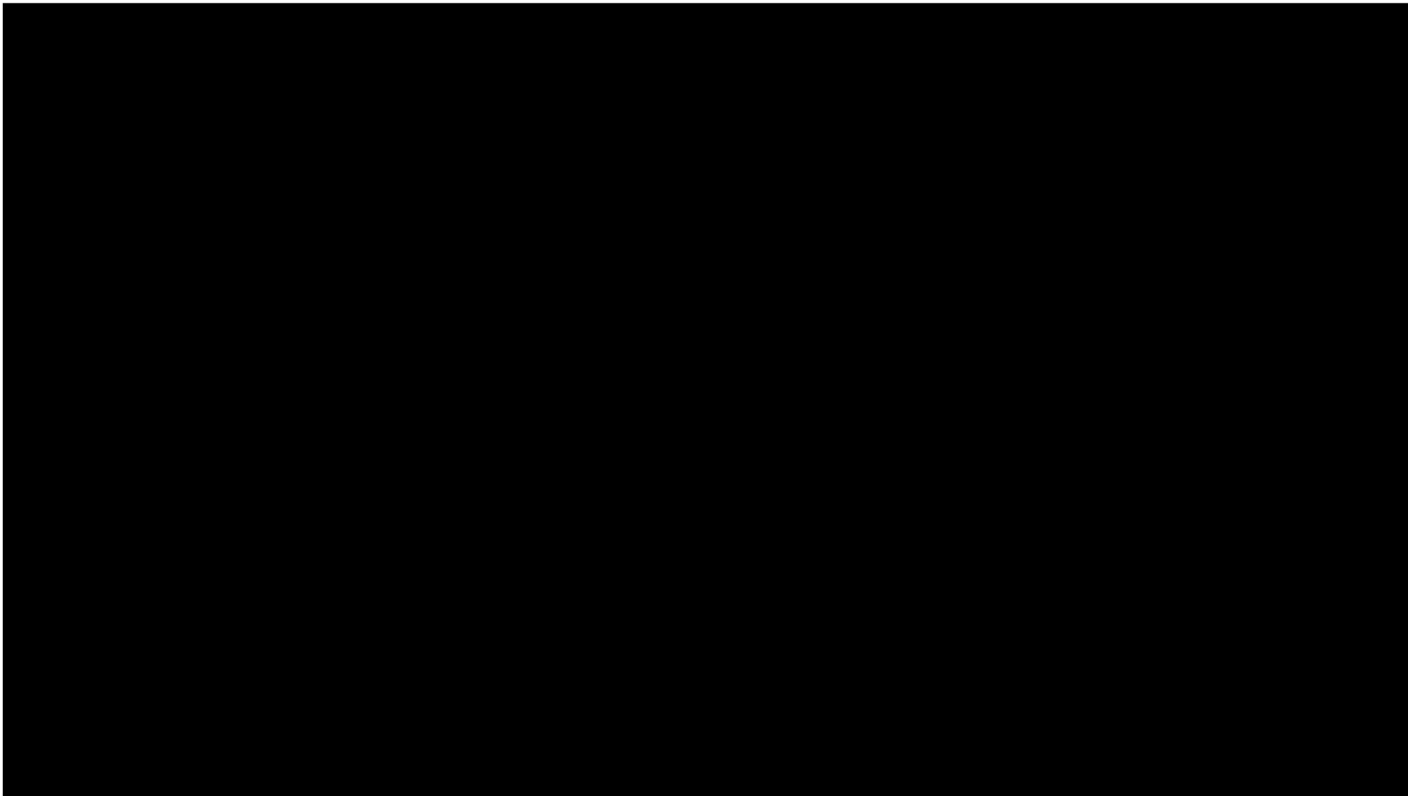
Swissair
Member of crisis team
Swissair Grounding
2.10.2001



Belair
CEO
Volcanic eruption
Eyjafjallajökull
14.04.2010

Emergency response management

A practical example



<https://www.youtube.com/watch?v=2AAa0gd7CIM>

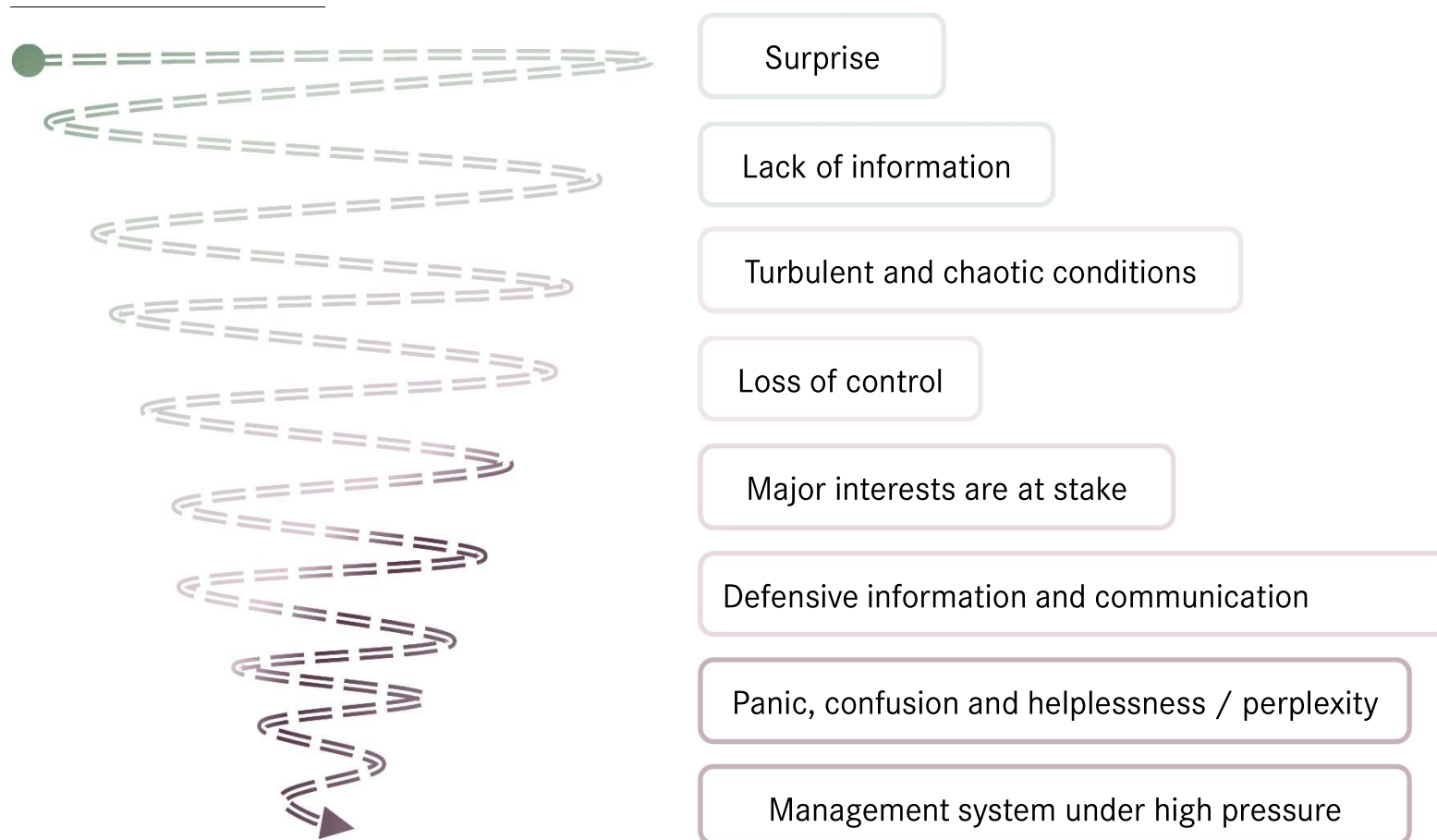
Why are we insufficiently prepared for crisis?



- «Because something that shouldn't be, can't be»
- Fear of practical exercises
- No interests in the advantages and benefits of well established crisis response
- «no time»
- Fear of inconvenient recognition
- No learnings from previous crisis

* Vgl. Laurent F. Carrel, Leadership in Krisen

Typical stages of a crisis spiral



Abgeleitet von Laurent F. Carrel, Leadership in Krisen

Emergency and crisis management

Emergency management

Action ability

to restore the system.

«What needs to be done?»

- great uncertainty
- acute threat
- immediate action required

Crisis management

Decision-making ability

to restore the system.

«How should we proceed?»

- indetermination
- uncertain future
- decisions required

Quelle: Christian Brauner, Risk Management

Ambivalence of crisis situations



Within the chinese double sign for crisis (danger and opportunity) it remains open, if the crisis takes a positive or negative turn.

Subjective perspective of stakeholders shown by the example of a tunnel fire



Crisis for

- The guilty party
- Relatives of victims

Disaster for

- Rescue services
- Government
- Tunnel operators
- Transit traffic

Chance for

- Media
- Construction companies
- Safety experts

Consequences for leaders during crisis preparation



1. Common sense
2. Sense of proportion
3. Adaptability

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We do have a significant influence on the outcome of a crisis



E = Event (Situation, Incident)

R = Response (Reaction)

O = Outcome (Result)

You can't change the event, but you can change your response which will change the outcome.

Ski World Cup St. Moritz 2017



Ski World Cup St. Moritz 2017



Flugzwischenfall

Glück im Unglück bei Trainingsflug der Luftwaffe an Ski-WM

ST. MORITZ - GR - Ein Flugzeug der PC-7-Fliegerstaffel der Schweizer Luftwaffe hat am Freitagmittag an der WM in St. Moritz bei einem Trainingsflug das Zugseil einer SRF-Seilbahnkamera zertrennt. Die Kamera fiel in den Zielraum und landete im Schnee. Verletzt wurde niemand.

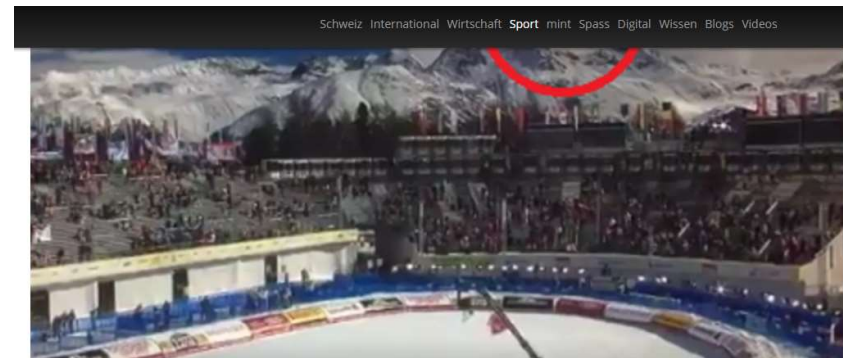


Nur heute
HUDORA Trampolin
CHF 199.-
statt CHF 250.00

FEDERLEICHT
Jetzt einlösen

siröop

AKTUELL AUF BLICK.CH



Die Seilbahn-Kamera stürzt genau in den Zielraum. Zum Glück nicht auf die Zuschauertribünen.

bild: screenshot twitter

Beinahe-Katastrophe in St. Moritz! Show-Flugzeug holt Seilbahn-Kamera vom Himmel



Hol dir die App! >

Ski World Cup St. Moritz 2017



3 x 3 of crisis management

Summer training



Winter training



Warm-up





Provisions in times of peace



- Reserve time for the issue
- Establish a common understanding
- Discuss procedures and processes controversially but without pressure
- Introduce responsible persons to the subject



Provisions in times of peace



Easily usable and clear crisis manual:

- Crisis unit
- Alerting
- Contacts
- Templates
- Crisis room including facilities
- Management cycle
- Checklists
- Prepared media releases

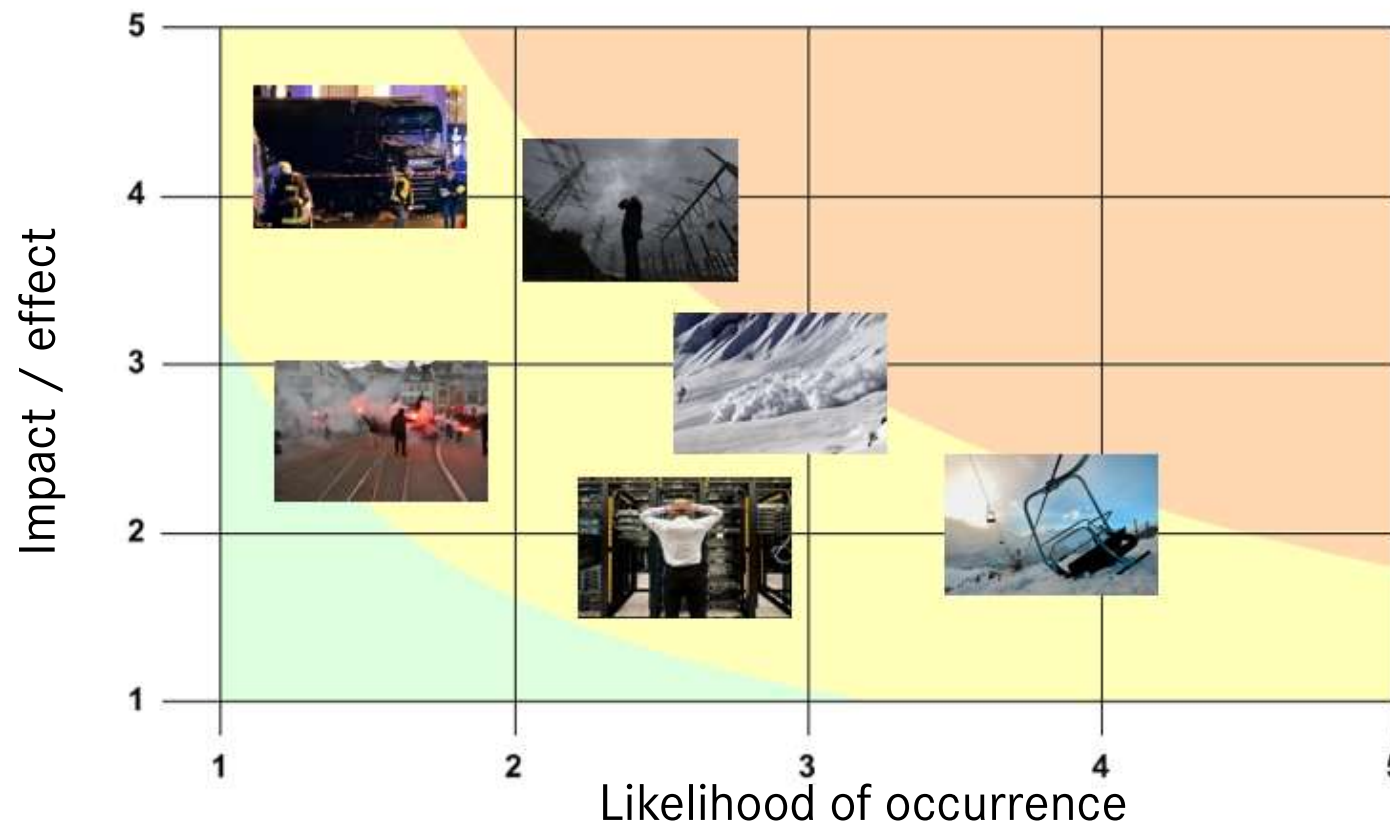


Recording of scenarios





Valuation of risks





Reduction of risks



- Back-up system
- Documentation of critical processes
- Insurance - solution
- External support (e.g. Communication or Care)



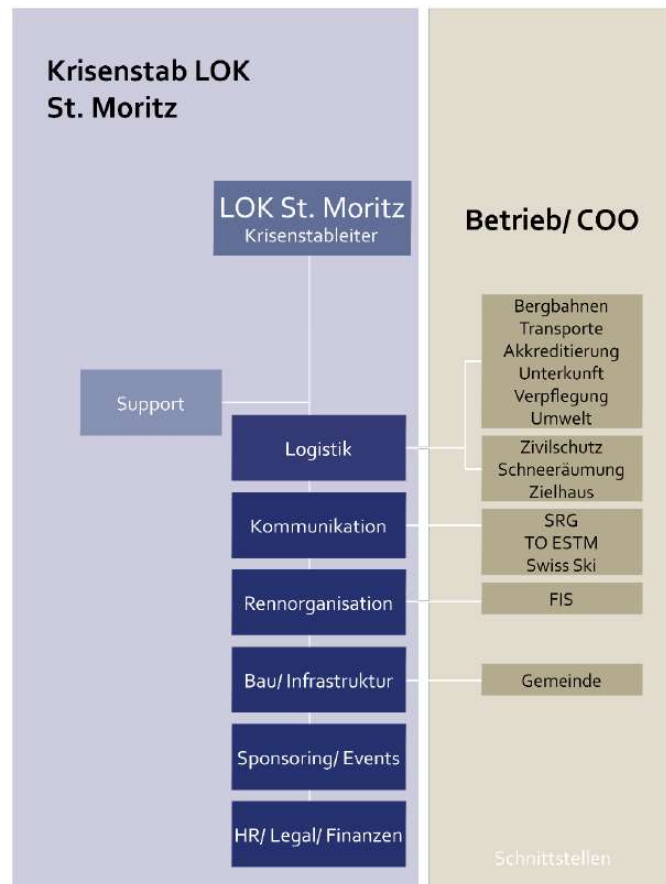
Summary Summer training



1. Provisions in times of peace
2. Clear crisis manual
3. Risk management



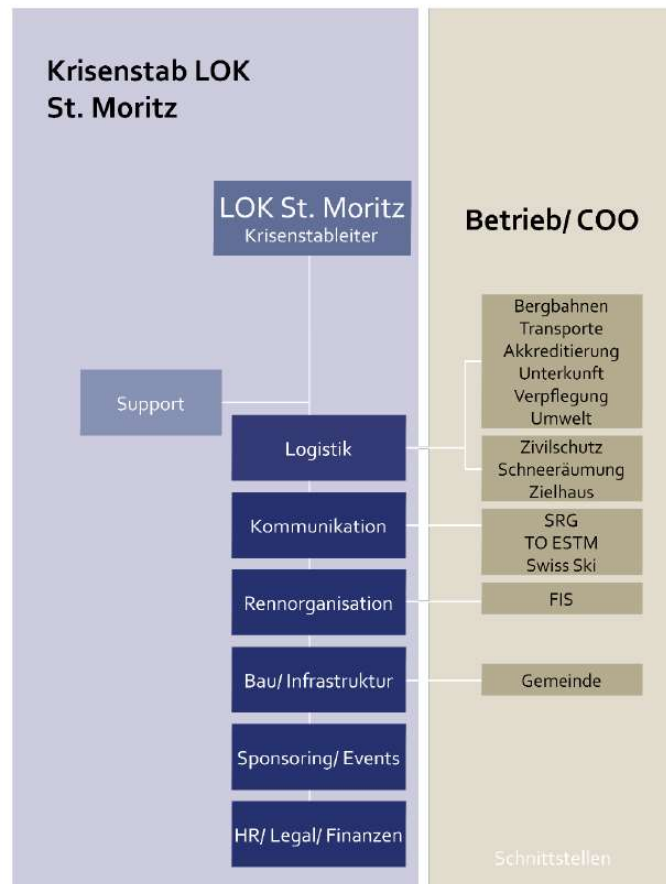
Define crisis unit



- Adapted to the organisation and to the structure of the company
- Assures the lead in crisis situation
- Each function should be covered 3 times
- Support is of fundamental importance in every crisis organisation
- Ensure business continuation.



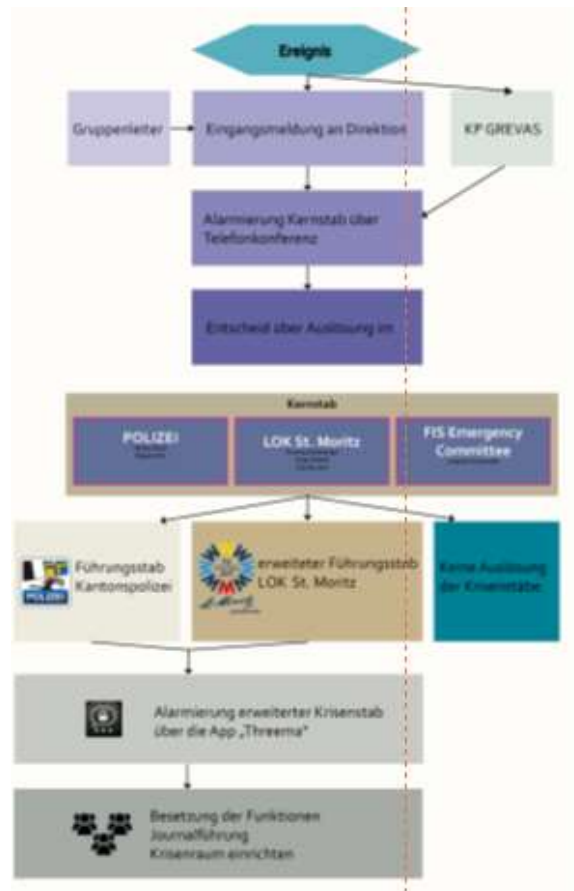
Be aware of interfaces



- How is my organisation embedded in the whole structure?
- Which role does the police play?
- Do I know my most important contact persons?
- Do I have their contact details, also outside of the official business hours?



Create an alerting concept



- How does all information from the slope, communication or ranking announcement flow to the direction?
- Who is in charge of the activation of the crisis teams?
- How will the crisis unit be activated?
- Are special aids (e.g. colour codes) used during alerting?



Summary Winter training



1. Define crisis unit
2. Be aware of interfaces
3. Create an alerting concept



Keep aids available



- Crisis room with relevant infrastructure
- Prepared flipcharts (location maps, meeting agenda, provisions, outstanding questions)
- Boxes with printed checklists, journal and writing material
- Projector and screen
- IT-connections, Radio / TV
- Alternative crisis room with relevant equipment



Keep aids available

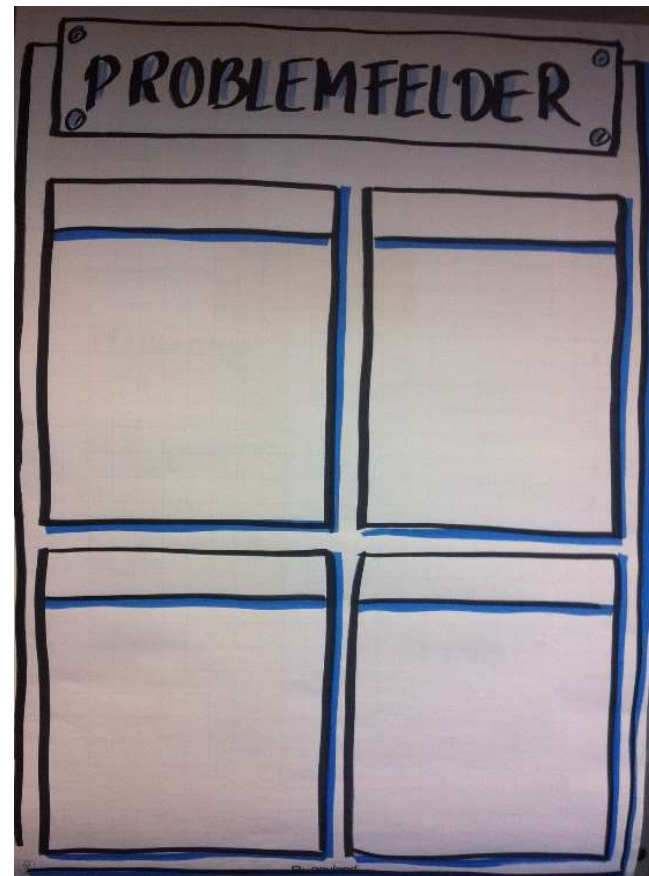
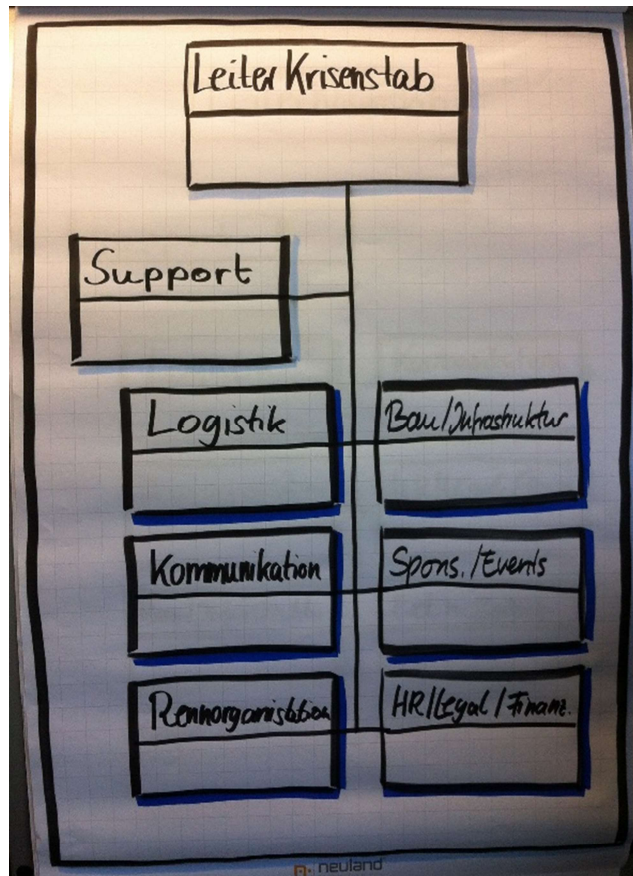


5.5.6. Checkliste Leiter Sponsoring und Events/ Marketing

Checkliste Leiter Sponsoring und Events/ Marketing			SpoEv
Name Mitarbeiter		Datum / Uhrzeit	
Nr.	Massnahme	Visum	Zeit
1	Problemerkennung - Um was geht es?		
2	Sofortmassnahmen ermitteln und vorschlagen		
3	Arbeitsplatz einrichten		
4	Lagebeurteilung - Varianten prüfen, Lösungen finden		
5	Bei Ereignis Prüfung bzgl. Rennverschiebung/Absage, Handlungsanweisungen an Sales rausgeben		
6	Bei IT Ausfall Ersatz für Zugangskontrollen regeln, offline Handling prüfen		
7	Bei Tribünenüberbelegung/Unfall Ticket Corner und Tribünenbauer + Sicherheit kontaktieren		
8	Bei Blockierung/Unfall der Zuwege oder Ereignis Speaker Anweisung in Absprache mit Leiter Kommunikation herausgeben		
9	Bei Ereignis und Informationsbedarf Daten aus Citrix und CRM ziehen und zur Verfügung stellen		
10	Bei Anschlag, Erpressung, Bombendrohung Informationen an Partner prüfen und herausgeben		
11	Bei Stromausfall Informationen an Partner weitergeben		
12			



Keep aids available





Train, train, train



- Carry out exercises regularly
- Conduct prepared and unprepared practices for the crisis team
- Involve partner companies, authorities and police
- Create feelings of success, and hence confidence in the own organisation and the employees function
- Team spirit is promoted

Q&A and conclusion



It is too late for a tree to only start growing its roots, when the storm is already approaching.

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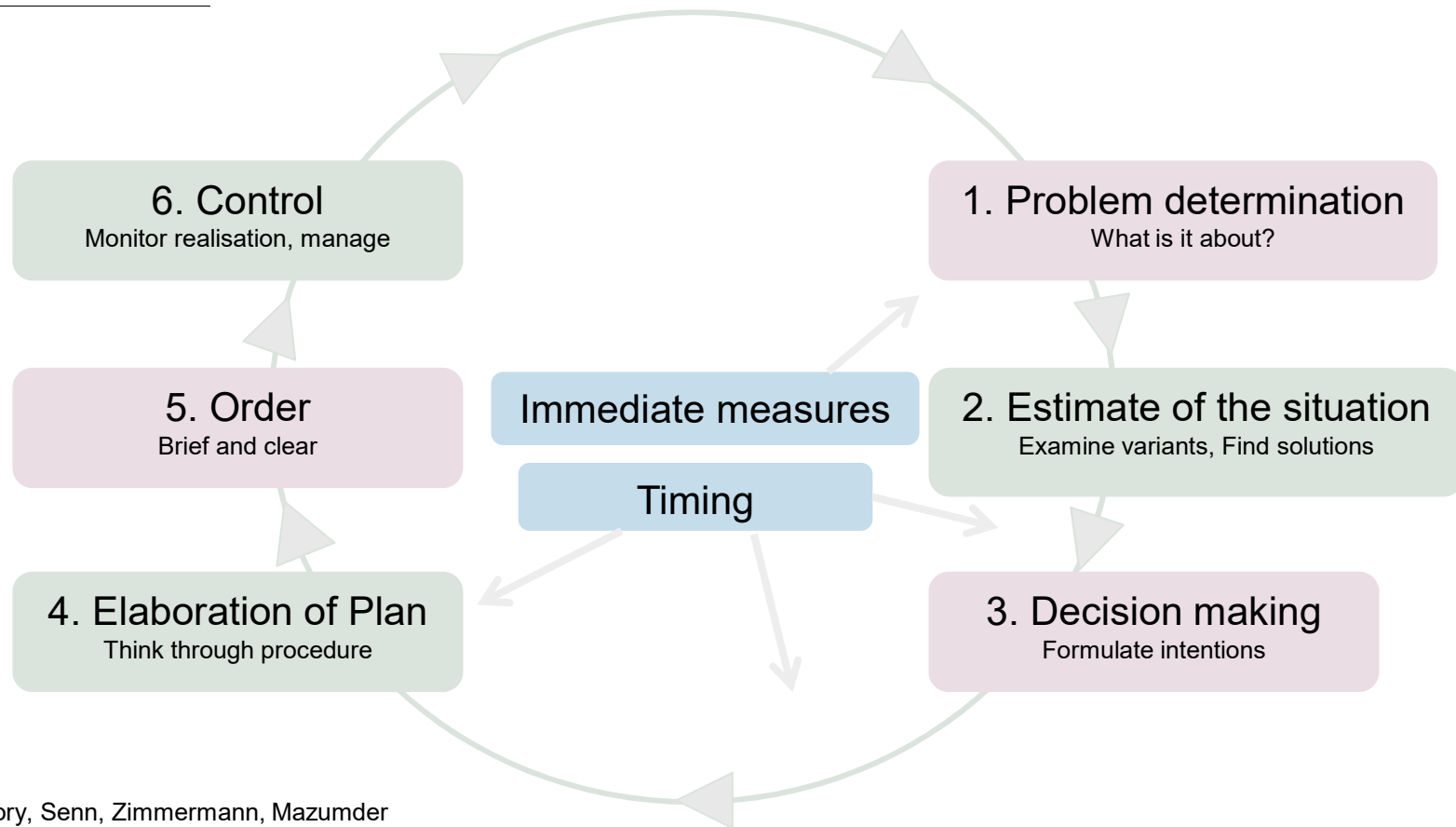
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2ASSISTU
care. train. prevent.



Ensure lead



* Nach Sartory, Senn, Zimmermann, Mazumder



Summary Warm-up



1. Keep aids available
2. Ensure lead
3. Train, train, train