



CRISIS MANAGEMENT EXPERTS TO DISCUSS CHALLENGES OF PREPARING FOR POTENTIAL “BIRD FLU” PANDEMIC

(Singapore, 14 June 2007) An international team of crisis management experts will conduct a day-long seminar in Singapore later this month, to discuss the challenges business would face in the event of a potential “Bird Flu” pandemic across the region. The seminar will discuss the potential operational disruption, the emotional impact on employees and their families, and the communications challenges which companies would face

The one-day seminar on 27th June is being held in conjunction with the Facilities Management 2007 conference organized by the Asia Business Forum and will be held at the Hilton Hotel in Orchard Road. The seminar will include a first-hand case study on the impact of the 2003 SARS epidemic on Hong Kong International Airport, and will provide guidelines and recommendations to help companies develop or upgrade their internal contingency plans.

Speakers at the seminar will include:

- Robert Jensen, President & CEO of the world's leading disaster management company, Kenyon International Emergency Services, who is a world authority on contingency planning and disaster management
- Lai Tak Ming, regional managing director of Human Dynamic Asia Pacific (HDAP), Asia's leading provider of people management and psychological support services
- John Bailey, managing director of regional communications consultancy ICON, who has worked on crisis communications programmes with clients in more than 50 countries
- Steven Lau, Business Continuity Planning Manager, Airport Authority of Hong Kong, who will present the case study on “lessons learned” from SARS.

ICON, Kenyon and Human Dynamics are partners in Crisis Management Consulting (CMC), the region's only “one-stop shop” for integrated contingency planning and crisis management services. The CMC portfolio leverages the complimentary strengths of the three partners to offer a unique, integrated approach which addresses the operational challenges; the need to protect brand and reputation; and the requirement to provide emotional support for victims, their families and affected employees.

ICON, which was launched in Sydney in June 2000, opened its Singapore office in May 2005 and has rapidly become one of the region's fastest-growing independent communications consultancies. Before joining ICON in Singapore, Bailey created the successful Crisis Communications service for the International Air Transport Association (IATA), which developed “best practice” for the global airline industry. The service was acquired by Kenyon in 2004 and operates through ICON in Asia and Australasia.

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Kenyon provides contingency planning, disaster management and emergency response services to more than 230 retained clients, including governments, international organisations, public and private companies. Kenyon has been involved in the response to more than 300 mass-fatality events, including the 9/11 terrorist attacks on America; the Bali bombings, the Indian Ocean Tsunami, Hurricane Katrina and numerous high-profile transportation accidents.

Human Dynamic Asia Pacific (HDAP) is the region's leading provider of people management and psychological support services, including employee assistance and critical incidence stress management. Headquartered in Hong Kong, it operates 16 offices across the region with a fulltime staff of more than 60 trained professionals. Clients include several Fortune 500 multinational companies operating across Asia.

For further information, please contact:

John Bailey, ICON Singapore, +65 6220 2623
Email: baileyj@iconinternational.com.sg

Marcy Chong, Asia Business Forum, +65 6536 8437 or +65 6536 8676
Email : marcy.chong@abf.com.sg

Or log onto the ICON website: www.iconinternational.com.sg