



المنتدى العالمي لإدارة الازمات

The International Crisis Management Forum

Rethinking how to deal with the future



Academic Partner



Strategic Partner

جدة - المملكة العربية السعودية

٢٢ - ٢٦ مايو ٢٠١٠ م الموافق ٨ - ١٢ جمادى الآخرة ١٤٣١ هـ

Jeddah - kingdom of Saudi Arabia

22nd - 26th of May 2010

Introduction:

The world is facing one crisis after another so that the succession of crises has become a feature of the present age. Crisis differs to include different aspects such as economic, climate, health, security and natural disasters.

Activating experience and readiness in crisis management has become an essential demand for nations and communities as well as for the continuation of organizations and companies. It is not a luxury or a choice but a key element in planning the future and development.

The international crisis management forum provides the opportunity to meet and discuss the realities which we should face and how we should deal with them in relation to our present and future via the forum and the workshops.

This forum will gather leading intellectuals from strategic and operational points of view to plan and reformulate the responses for current and future crisis.

Vision:

Rethinking how to deal with the future .

Objectives:

- Identifying the most current and expected crisis and their effects on the economy and society.
- Building the capacity of individuals, communities , civic and public institutions to cope with crisis.
- Discussing the importance of establishing an infrastructure, material and human capacities as well as developing systems to deal with crisis.
- Urging the institutions and organizations to adapt an early warning mechanism for crisis .
- Identifying the strategies and tools for effective crisis management.
- Providing an opportunity to exchange and communicate local and global experiences.

Benefits derived from attending the forum :

- Learn how the local and international sectors response to global crisis.
- Get the best views of experts regarding the formation of strategies and its implementation .
- Listen and learn from the challenges and successful experiences of others.
- Get ideas and tools that can be applied immediately.
- Building a network of relationships with other local and international organizations attending the forum .
- Acquisition and development of skills to face crisis.

Topics to Be Covered in the Forum

1) Crisis Management Concepts:

- (Features - reasons – characteristics-Life cycle of a crisis).
- The most important contemporary crisis .
(Health- Environment- security -Economic- social) .
- Education and Crisis.
- Crisis psychology.
- The Islamic view of crisis .
- The importance of studies & social searches in facing and predicting crisis.
- Crisis and the targeted solution .

2) Modern Policies and Strategies in crisis management:

- Predicting crisis.
- Total quality management and crisis management
- Total risk management approach in the management of disasters and crises.
- Evaluating and minimizing losses in the time of crisis .
- Simplifying procedures and change management in the crisis phase.
- Human Recourses role in managing crisis.
- The art of creating crisis.
- The nature of the negotiations during the crisis .
- Implementation of crisis and disasters management in the organizational structures of government and private sectors in K.S.A .
- Preparation of emergency plans .
- Legal aspects and crisis.
- Activating the role of volunteering and charitable foundations during crises and the mechanisms for coordination and roles exchange.

3) The global financial crisis:

- The best strategies during crisis .
- Global financial crisis, a new reading after assessing its impact in the earlier stage .
- Social impacts of the financial crisis and the mechanism of minimizing its effect .
- Solutions applied globally in dealing with the global financial crisis (merits, demerits, cost).
- The effects of financial crisis on the government and the business sectors.
- The contribution of banks in mitigating the effects of the global financial crisis realism and optimism (national experience) .

4) Communication technology in dealing with crisis :

- Crisis communications plans .
- The importance of public relations in managing crisis . (what if - what about now - what's next) .
- Media as an essential tool in influencing and reducing the crisis .
- Utilizing websites in the crisis phase(mechanism - functions that can be carried out) .
- Protecting government and significant websites from the risk of getting hacked, especially during crisis.

Workshops:

| <u>No</u> | <u>workshop</u> | <u>Date</u> | <u>Day</u> | <u>Period</u> | <u>Trainer</u> |
|-----------|---|------------------------|------------|---------------|--|
| 1 | Strategic planning and forming objectives during crisis | 22\5\2010 | Saturday | Morning | Prof. Lester Massingham- UK |
| 2 | Implementation of strategic plans (Make Your Strategy Come Alive) | 22\5\2010 | Saturday | Evening | Robin Speculand-Scotland |
| 3 | The art of negotiation in a crisis «skills and practices» | 22\5\2010 | Saturday | Evening | Prof. Jim Thomas- USA |
| 4 | Building powerful teams in times of crisis | 23\5\2010 | Sunday | Morning | Peter Baines- Australia |
| 5 | How can small and medium-sized companies deal with crisis? | 23\5\2010 | Sunday | Morning | David Hurst- Canada |
| 6 | Risk management tools in facing crisis and disasters | 22\5\2010 23\5\2010 | Sat. Sun | Morning | Dr. Adnan Hashim Sultan - Dominican |

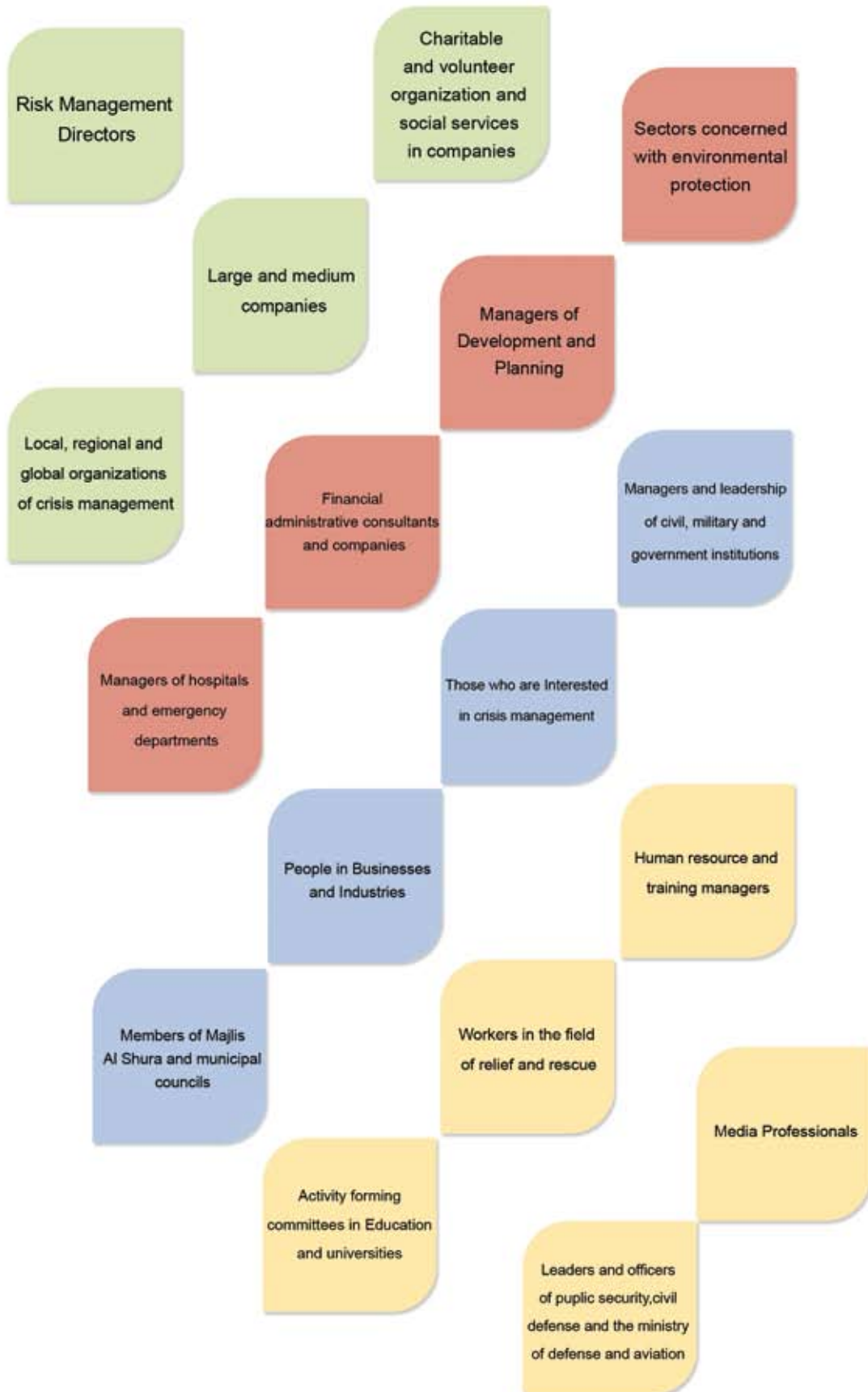


Interpreter Team Leader
Aktham Izzdin El tall

All presentations materials and workshops , will be translated into both [Arabic / English] by a professional team under the supervision of the expert « Aktham Izzdin El tall ».

The image features a dynamic, abstract composition. At the top left, a cluster of small, multi-colored cubes (red, green, blue, purple, orange, grey) is scattered. In the center, a larger, more organized structure of white cubes is accented with red, yellow, green, blue, and purple cubes. A thick, white, flowing ribbon-like line curves across the upper half of the image. In the lower half, a large, blue, curved shape, resembling a stylized 'C' or a bowl, contains several larger, multi-colored cubes (red, yellow, green, blue). The overall aesthetic is clean, modern, and vibrant, suggesting themes of organization, strategy, and growth.

Target Groups



The image features a dynamic, abstract composition. A thick, blue, wavy line curves across the lower half of the frame. Scattered throughout are various 3D cubes in colors including red, green, yellow, orange, blue, purple, and white. Some cubes are clustered together, while others are isolated. The background is a light, hazy blue with soft, white, swirling patterns that create a sense of movement and depth. The overall aesthetic is modern and digital.

The International Speakers



Bruce Blythe

- CEO of Crisis Management International, Inc., a worldwide organization of crisis management specialists.
- A former FBI and Secret Service consultant.
- A keynote presenter to over 200 national and international conventions and conferences, on subjects related to crisis leadership and crisis preparedness.



David Evans

- Managing Director of (LINK), an international association specialized in crisis management for more than 21 years, and has over 50 consultants who combine the very latest academic theories with their professional expertise to bring innovative in managing a crisis.
- Member of the British Standards committee reviewing crisis management .



David Hurst

- He spent twenty-five years working in the corporate world as an effective manager
- A well-known consultant in the field of change management and creative solutions.
- The author of the ground-breaking book: « Crisis & Renewal » .



Prof. Jim Thomas

- For 30 years, leading companies and government agencies have chosen him to negotiate their most important agreements.
- America's leading expert at making great negotiators .
- The author of the book:« Negotiate To Win: The 21 Rules For Successful Negotiating» .



Prof. Lester Massingham

- The Managing Director of the CMC Group which works internationally with alliance partners including Cambridge University (UK) .
- Worked in 18 countries, for over 100 projects with international companies in developing and implementing strategies .



Prof. Monzer Kahf

- Professor of islamic finace , Qatar Faculty of islamic studies , formerly head of research Division in islamic research and Training institute of IDB , Jeddah , writer with 28 books and more than 108 articles finance islamic Economics .



Peter Baines

- One of Australia's most experienced crisis management specialists.
- He has led both national and international teams following the Bali bombings, and the Tsunami disaster in Thailand.
- Over 20 years of experience in facing crisis.



Robin Speculand

- The CEO of (BBCI), which specializes in making strategy come alive.
- His work has been featured on global media channels .
- The founder and President of BRIM – Business Roundtable for Innovative Management .

The image features a dynamic, abstract composition. A thick, white, wavy line flows from the top right towards the center, curving around a cluster of colorful 3D cubes. Below this, a large, blue, curved shape, resembling a stylized 'C' or a wave, dominates the lower half. Scattered throughout the scene are numerous 3D cubes in various colors: red, green, blue, yellow, orange, purple, and light green. Some cubes are grouped together, while others are isolated. The background is a light, hazy blue with soft, glowing effects, suggesting a sense of depth and movement.

The Arab Speakers



Admiral Dr. Anwar Majid Bin Anwar Eshki

- President of the Middle East Center for Strategic and Legal Studies .
- Council of Ministers Committee advisor .



Dr. Ehsan Ali Bu hlaïqa

- Former Member of Majlis Al Shura .
- Former professor at King Fahd University of Petroleum and Minerals, Qatar University, King Saud University .



Dr. Turki bin Nader bin Faraj bin Nader

- Executive Assistant to the Vice President for the business sector - Saudi Telecom .
- PhD with honors in human resources .
- Pulitzer His Royal Highness Prince Bandar bin Sultan bin Abdul Aziz Prize- Saudi Ambassador in Washington for scientific excellence



Dr. Tawfiq Ahmad Khoja-

- The General Director of the Executive Board Of The Health Ministers Council for the Gulf of arab states .



Dr. Saad Mohammed Mareq

- Majlis Al Shura Member .
- Media Advisor to His Royal Highness Prince Khalid Al Faisal .



Dr.Salah Al-Abd Al-Qadir

- Human Resources Development Consultant .
- Approved trainer in human resource development .



Profssor. Tariq Ali Habib

- Proffssor, Consultant Psychiatrist, and the General supervisor at Al-Mutmaenna medical center Riyadh.



Professor Abdul Rahman bin Hamoud Al-Enaad

- Majlis Al Shura Member .
- PhD / Faculty Information / Ohio University, Athens, United States .



Dr. Abdul Aziz Othman Al-Faleh

- Director of the Educational Supervision Office in northern Riyadh .



Dr. Abdullah bin Abdul Mohsen Al-Zamil

- Saudi writer and thinker.
- Interested in development studies and researches and crisis management .



Dr. Adnan Sultan Hashim

Consultant and lecturer in risk and disaster management , occupational safety and security at the universities, institutes and international training centers .



Dr. Ali Mohamed Dakkak

- Consultant, Writer and economic and financial analyst .
- public relations and development strategies program consultant .



Dr. Fahad Abdullah Tayyash

- Chairman of Saudi Association for Media .
- General supervisor in the General Administration of Educational Information, Ministry of Education and Chairman of the Community Partnership Team in King Abdullah Project for Education Development .



Major Dr. Mubarak Faleh Al-Azmi

- National Guard in the State of Kuwait .
- Ph.D. in crisis and disaster management .



Dr. Yassar Abdullah Qatarnah

- Director of the Pretty Consulting Center .
- Former Director of the Center for Conflict Prevention of the Diplomatic Institute in Jordan -
- His researches were published in each of the Al-Jazeera News & CNN



Dr. Mohammed bin Ahmed Al-Dhabaan

- Doctorate in law at the Islamic Omdurman University .
- Approved lawyer by the Ministry of Justice .
- Member of Saudi Lawyers Union .



International Center for Researches & Studies (MEDAD)
Saudi Arabia



College of Business Administration (CBA)
Saudi Arabia



King Abdul Aziz University

- Faculty of Meteorology and the environment .

لمزيد من المعلومات ورعاية المنتدى التواصل مع :

د . هاني بن علي العوفي

الرئيس التنفيذي

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