

Preparing For and Managing Crisis Events in the Shopping Center Industry

15 & 16 March 2007
Goodwood Park Hotel, Singapore



International Council of Shopping Centers, Inc.



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Programme Overview:

Shopping Centers create a complex and diverse environment where crisis events can potentially occur on a daily basis. Learn how to evaluate and assess potential crisis events through a process of determining your operational exposure and vulnerability; along with the important process of preparing management, employees, supporting public and private institutions and clients to deal with and manage a crisis effectively.

By being proactive from a preparedness standpoint and reactive via comprehensive training and planning, shopping center management are more capable of mitigating the negative and costly impact of a crisis.

Participants will learn the different components of a crisis management and communication plan and how to develop the program. Hands-on classroom participation will involve building a crisis management plan for their center and dealing directly with a media reporter to handle crisis related questions and issues.

Ty Richmond, CPP, CFE
President & COO, Andrews International

Ty Richmond, CPP, CFE, is the President and Chief Operating Officer at Andrews International. His firm provides risk mitigation and asset protection services to the mall and shopping center industry. Andrews International has one of the United States largest security service vertical markets focused on the shopping center industry. He has operational and financial accountability for the firm's US\$100 million portfolio of core services delivered across a base of over 250 clients in the public and private sector.

Prior to Andrews International, Mr. Richmond held executive management positions at Agilent Technologies, a Fortune 200 technology manufacturer. His roles included the senior director of Agilent's Asia Pacific Infrastructure Operations, where he was based in Singapore and responsible for seven corporate functions (construction, real estate, facilities, business continuity, security, environmental safety and general infrastructure services) across sixteen Asian countries; as well as he was selected to be the company's first chief security officer by the Hewlett-Packard executive council when Agilent was divested as a stand-alone corporation. At Hewlett-Packard, he held the positions of Manager of Corporate Worldwide Security and Americas Security Manager.

Mr. Richmond is also a frequent speaker/lecturer and has been quoted by leading print publications such as the Dallas Morning News, Los Angeles Times, Security Management and the Security Director's Magazine.

MARTIN COOPER, APR
Chairman, Cooper Beavers, Inc.

Martin Cooper is an acknowledged expert in the areas of crisis management and crisis communications. The media, including the Associated Press, the Los Angeles Times, NBC Television's Dateline program, and dozens more, often interview him on crisis-related topics.

He teaches crisis management at UCLA, USC, and the U.S. Chamber of Commerce's Institutes for Organization Management. He co-authored the Crisis Management Handbook and has written more than 20 articles on the subject.

Some of the crisis management situations he has supervised include:

- The "streaker" at the Annual Academy Awards.
- The death of a teenager at Disneyland at a Grad Nite Party.
- A bomb threat aboard a Princess Cruises luxury ship.
- The appearance of an Indian presenter for Marlon Brando at the Academy Awards.
- A roller coaster failure at Magic Mountain amusement park.

Previously, Mr Cooper was Senior Vice President-Marketing and Communications for Playboy Enterprises, Inc. Other positions he has held include: Senior Vice President, Harshe-Rotman & Druck Public Relations; Director of Marketing for Universal Studios' Recreation Division; and Advertising and Promotion Manager for Disneyland.

Programme Outline

Day 1, 15 March 2007

8.30am	Registration
9.00am	Welcome Address and Introduction
9.30am	Building an Effective Operational Crisis Management Plan Phase 1 - Planning and Design: An Assessment of Needs and Objectives
10.30am	Coffee Break
11.00am	Phase 2 - Development and Implementation: Building the Infrastructure and Training the Participants
12:00pm	Lunch
1:15pm	Phase 3 - Simulation, Revision, Documentation, and Quality Assurance: Learning from Experience and Preparing Written Plans
2.30pm	Coffee Break
3.00pm	Recovery, Business Resumption and the Importance of Public and Private Sector Cooperation
4.30pm	Q & A

Day 2, 16 March 2007

9.00am	Communicating In a Crisis – The Key to Protecting the Brand Phase 1 - Crisis Management and Communication Policy Statement
10.00am	Coffee Break
10.30am	Phase 2 - Public Relations and Crisis Management Team Roles and Responsibilities
12:00pm	Lunch
1:15pm	Phase 3 - Communication Planning and Action (internal and external activities)
2.15pm	Coffee Break
2.45pm	Phase 4 - Media Interface (where it all comes together)
4.30pm	Q & A
5.00pm	End of Programme

Note: Topics and time are subject to change.

Hotel Reservation

Special rates have been accorded by the Goodwood Park Hotel. Reservations are the sole responsibility of the delegates. It is important that you mention you are attending the ICSC WORKSHOP to enjoy these rates. For reservations, please contact:

Goodwood Park Hotel
22 Scotts Road
Singapore 228221
Tel : +65 6730 1811
Fax : +65 6733 9250
Email: rmresv@goodwoodparkhotel.com
Website: www.goodwoodparkhotel.com.sg

Valid till 1 March 2007

Single Room S\$240+++
With Breakfast

All rates are subject to 10% service charge and prevailing government tax.



**For More Info,
Please Contact:**

ICSC Asia-Pacific
138 Cecil Street #08-02 Cecil Court
Singapore 069538

Tel: (65) 6532 3722
Fax: (65) 6532 7355

Email: info@icsc.org.sg
Website: www.icsc.org

Registration Form

CALL (65) 6532 3722 or FAX (65) 6532 7355

(Please photocopy form as needed)

Preparing For and Managing Crisis Events in the Shopping Center Industry

15 & 16 March 2007, Singapore

- Please submit one form for each delegate.
- Photocopied forms may be used for additional registrations.
- Please TYPE or use BLOCK CAPITAL LETTERS.
- Please complete all sections of this form.

Surname _____ Mr/Mrs/Ms

First names _____

Position _____

Name of Company _____

Address _____

Postcode _____

Town/City _____ Country _____

Tel _____

Fax _____

Email _____

ICSC Membership number _____

Important:

To qualify for the member fee, each registrant must be an ICSC member. A company membership does not entitle every employee to enjoy the member fee. An Affiliate Membership is required. To know if you qualify, you should have your own individual membership number (which is not your company membership number).

- I am currently not an ICSC Member, please send me an application form.
- Check here if any of the above information has changed since your last correspondence.

Your Company's specific business category:

- Shopping Center Developer/Owner
- Shopping Center Management Company
- Retail
- Architecture/Design
- Lending/Financial Institution
- Product Supplier
- Real Estate Consulting
- Others

Program Fees (Please tick)

ICSC MEMBERS

- Early Bird (Before 15 Feb 2007) US\$ 550
- Advance (Before 1 March 2007) US\$ 650

NON-MEMBERS

- Early Bird (Before 15 Feb 2007) US\$ 650
- Advance (Before 1 March 2007) US\$ 795

Advance registrations will not be accepted after 1 March 2007.

Team discount: ICSC recognizes the value of learning in teams. Subsequent registrations after the first person will enjoy a discount of US\$ 100 each off applicable registration fee (only for delegates who register at the same time from the same organization and of the same billing source).

Payment Options

(Please tick your choice)

Please charge my:

- Visa
- Mastercard
- American Express

Total US\$ _____

Name (as it appears on credit card) _____

Account Number (include all digits) _____

Card Expires

_____ Month _____ Year

Signature (as it appears on the card) _____

- Telegraphic Transfer US\$ _____ to:
Chase Manhattan Bank
1166 Avenue of the Americas, 15th Floor
New York, NY 10036, Attn: Robin Spitz
For the accounts of the
International Council of Shopping Centers
A/C #033-1-030767 Routing #0210 00021

Important:

Please indicate that the telegraphic transfer is for Crisis Workshop so that we can properly credit your account. A copy of the transfer receipt must be attached with the registration form for processing.

- Please find enclosed bank draft made payable in US\$ to ICSC.
Amount US\$ _____

[DRAWN ON U.S. BANK]

Send bank draft: ICSC Asia-Pacific
138 Cecil Street
#08-02, Cecil Court
Singapore 069538

Important: Please write the delegate(s) name on the back of the bank draft. Bank draft must be drawn on a U.S. Bank.

Confirmation

Registration can only be processed when accompanied by payment. Confirmation of registration will be emailed upon receipt of payment.

Cancellations

If you are unable to participate in the Workshop, you may cancel before 12 Feb 2007 to receive a 50% refund. No refund will be given for cancellations received after 12 Feb 2007.

You may send a substitute delegate in your place for a US\$50 administrative fee.

All requests for refunds and replacement must be sent to ICSC Asia-Pacific Office in writing, marked to the attention of the Registration Department.

For enquires, please contact ICSC Asia-Pacific Office at phone: (65) 6532 3722 fax:(65) 6532 7355 email: info@icsc.org.sg