12 PRINCIPLES OF AVIATION CRISIS MANAGEMENT

SENASA and KENYON (international leader in worldwide disaster/emergency response management) collaborate in the provision of this course. The principles presented in this interactive training course will help participants navigate the path to a robust and well informed crisis management program.

A rapid, coordinated, and compassionate response to an aircraft incident is more important today than at any other time. Airlines and airports need to meet the demands of national legislation and industry regulation, the expectations of the public and the rush of the modern media machine. Understanding the 12 Principles of Aviation Crisis Management will help to ensure an effective and efficient response effort.

New challenges have come to the forefront of aviation emergency operations including: criminalization, risk management, crisis communications, data management, insurance settlements, strong leadership, and long-term business continuity. Based on Kenyon’s 100 years of emergency experience, the principles presented in this interactive training course will help participants navigate the path to a robust and well informed crisis management program.

OBJECTIVES

• Develop a broad understanding of how and why the aviation community should respond to an incident.
• Assist in the understanding of the aviation community’s responsibilities during an incident.
• Demonstrate to industry leaders first hand lessons learned in crisis management.
• Create a proactive culture within the aviation industry, where the focus is on addressing issues and concerns in advance of an incident.
• Build constructive relationships with stakeholders to promote accountability.

COURSE LANGUAGE: ENGLISH

MODULE 1: Airline Crisis Response
MODULE 2: Humanitarian Assistance
MODULE 3: Crisis Communications
MODULE 4: Public Inquiry, Notification and Travel Center
MODULE 5: Investigation
MODULE 6: Insurance, Finance and Risk Management
MODULE 7: Data Management
MODULE 8: Government and Community Affairs
MODULE 9: Fatality Assistance
MODULE 10: Personal Effects Operations
MODULE 11: Business Continuity
MODULE 12: Crisis Leadership

Duration: 6 hours, 1 day
Timetable: 9:00-16:00 (Lunch and coffee-break included)
Price: 500€
Language: English
Telephone: + 34 91 301 98 64 / + 34 91 301 94 42
E-mail: dst.cursos@senasa.es
Lodging: Special rates at nearby hotels. Check with us.
Registrations: www.senasa.es
Payment: By Credit Card (MA, Mastercard, 4B, American Express)

Course discounts:
• From 3 registrations in the same course made by the same company and CIF, you will obtain a 10% discount. From 6 registrations, you will receive 15% discount.
• These discounts can be combined with others until a maximum of 20% per student.

Cancellations:
• For any lack of attendance to the course, there is still the option of a substitute being sent in by letting us know of his/her personal data via fax or e-mail at least with a 24 hour notice prior to the course starting date.
• For any attendance cancellations to the course, a fax or an e-mail should be sent at least with a 7 day notice prior to the course starting date (incurring in a 10% penalty in management costs).
• For any attendance cancellations within the 7 days limit, there shall not be any reimbursement of any amount paid.