

# EMERGENCY MANAGEMENT PLANNING AND TRAINING

Swiss AviationTraining's uniqueness is the individual approach to your needs.

You specify the topics and goals you want to achieve, based on your actual emergency response preparedness level. You choose the method, be it conventional consulting, interactive classroom education, table-top or simulation exercises. We provide custom-made services in English, German or French at agreed locations worldwide.

Enormous demands, expectations, legal issues, pressure and unpredictable actions challenge airlines, business jet operators, airports, tour operators and handling agents in the aftermath of an accident or in an emergency situation. Who contacts the next-of-kin following notification of an accident? What phrasing is used? Who faces the members of the media people gathered in front of the head office? What immediate directives are to be issued and by whom? Are station managers, fixed base operation managers, terminal managers and local representatives provided with guidance and standing orders to enable them to cope with local occurrences independently and immediately? Have senior executives been alerted and briefed?

The ability to respond efficiently, empathetically and professionally might well be the key to an airline's survival in such situation and is of fundamental importance for the organizations involved in maintaining trust and a positive image.

## SUCCESS OR FAILURE?

The answer is determined by the organization's level of preparedness and its ability to respond. A properly selected, trained and documented crisis management team combined with adequate supporting resources and infrastructure provides the best chance of being able to achieve acceptable and customer-oriented results in very difficult and trying times. It is for this reason that regulations, standards and recommended practices are consistently imposed by bodies governed by public law, such as EASA, EU Council, IATA etc.

## YOUR BENEFITS AT A GLANCE

Swiss AviationTraining provides custom-tailored solutions, know-how, advice, guidance, training, exercises and audits for planning an accident response and/or managing an emergency situation most efficiently. Rather than provide organizations with theoretical or academic advice, our goal is to support and guide them in designing and implementing effective and holistic emergency response processes according to agreed modules.

By being part of a global airline with established links to worldwide emergency management experts, we understand needs and requirements, have insider information and "speak your language".

Swiss AviationTraining, a subsidiary of Swiss International Air Lines, is an internationally active training organization recognized and respected throughout the aviation world as a provider of initial and recurrent training and instruction for commercial pilots, cabin personnel, aircraft mechanics and specialist know-how ([www.swiss-aviation-training.com](http://www.swiss-aviation-training.com)).

## THE AVIATION EMERGENCY RESPONSE SPECIALIST

Roland Schwendeler, specialist and coach with long-standing experience in crisis management and emergency response planning, training, interlinked processes and documentation works with your mission holders to develop or consolidate emergency response processes, plans and skills.

Custom-tailored exercises for various levels, based on the coach's broad personal experience in deploying emergency response teams, provide realistic and unmatched training opportunities.

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### Roland Schwendeler

Consulting for Emergency Management & Processes

Swiss AviationTraining Ltd.  
Emergency Management  
ZRHSAT/MS  
PO Box  
CH-8058 Zurich-Airport, Switzerland

Telephone +41 79 638 99 82  
[roland.schwendeler@swiss-aviation-training.com](mailto:roland.schwendeler@swiss-aviation-training.com)  
[www.swiss-aviation-training.com](http://www.swiss-aviation-training.com)

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## **MODULE INTEGRATED CRISIS MANAGEMENT**

### **CHALLENGE**

An organization should have the ability to respond swiftly and efficiently to an emergency. The key drivers in such situations are a high-level of staff leadership, specialist personnel and service-level provisions, along with the specific facilities and resources to maintain a 14-day continuous emergency response and subsequent activation of a Post Emergency Response Organization to handle the medium and long-term issues.

### **MAIN TOPICS HANDLED**

- Organization: missions, functions, resources, facilities, operational and commercial challenges, business continuity
- Leadership: profiles, competencies, skills
- Documentation.
- Site Team Organization and Operations: mission, responsibilities, resources, material.
- Alarm and Notification: systems, levels, schemes, reports, confirmation.
- Command Center operation

### **HOW YOU WILL BENEFIT**

- Participants understand the impact, roles, responsibilities, processes and network involved in an emergency. They are familiar with the most important crisis management leadership factors such as decision making, priority setting, situation analyses, evaluation of options, examination of "what if..." scenarios.
- Criteria regarding investigation, technical, legal, financial and insurance aspects will be covered.
- Do's and don'ts as well as lessons learned from previous accidents and events will be reviewed.
- Analyzing plans of suitably equipped Command Center facilities enable participants to evaluate their own installations effectively.
- Go-Team Leaders will be able to support station emergency response operations abroad and ensure that the company and its representatives are being perceived positively and professionally.
- Presentation regarding alarm and notification systems enables participants to make a comparison with their own system and motivate them to perform periodic notification drills.
- Know-how will be gained in order to ensure post-emergency activities of all faculties involved.

### **DESIGNED FOR**

- Emergency Directors
- Heads of Crisis Management Teams
- Go-Team Leaders
- Command Center specialists
- Heads of back-office units working closely with the Command Center
- Deputies

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## **MODULE HUMANITARIAN RESPONSE (SPECIAL ASSISTANCE)**

### **CHALLENGE**

An organization should master the numerous challenges of an emergency in order to assist directly and indirectly affected persons, their families, relatives and friends over a period of weeks and months.

A team of dedicated, skilled, empowered and regularly trained volunteers shall comply with their needs, requirements and wishes.

### **MAIN TOPICS HANDLED**

- Telephone Enquiry Center: enquiries, return calls
- Care: emotional and logistical care, traumatic stress, self-care
- Communication principles
- Family Assistance Center operations
- Family briefings
- Codeshare aspects
- First necessities
- Personal effects handling
- Repatriations
- Facilities
- Documentation.

### **HOW YOU WILL BENEFIT**

- Participants understand the emotions and the human dimensions in a crisis and disaster environment and acquire the skills and know-how to deal with specific situations, including the role of cultures and religions.
- Participants are briefed regarding the roles and responsibilities of authorities involved and learn the processes related to passenger manifests and commonly used forms.
- Do's and don'ts as well as lessons learned from numerous Special Assistance Team deployments will be reviewed.
- Analyzing plans of suitably equipped Special Assistance Centers and of Telephone Enquiry Center facilities will enable participants to evaluate their own installations effectively.
- The necessity of self-care, including debriefings and defusing, will be made clear.

### **DESIGNED FOR**

- Heads and Team Leaders of Special Assistance Teams
- Heads of units involved in Telephone Enquiry Processes
- Heads of crew units involved in supporting affected crew members and their families
- Deputies

## **MODULE CRISIS COMMUNICATIONS**

### **CHALLENGE**

An organization should communicate professionally, accurately and timely by giving information to families, stakeholders, the community and the news media. Only senior executives and trained crisis communication spokespersons shall be assigned public appearance duties and the task of conveying statements related to crisis management and the company response.

### **MAIN TOPICS HANDLED**

- Generic Emergency Response
- Crisis communication fundamentals
- Conceptual design and communication plans
- Internal and external communication channels
- Social news media
- Media relations
- Media conferences
- Internet websites
- Internal media team and duties
- Coordination of communication performed by Senior Management
- Facilities
- Documentation

### **HOW YOU WILL BENEFIT**

- Participants understand how the news media functions and the communication strategies of local and state responders as well as of partner organizations.
- They will gain a clear understanding of their own role within the internal media team and the priorities to be given to the various communication channels.
- They will be confronted with various scenarios and possible reactions.
- Do's and don'ts, case studies, and lessons learned from the experiences of partners and competitors will be reviewed and discussed.
- Learning the importance and operation of suitably equipped Media Center facilities will trigger comparison with the participants' own installations and processes.

### **DESIGNED FOR**

- Senior Executives
- Emergency Directors
- Heads of Crisis Management Teams
- Media Spokespersons at Head Office and abroad
- Local Sales representatives
- Specialists likely to be exposed to the media (e.g. Chief Pilots, Branch Office Managers)
- Deputies

## **MODULE STATION AND BRANCH OFFICE RESPONSE**

### **CHALLENGE**

Stations and Branch Offices must be able to deal with an emergency or a crisis from the moment of notification in a responsible, professional and efficient way, solving a multitude of simultaneous problems under great pressure. Crisis Management leadership competencies, teamwork and delegation abilities, procedural know-how and priority setting are key success factors.

### **MAIN TOPICS HANDLED**

- Local Emergency Response Processes and Plans
- Leadership
- Dependencies
- Resources
- Agreements
- Linking with other teams
- Integrated crisis management
- Humanitarian response
- Crisis communications
- Cooperation with Head Office teams
- Site Teams
- Partner Organizations
- Facilities
- Documentation

### **HOW YOU WILL BENEFIT**

- Participants will acquire and improve skills required in order to implement the Station Emergency Response Plan.
- They will be made aware of duties in dealing with authorities, organizations, partners, affected persons and their families, the media and the continuous liaison and cooperation with Head Office.
- Participants understand the emotions and the human dimensions in a crisis and disaster environment and acquire skills and know-how to deal with specific situations, including the role of cultures and religions.
- Restraints in media handling as well as pitfalls and do's and don'ts are explained.
- A basic table-top exercise will provide the opportunity for crisis management leadership in a controlled environment

### **DESIGNED FOR**

- Local internal and external managerial station staff
- Local sales representatives
- Branch office staff
- Deputies

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## **MODULE**

### **PRACTICE AND TESTING / EXERCISES**

#### **CHALLENGE**

Organizations should have elaborate crisis management processes and plans in place for the many facets of emergency response requirements. Without testing, weaknesses may not be detected and crisis management teams will not have an opportunity to become assured and confident in executing their plans. They are therefore strongly advised to test plans and procedures regularly and repeatedly by means of exercises under realistic conditions, thus contributing to a learning-oriented organization.

#### **MAIN TOPICS HANDLED**

- Notification and Alarm
- First measures
- Activating facilities, installations and equipment
- Testing Crisis Management Leadership
- Testing Crisis Management Teamwork
- Testing Crisis Management Network
- Testing main aspects of Emergency Response Plan
- Testing problem solving skills of teams and team members involved
- Debriefing including self-awareness and immediate measures
- Exercise report with measures and implementation rules

#### **HOW YOU WILL BENEFIT**

- Notification and alarm will allow verification of alarm schemes and availability of resources
- Handling of “chaos phase” including first measures can be assessed
- Equipment check of facilities, installations and equipment under simulated emergency conditions
- Opportunity to practice particular roles for assigned functions at designated positions
- Opportunity to practice in particular situations and with challenges of pre-planned scenarios
- Opportunity to practice crisis management leadership
- Opportunity to work in a simulated real-time crisis management environment under pressure
- Preparing Emergency Response Organizations to deal with various degrees of real emergency situations

#### **DESIGNED FOR**

Managerial and Support Staff involved in Emergency Response

