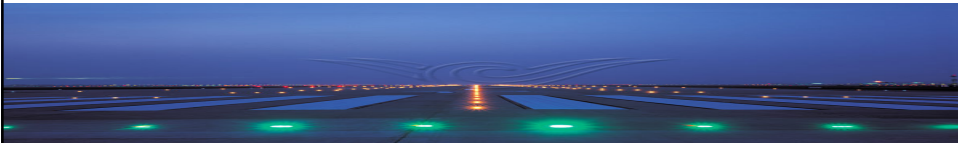


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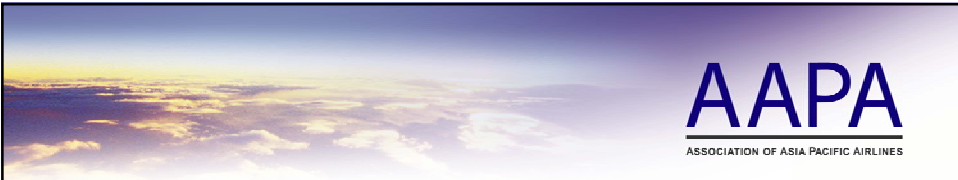
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Dealing with Emergencies



Andrew Herdman, Director General
Association of Asia Pacific Airlines

IATA Asia-Pacific Communications Conference
07 September 2006, Bangkok



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Dealing with emergencies

- Aviation industry
- Emergencies
- Crisis management
- Communications
- Working together

Aviation: what a great industry!

- Air travel delivers global mobility
- 2,200 million passengers
- Outstanding safety record
- Carries 35% of global trade by value
- Wider social and economic benefits
- Part of everyday modern life



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Source: ATAG



Travel moves people.



What is an emergency?

Anything with a major unexpected impact ...

... on business operations

or

... on market demand

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What is an emergency?

.... (1)

Accidents



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What is an emergency?

.... (2)

Industrial Action



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What is an emergency?

.... (3)

Infrastructure Failures



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What is an emergency?

.... (4)

Perceived threats to public safety & security

Travel chaos grips UK's airports

Stringent security measures remain in place at UK airports, causing severe delays for thousands, following the police anti-terrorism operation.

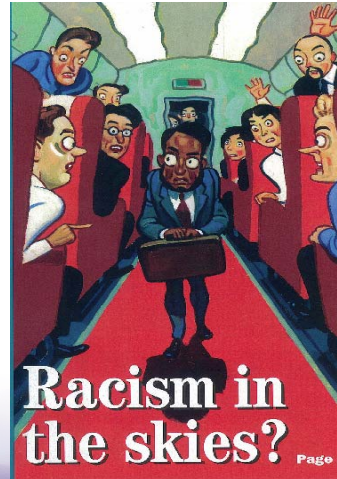
Armed police are patrolling terminals and travellers are undergoing searches.

Heathrow airport has been the worst affected, although the ban on short-haul flights into the airport was lifted on Thursday afternoon.



Many planes have been grounded at Heathrow

WATCH BAA advice



What is an emergency?

.... (5)

Threats to public health

SARS



Avian Flu ?



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Responding to emergencies

Crisis management

- Recognise the impact and declare an emergency
- Be prepared for emotional responses, by both individuals and institutions
- Need for collaboration and co-ordination
- Importance of communications
 - role of the media

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Crisis Management

In the earlier stages of a crisis, it's important to focus separate attention, and management effort, on:

- Managing the event itself
- Managing the rest of the business
- Managing public and media scrutiny

If in doubt, ask yourself the question:

“What would the public expect us to do in this situation?”

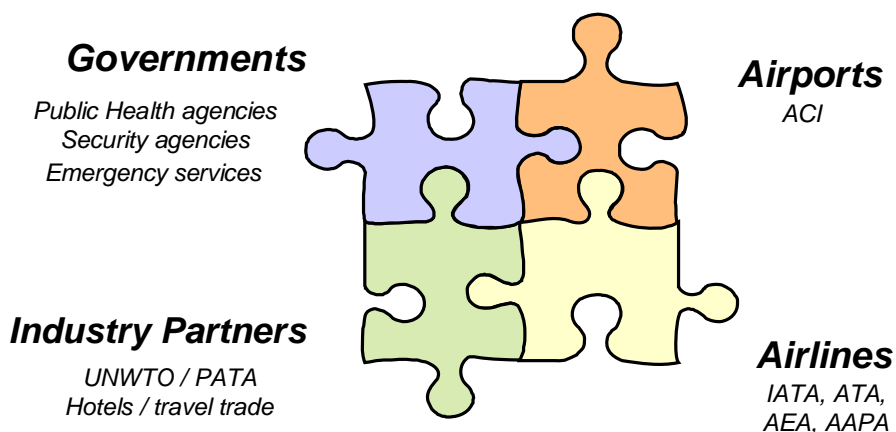
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Crisis Management

- Phase 1**
- **Respond**
 - Concern
 - Action
 - Perspective
- Phase 2**
- **Resolve**
 - Manage the operational impact
 - Adjust business processes
- Phase 3**
- **Recover**
 - Restoring public confidence
 - Rebuilding customer demand
 - Business promotion

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Working together



Strong relationships need to be built long before any crisis hits

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AAPA 2nd Emergency Response Planning Conference
19-21 September 2006
Bangkok, Thailand



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