



# Emergency Preparedness Certificate Program

## Program Overview

### Emergency Preparedness Certificate Program

- Two-day, interactive program (4 hours per day)
- Blend of theory, tools, and scenario-based group work
- Certificate awarded upon completion
- Focus: Building confidence and capability in emergency preparedness, risk mitigation, and duty of care for destination and event professionals

## Learning Objectives

By the end of the program, participants will be able to:

1. **Define emergency preparedness** and its five core responsibilities: Prevention, Protection, Mitigation, Response, Recovery.
2. **Develop customized emergency plans** using checklists, hazard analysis, and contingency planning tools.
3. **Apply risk management and mitigation frameworks**: severity × likelihood, gross vs. net risk, and practical risk controls.
4. **Implement duty of care strategies**: medical readiness, liability management, waivers, informed consent, and privacy compliance.
5. **Integrate advanced considerations**: psychological safety, accessibility, cultural awareness, cybersecurity, and insurance coverage.
6. **Collaborate effectively** with venues, partners, and local authorities for coordinated emergency response.
7. **Communicate and document incidents** to protect both attendees and organizational reputation.
8. **Reinforce business continuity and recovery practices** to maintain operations and rebuild client trust post-incident.

## Day 1 – Foundations of Preparedness & Risk

- **Welcome & Introductions** (15m)
- **Program Overview & Objectives** (10m)
- **Module 1: Emergency Preparedness**
  - Purpose & core responsibilities
  - Benefits vs. costs, client expectations, liability
  - Examples: hotels, sightseeing tours, vehicles, venues
  - Building an emergency plan & checklist
  - Stakeholders, planning meetings, contingency planning
  - **Case Study Exercise**: Preparedness scenarios (30m)
- **Break** (10m)
- **Module 2: Risk Analysis & Management**
  - Risk framework: severity × likelihood = risk
  - Indications of risk, gross vs. net risk
  - Risk scoring exercise with scenarios
  - Benefits & reassurance of risk management
  - **Case Study Exercise**: Risk scoring simulation (30m)
- **Wrap-Up & Recap (Day 1)**



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### Day 2 –Risk Mitigation & Duty of Care

- **Recap of Day 1** (10m)
- **Module 3: Risk Mitigation**
  - Security (physical, civil unrest, cyber, personnel, executive protection)
  - Natural catastrophes: earthquakes, tornadoes, wildfires, hurricanes, floods, etc.
  - City & onsite scenarios: power outages, suspicious packages, fire safety, traffic/transportation
  - High-risk events & additional planning needs
  - Recovery planning & benefits of mitigation
  - **Case Study Exercise:** Event disruption scenarios (30m)
- **Break** (10m)
- **Module 4: Duty of Care: Medical & Liability**
  - Legal foundations, assumption of risk, informed consent
  - Medical readiness: know your audience & destination, train your staff
  - Incident response: documentation, communication, reporting
  - Privacy & HIPAA, liability issues, waivers, insurance
  - Advanced topics: psychological safety, accessibility, cultural awareness, cybersecurity, insurance deep dive, integration with local authorities
  - **Case Study Exercise:** Medical & liability scenarios (30m)
- **Wrap-Up: Key Themes & Takeaways**
- **Action Plan & Commitments** (15m)
- **Program Summary, DMCP & ADMEI Resources, Next Steps**