

The Pacific Northwest EMPA Disaster and Emergency Communication Conference 2019

Information in Emergencies – getting it right, growing it better

Smith Ballroom, Portland State University

Portland, Oregon

Monday 12th – Tuesday 13th, August 2019

Speakers



Deputy Director
Alexandra Travis,
Office of External
Affairs, FEMA



Bob Jensen, Senior
Managing Director,
Strat3
(RET) Principal Deputy
Assistant Secretary,
US Department of
Homeland Security



Curry Mayer,
Emergency Manager,
City of Bellevue

Who? – EMPA joins the Pacific Northwest

Local and global events almost daily highlight the need for effective communication to inform and inspire the listener to make the decisions they need, quickly and comprehensively to save life, protect property and reputation.

We know if we can get the right message to the right people at the right time, we can help protect lives and livelihoods, homes and animals; we can support people and business through recovery, motivate readiness and resilience.

The nonprofit Emergency Media & Public Affairs (EMPA) is the only international, representative organization of emergency service and disaster communication practitioners in the world.

In 2006 three Australian Public Information professionals, having endured a devastating tropical cyclone response, put their heads together determined to learn from the lessons each identified. Over a decade later the EMPA ethos of sharing where we fall down, how we help each other back up to better serve our communities continues to grow.

This year EMPA leaves its Australian and New Zealand shores to come to Portland, here, where the innovative and ‘weird’ idea is the root for growth! We are excited to exchange practical, proven means of communicating through critical situations. We will share frameworks and lessons actually learned - to stimulate thinking, encourage conversation and create change.

EMPA works to fund research on disaster communication, community response and recovery. Thanks to Portland State University, this year we have the opportunity to join up expert practitioners, researchers, front line responders, industry, officials and executives toward mutual growth.

How do we use strategic management of public safety and warning messages, public information, education and interaction for comprehensive communication with residents, stakeholders and lifeline organizations critical to the resilience and safety of our communities?



Desiree Matel-Anderson,
Chief Wrangler,
Field Innovation Team



Israel Reyes,
Strategic Advisor,
Latin America



Lorraine Churchill,
Emergency
Management,
Cowlitz Indian Tribe



Peter Rekers,
EMPA Co-Founder

Please join us for this unique opportunity to share what we do well, where we can improve and different perspectives on “getting it right, growing it better!”

What includes

- local and international speakers presenting practical experiences
- scenario-based workshop each day to put ideas into practice
- solution-focused panels and interactive sessions
- conference welcome dinner

Program Overview – please check back for updates:

Monday, August 12	Tuesday, August 13
How the heck do we do it?	How do we reach through?
<i>Registrations – Light Refreshments</i>	<i>Light Refreshments</i>
Opening Remarks	Opening Remarks
Peter Rekers - Learning From Each Other: Work Smartly, Not Hardly	Sarah U'Brien – Moving from Bouncing Back, to Bouncing Ahead
Alexandra Travis – Changing Communication Paradigms	Curry Mayer – Emergency Messaging Challenges for Reaching Vulnerable Populations
Israel Reyes – From Weapons of Mass Destruction to Weapons of Disruption, Cyberspace and its influence on disaster communication	Richard Benge – Cultural Adoption of the Message Please note: Richard will lead us via livestream
<i>Break</i>	<i>Break</i>
Churchill & Friends – Developing Your Communication Resource Pool	Desiree Matel-Anderson – From the Field
<i>Lunch Buffet</i>	<i>Lunch Buffet</i>
Peter Rekers and Rebecca Riggs – When it Hits the Fan; Today's Communication in Response	Peter Rekers and Rebecca Riggs – Fanning the Contents Forward; Today's Communication in Recovery
<i>Break</i>	<i>Break</i>
Lorraine Churchill – Today's Wrap	Bob Jensen – The Great Debrief: Looking Back, Looking Ahead and Communication Paths Forward
<i>Break before dinner – informal socials available: please check back for new developments!</i>	
Welcome Dinner	



Rebecca Riggs,
HighGround
Communication



Richard Benge,
Director,
Arts Aotearoa



Sarah U'Brien,
Community Leader,
Dungog Shire

Who should attend? You!

Anyone responsible for or interested in Emergency Information management and its effect on their organization and their community. Examples include:

- Public Information Officers
- Community Engagement Officers
- First Responder Services
- Media Managers and Liaisons
- Editors
- Risk Management
- Emergency Management
- Local Emergency Planning Committee Members
- Agency Representatives
- Response and Recovery Agencies
- Elected Officials
- Public or Civil Affairs
- Journalists
- Crisis Communication
- Public Relations
- Educators

The Logistics essentials

Conference fees :	Early Bird (thru July 10th)	Full (after July 10th)
Individual	\$350	\$400

Register via: <https://commerce.cashnet.com/PDXCPS>

Lodging

GSA-compliant lodging can be booked by contacting the Radisson Red hotel at 1.800.333.3333 or online at <https://www.radissonred.com/portland/>. For the EMPA Conference rate of \$159/night plus taxes, ask for the "EMPA Group Rate" or enter "EMPA" in the discount code online. First come first serve: block rooms limited.

Travel

Portland International Airport (PDX), in Portland, Oregon is easily accessible for those flying in. Ground travel options include MAX light rail, Uber, Lyft, Blue Star Express Shuttle, and local taxis.

Need more info, have questions?

Please see <https://www.empa.org.au/> or email PNW@empa.org.au



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