

International Swine Flu Conference

Conference: **March 10-11, 2010** Workshop: **March 12, 2010**

London, UK

Show you care. Meet your planning deadlines. Engage staff and suppliers and learn how to work with community, state and federal agencies to survive and recover from a pandemic.

Know How To Respond

Recognize problems earlier. Make the right decision faster.

Plan To Continue

Maintain cash flow and work flow. Keep the learning process alive.

Top leaders and key decision-makers of major companies representing a broad range of industries will meet with distinguished scientists, public health officials, law enforcers, first responders, and other experts to discuss pandemic prevention, preparedness, response and recovery at the International Swine Flu Conference.

At the conference, attendees will be able to draw on first-hand best practices to create the solid business continuity plans that their companies and organizations need in order to prepare for, respond to, and survive a pandemic.

The summit draws on the success of the seven previous Bird Flu summits that featured as speakers several distinguished personalities such as Dr. David Nabarro, the United Nations Coordinator for Avian and Human Influenza, Alex Thiermann of the World Organization for Animal Health (OIE) and Dr. Wenqing Zhang of the WHO Epidemic and Pandemic Alert and Response.

Well-known emergency responders, heads of hospitals from around the world, and hog/swine industry leaders will speak in this conference.

Topics Include

- Mass Fatality Management Planning
- Country Report and Situations Update
- Surveillance and Data Management
- Preparing Communities Strategies; Local Partnership and Participation
- Delivery of Vaccine and Antiviral Medication
- National Pandemic Influenza Medical Countermeasure
- Socio-Economic Impact on Hog/Swine Industry
- Benefit-Risk Assessment: Public Health, Industry and Regulatory Perspectives
- Prevention Education Efforts and Risk Communication
- Command, Control and Management
- Emergency Response Management
- Business-Based Planning
- School-Based Planning
- Community-Based Planning

“Very high quality papers and presentations.
A very good overview of different kinds
of information - a lot of knowledge.”

Koos van der Velden
Chairman
European Influenza Surveillance Scheme

How to Plan

Make everyone a stakeholder. Spell out roles and responsibilities.

Protect Your Community

Know your resources and test them against toughest scenarios.

Concurrent Break-out Session #1

Mass Fatality Management Planning

- Develop and maintain plans, procedures and programs
- Develop and implement training and exercise programs
- Direct fatality management tactical operations
- Activate fatality management operations
- Conduct morgue operations
- Manage ante-mortem data
- Conduct final disposition

Concurrent Break-out Session #2

Psychological Issues

- Public's distress of exposure and safety
- Breakdown of public services and utilities
- Medical supplies shortage
- Unwillingness to follow government orders

Concurrent Break-out Session #3

Business Continuity Planning

- Allocate resources to protect your employees and customers during a pandemic
- Find out which business risks are insured
- Ensure safe travel during the pandemic
- Identify when to reduce or even close operations

Concurrent Break-out Session #4

Continuity of Operations and Continuity of Government Planning

- When 50% or more of employees are out sick or taking care of their sick ones
- When H1N1 flu pandemic unfold in two or three successive waves in a calendar year
- Disruptions to public, private and critical infrastructure undermining your essential functions

Concurrent Break-out Session #5

Emergency Management Services

- Prioritize antivirals and personal protective equipment for essential workforce
- Overcome reduced response capacity caused by mechanical failure and a possible 30-40% drop in staff to maintain continuous operations

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- Protect the emergency management response operations center
- Manage interruptions in food, fuel and essential supply chains and establish stockpiles
- Manage panic caused by sudden disruption of services and interruptions in essential goods and services

Concurrent Breakout Sessions to choose from...

Breakout 1: **Mass Fatality Management Planning**

Breakout 2: **Psychological Issues**

Breakout 3: **Business Continuity Planning**

Breakout 4: **Continuity of Operations and Continuity of Government Planning**

Breakout 5: **Emergency Management Services**

Breakout 6: **Law Enforcement Agencies**

Breakout 7: **First Responders: Fire Department**

Breakout 8: **First Responders: Public Works**

Breakout 9: **911 Call Center Services**

Breakout 10: **Hospital and Emergency Medical Services**

Breakout 11: **Workplace Planning**

Breakout 12: **School/University Pandemic Planning**

Breakout 13: **Airlines, Travel, Airport, Quarantine and**

Border Health Services

Breakout 14: **Infectious Medical Waste**

Breakout 15: **Swine Flu: Agriculture Perspective and Interventions** and many more....

For more info please visit

New-Fields.com/ISFC_uk



Dr. Jon Kim Andrus

Chief Immunization Unit

Pan American Health Organization

International Swine Flu Conference, August 19-20, 2009, Washington, DC

Concurrent Break-out Session #6

Law Enforcement Agencies

- Protect police forces from falling ill and from being hurt in civil disturbances
- Protect the delivery of vaccines and essential goods and services
- Manage a surge in crime and meet routine requests at the same time
- Control and diffuse social unrest and public disorder
- Isolate prisons and other facilities

Concurrent Break-out Session #7

First Responders: Fire Department

- Protect fire department first responders from falling ill and from being hurt in civil disturbances
- Continue to respond to routine fire outbreaks while responding to pandemic-related calls
- Effectively transition into All-Hazards Incident Management Responders
- Effectively undertake mass vaccinations
- Enforce quarantines

Concurrent Break-out Session #8

First Responders: Public Works

- Protect public works first responders from falling ill or being hurt in civil disturbances
- Control traffic, evacuation and mass transportation
- Ensure the minimal delivery of clean water and sanitation services
- Ensure the stability of vital communications networks
- Overcome an overwhelmed telecommunications network caused by a surge in telework employees, homebound calls, and the increased search for public services

Concurrent Break-out Session #9

911 Call Center Services

- Effectively manage the 911 call center during the crisis
- Develop call center surge capacity
- Secure call center operations
- Anticipate technical problems
- Ensure that frequent, honest and reliable information is released to the public

Concurrent Breakout Session #10

Hospital and Emergency Medical Services

- Prioritize the use of antivirals for the essential workforce
- Anticipate interruptions in food, fuel and essential supply chains and establish stockpiles
- Plan for reduced response capacity due to mechanical failure and lack of personnel
- Maintain continuous operations during a pandemic
- Plan for 30-40% drop in labor force
- Protect the emergency operations center

Concurrent Break-out Session #11

Workplace Planning

- Effectively work with 30-40% less employees
Account for your employees
- Establish remote offices and flexible work plans. Identify the business functions that can be outsourced
- Secure your workplaces
- Train your workers to screen for symptoms and know what to do when workers fall ill

International Swine Flu Conference

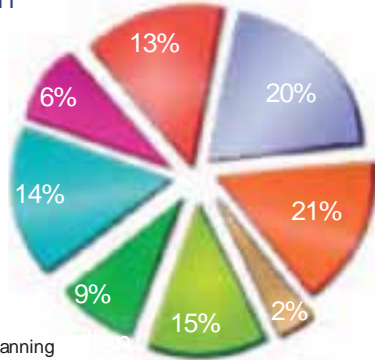
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Participants By Job Function

- CEO/VP/COO/R&D Director
- Chief Epidemiology/Medical Officer/Doctor
- Commanding Officer/Rescue Services
- Emergency Management Services Director/Chief Risk Officer/Senior Pandemic Officer
- Global Flu/Marketing Manager/Food Safety
- Health Minister & Hospital Heads/ Public Health Director
- Senior Government Officials
- Senior Manager/Director of Business Continuity Planning



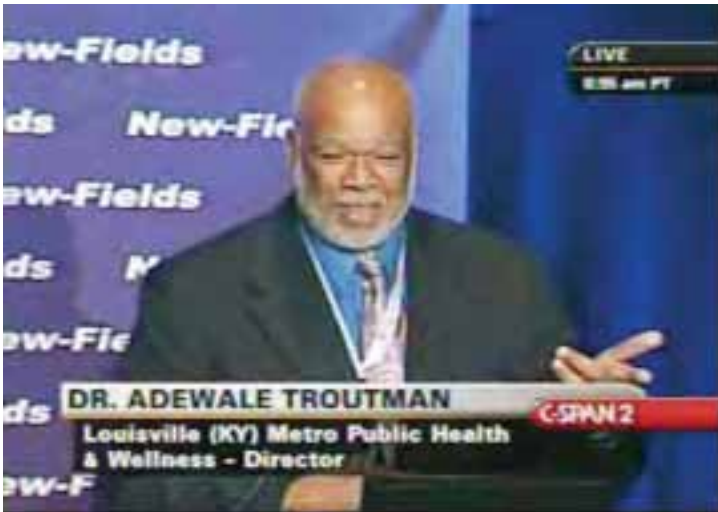
Decision Making Authority *

- 30% Of attendees make the **Final Decision**
- 35% Of attendees make the **Recommendations** to the final decision maker

ISFC '10 Focuses on latest prevention, preparedness, response and recovery measures being developed to address the deadly human-to-human transmission of swine flu H1N1. The speakers and exhibitors are selected to represent the widest possible range of perspectives.

Team Discount > Register three people from your organization, and the 4th person attends for FREE!

FACT This is the place where you can ask the tough questions to doctors who have treated some of the fatal human cases of swine flu.



Dr. Adewale Troutman, Louisville (KY) Metro Public Health & Wellness Director International Swine Flu Conference, August 19-20, 2009, Washington, DC

- > Real Cases
- > Panel Discussions
- > Break-out Sessions
- > Role Playing Sessions
- > Best Practices
- > Saving Lives



Dr. Samuel Bogoch, Replikins Disease Forecasting & Vaccine Chairman International Swine Flu Conference, August 19-20, 2009, Washington, DC

Top Five Reasons to Attend the Summit

- Gain a broad bird's eye view of the global swine flu situation
- Get the freshest updates from hard-to-reach country experts
- Learn how your company/organization can prepare for a pandemic
- Establish contacts with key local, federal and international agencies involved in the fight against swine flu
- Draw on best practices from top companies to create solid business continuity plans

* Based on the 7th Bird Flu Conference

- > Job-Alike
- > Table-Top Exercise Workshops
- > Role Playing Break-out Sessions
- > Organization-Alike

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Concurrent Break-out Session #12

School/University Pandemic Planning

- Train teachers to screen for symptoms & know what to do when students/teachers fall ill
- Transport ill students
- Identify when to reduce or close down your school
- Effectively transform school facilities into shelters
- Continue learning through alternative routes like the web, telephone, mail, radio and TV
- Communicate effectively with staff, parents and students

Four-Stage Incident Management Process is Provided and Discussed

Learn How To Plan

Make everyone a stakeholder
Spell out roles and responsibilities

Protect Your Community

Know your resources
Test them against toughest scenarios

Know How To Respond

Recognize problem early. Make the right decisions fast

Plan To Continue

Keep the business process alive

Concurrent Break-out Session #13

Airlines, Travel, Airport, Quarantine and Border Health Services

- International and Federal guidelines
- Measures to prevent the spread of communicable diseases
- Apprehension, examination and release
- Aviation and Transportation Security Act, 2002
- Are tools available to ensure patient does not pose risk to fellow travelers?

Concurrent Break-out Session #14

Infectious Medical Waste

- Infectious waste management
- Packaging disposable infectious waste
- Engineering controls
- Pathological waste management
- Exposure control plan

ISFC '10

Will feature comprehensive agenda packed with breakout sessions - more than 15 in all

Strategies & Solutions

Prevention Preparedness Response and Recovery

Register Now! **Call:** 202-536-5000 **Email:** callen@nfemail.com **Website:** New-Fields.com/ISFC_UK

2 Workshops to choose from...

Workshop 1: **Learn How To Plan**

Make everyone a stakeholder. Spell out roles and responsibilities.

Protect Your Community

Know your resources. Test them against your toughest scenarios.

Workshop 2: **Know How To Respond**

Recognize problem early. Make the right decisions fast.

Plan To Continue

Maintain cash flow and work flow. Keep the work process alive.

Concurrent Break-out Session #15

Swine Flu: Agriculture Perspective and Interventions

- H1N1 sources and transmission
- How do animal pathogens evolve?
- How to protect the public from exposure to zoonotic pathogens
- Analytical methods to detect, quantify, identify, monitor and control processes
- Sources and human exposure control management

“Great event, very informative.”

Dr. Brit Ojulfstad

Los Angeles County
Department of Health Services

Register Now! SPACE is LIMITED



Darrell Darnell, Washington, DC Homeland Security and Emergency Management Director
International Swine Flu Conference, August 19-20, 2009, Washington, DC

Shaping the Debate

Chief Diagnostics & Therapeutics
Head of National Center of Disease Control
Head, Department of Epidemiology
Director General for Public Health & CMO
Director Business Continuity Planning
Director Immune Biology
Director of Emergency Planning
Director of Health and Safety
Director of Infectious Disease
Director, Global Microbiology & Food Safety
Disaster Preparedness Coordinator
Division Chief, Contingency

Emergency Preparedness Officer
EMS Chief
Environmental Health Program Manager
Epidemiologist
Global Product Director, Influenza Vaccines
Head, Clinical Reviews & Investigation
Health Disaster Coordinator
Medical Director, Flu Respiratory
Medical Epidemiologist
Pediatrician - Infectious Diseases Specialist
Wildlife Biologist
Regional Pandemic Flu Coordinator

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Confirmation Details

1. Confirmation of your booking will only be sent when FULL PAYMENT is received. All posted registrations must be accompanied by a check or credit card details. 2. Please treat this form as our request for payment. 3. If you do not receive a letter confirming the conference details two weeks prior to the event, please contact the Conference Coordinator at **New Fields**.

Fax this form to register now!

FAX +1-202-280-1239

This form may be copied for additional registrations.

Delegate Details

Name _____
 Title _____
 Email _____
 Phone _____ Fax _____
 Cell (Optional) _____

Company/Organization Details

Name _____
 Company Size _____
 Nature of Business _____
 Number of Employees _____
 Website _____
 Address 1 _____
 Address 2 _____ City _____
 State _____ Zip _____ Country _____

Register Early and Save

Item*	Standard Price	Delegates	Total
Conference + 2 Workshops	US\$2,785		
Conference + 1 Workshop	US\$2,290		
Conference only	US\$1,795		
Workshop-1 One Workshop	US \$495		
Workshop-2 Two Workshops	US \$915		
Conference Documentation	US \$695		
Total Amount Due			

Multiple Registration
 Send **3** Delegates and the **4TH** is FREE

*Add \$85 for on-site registration/payment

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