

# New Zealand's EMERGENCY COMMUNICATIONS Conference



THURSDAY 19 OCTOBER 2023

## Day 1

## Programme

TIME	SESSION	SPEAKER
8:00 AM	<b>Registration</b>	
	<i>Chair: Karl Ferguson</i>	
9:00 AM	<b>Mihi whakatau / Welcome</b>	
9:10 AM	<b>KEYNOTE: Promote the Dog-sitter: Principles for Leading in Disasters</b>	Ed Conley, fmr FEMA, USA
	<i>Former FEMA responder and NATO advisor Ed Conley shares proven principles for acting decisively and leading dynamically throughout any disaster. Drawing upon extensive experience, Ed has an eye-of-the-storm perspective that shows crisis responders how to overcome setbacks, develop teams, respond compassionately, and serve with integrity.</i>	
9:50 AM	<b>KEYNOTE: Communication and public trust: lessons from COVID-19 and other emergencies</b>	Sir Ashley Bloomfield University of Auckland
	<i>Drawing on New Zealand's experience with COVID-19 and other emergencies, this presentation will highlight communication successes and what didn't go well. Key communications lessons will be drawn out to help answer two key questions: what do we need to do to be better prepared, and how can we ensure an excellent response next time?</i>	
10:30 AM	<b>Morning tea</b>	
	<i>Chair: Glyn Walters</i>	
11:00 AM	<b>PANEL: Leading from the front</b> <i>Facilitator: Kris Faafoi, former Minister for Emergency Management</i>	Mayor Nadine Taylor, Marlborough Mayor Jamie Cleine, Buller Mayor Rehette Stoltz, Gisborne
12:05 PM	<b>Lunch</b>	
	<i>Afternoon workshops - must be pre-booked</i>	
1:00 PM	<b>WORKSHOP 1</b> <b>Trauma-informed Communications</b>  <i>Dr Sarb Johal</i>	<b>WORKSHOP 2</b> <b>'how to engage effectively with Iwi in an emergency.'</b>  <i>Kareama Katu, FENZ</i>
		<b>WORKSHOP 3</b> <b>Public Information Management - are YOU ready?</b> Building your PIM Manager survival kit.  <i>Michele Poole, EMPA</i>
3:00 PM	<b>Afternoon tea</b>	
	<i>Afternoon workshops - must be pre-booked</i>	
3:30 PM	<b>WORKSHOP 1</b> <b>Trauma-informed Communications</b>  <i>Dr Sarb Johal</i>	<b>WORKSHOP 2</b> <b>'how to engage effectively with Iwi in an emergency.'</b>  <i>Kareama Katu, FENZ</i>
		<b>WORKSHOP 3</b> <b>Public Information Management - are YOU ready?</b> Building your PIM Manager survival kit.  <i>Michele Poole, EMPA</i>
5:30 PM	<b>Close</b>	
6:30 PM	<b>Conference dinner - Te Papa, Wellington</b>	

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# New Zealand's EMERGENCY COMMUNICATIONS Conference



FRIDAY 20 OCTOBER 2023

## Day 2

## Programme

TIME	SESSION	SPEAKER
8:30 AM	Registration	
	<i>Chair: Anthony Frith</i>	
9:00 AM	<b>KEYNOTE: Leadership challenges for emergency communicators</b>	John Price, Director, NEMA
9:25 AM	<b>Communicating risk reduction and catastrophic planning</b>	Prof Tom Wilson, Canterbury University
10:05 AM	<b>Awards for Excellence in Communications 2023 Showcase - Readiness and Resilience Category   Recovery Category</b>	
10:15 AM	Morning tea	
	<i>Chair: Jo Davidson</i>	
10:45 AM	<b>Building media stand-ups</b>	Rachel Kelleher, Auckland Council
11:20 AM	<b>Weathering the storm: effective social media in an emergency</b>	Karen Jones & Matthew Floratos, Waka Kotahi   NZ Transport Agency
	<i>How Waka Kotahi used social media to communicate with communities during the Auckland floods and Cyclone Gabrielle and their aftermath—our strategic approach, how we told our stories, what worked and what didn't, and what we've learned.</i>	
11:55 AM	<b>Reliance on traditional media during Cyclone Gabrielle</b>	Naomi Fergusson, Hastings Emergency Management Melanie Thornton, Gisborne District Council
	<i>When all the comms went down in Cyclone Gabrielle the PIM team had to pivot and use more traditional communications strategies to reach their community. From co-writing issues of the Herald and hand delivering them to 22,000 households, to Civil Defence updates going up in 50 local shops and businesses</i>	
12:40 PM	Lunch	
	<i>Chair: Sonia Gerken</i>	
1:40 PM	<b>Awards for Excellence in Communications 2023 Showcase - Community Engagement Category</b>	
1:50 PM	<b>Media Panel</b> <i>Facilitator: Sam Rossiter-Stead</i>	Alice Wilkins, TV3 John Freer, CoromandelFM Samantha Gee, RNZ
2:50 PM	<b>Planning, preparing for and communicating sensitive national risks – Exotic Animal Disease Preparedness</b>	Joe Buffone, Deputy Coordinator-General, NEMA Australia
3:35 PM	Afternoon tea	
	<i>Chair: Kathryn Ruge</i>	
3:55 PM	<b>Power to the People: restoration communications following Cyclone Gabrielle</b>	Kim Parker, Unison Networks
	<i>Following the destructive impact of Cyclone Gabrielle, over 70,000 customer connections across Unison's network regions, including Hawke's Bay, were left without power. This session will outline Unison's communication strategy centred around people, pictures, stories and connection - what went well, what didn't go so well, and the valuable lessons learned along the way.</i>	
4:30 PM	Conference Close	

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