

## EVENT MARKETING &amp; BRANDING

# Crisis Resilience, Cyber Security & Event Risk Management

A two-day programme in event risk management & cybersecurity, with eight modules and workplace application.



**DURATION** 2 days

**DELIVERY** Public or in-house

## Why this programme

Focuses on protecting physical and virtual events from operational disruptions, cyberattacks, extreme weather events, biosecurity threats, and unexpected crisis scenarios.

## What participants will learn

- 01** Build robust fail-safe protocols for both physical venue security and digital infrastructure.
- 02** Protect organizational brand reputation during severe high-stress crisis scenarios.
- 03** Ensure financial resilience using advanced parametric insurance and contingency structures.

## Who should attend

Event planners and managers, marketing and brand teams, communication professionals, venue operators and experience designers.

## How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

# Detailed programme

## Day 1 | Foundations and core skills

### 01 Enterprise Risk Management Frameworks for 2030

- Mapping emerging physical, digital, regulatory, and environmental risk vectors.

### 02 Cybersecurity & Defense Against Digital Hijacking

- Securing event Wi-Fi, streaming pipelines, staging software, and database breaches.

### 03 Extreme Weather, Climate Resilience & Evacuation Plans

- Designing contingency protocols for dynamic weather shifts, power outages, and crowd movement.

### 04 Biosecurity, Health Monitoring & Air Quality Control

- Advanced HVAC filtration, non-invasive health checks, and biosecurity venue standards.

# Detailed programme

## Day 2 | Application and action planning

### 05 Rapid Crisis Communications & Narrative Ownership

- Establishing crisis war rooms, instant stakeholder messaging, and media response protocols.

### 06 Contingency Budgeting & Parametric Insurance Models

- Navigating dynamic insurance policies, non-appearance coverage, and financial risk mitigation.

### 07 Live Stress Simulation & Red Team Testing

- Running simulated crisis scenarios to test operational team response times and clarity.

### 08 Crisis Management Manual Blueprint

- Drafting a customized, comprehensive Risk Mitigation Protocol for your flagship event.

## How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

### TRAINER PROFILE

#### Annette Yeo

An entrepreneur, event professional and corporate trainer with more than 20 years of experience. Her work spans event management, branding, marketing and customer engagement across Malaysia, Singapore and Southeast Asia.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

## Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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