

## EPiCC COVID19 COMMUNICATION WORKSHOPS

Our aim is to prepare communications practitioners and emergency planners to lead *plan, prepare and practice*, within public and private organisations. Communication and engagement will be at the heart of handling a resurgence of coronavirus, to ensure public health is protected, and restrictions are understood and complied with. Thus minimising the associated risks, ensuring priorities are actually delivered against and time pressures met.

You will hear from those who were at the heart of London's coronavirus response and have the chance to consider the steps taken and how these can be adapted to your local circumstances, with any lockdown measures that may be put in place.

The sessions share good practice, learnings – good and the not so good – as well as providing the opportunity to ask questions and to review your own plans for handling a second spike of COVID-19.

### Five key features of the online sessions

- Provide an understanding of the communication management capabilities needed for dealing with and mitigating a second spike in COVID-19
- Assist in the design of communication strategies and plans based around particular risk profiles, organisational structures and emergency planning arrangements across (but not limited to) Local Resilience Forums
- Provide a robust approach to crisis communications training, an interactive experience, enabling consolidation of knowledge and experiences, in a supportive learning environment to help you prepare and manage local outbreaks
- Provide an opportunity for comms professionals and emergency planners to share and adopt good practice, to rehearse their skills in practice as well as facilitating interactive discussion, networking and insight about joint working with Cat 1 responders, including emergency services, local authorities, and health and central government
- Afford you the opportunity to hear first-hand from those who have the skills, aptitude and experience of leading crisis communication for coronavirus and similar challenges, to better equip you with the knowledge and skills for dealing with a second wave of infections

## Workshops for 2020/21

There has been much learning since the UK was hit by the initial COVID-19 outbreak in March 2020. The national lockdown in March and easing of restrictions in May brought unique and unprecedented challenges, which continue with the further or continued imposition of restrictions, as experienced in Leicester, Manchester and other regional locations.

## Menu of course packages

We offer a [selection of courses](#) that complement each other and provide a comprehensive opportunity to share good practice and upskill people and teams. We can recommend [three core packages](#) comprising the following elements:

- Course 1. Learning from COVID-19 (COV1)
- Course 2. Delivering Communications to Support Local Outbreaks (COV2)
- Course 3. Managing Excess Deaths – Mortality Management (MM)
- Course 4. Partnership Working
  - (a) Local Authorities – supporting Local Resilience Forums and working with Partners (LAs)
  - (b) University & Higher Education sector – working with Partners (EDUC)
- Course 5. Leading by Example (LbE)

## Who should attend?

Directors of communication, heads of communication departments and other senior advisors. The knowledge gained by delegates from participating in EpiCC training will help them deliver an effective response to the pandemic and also enhance their crisis management skills, generally.

## About the EpiCC Trainers

**Chris Webb** a director of EpiCC was appointed as Head of Communication to lead the communication team and support the work the Strategic Co-ordination Group (SCG) in managing the initial response to the COVID19 outbreak across London. Chris, the former Head of News and Deputy Director of Media and Communication at the Metropolitan Police Service is recognised as one of the UK's leading experts in crisis management and crisis communication having dealt with almost every major incident in London in nearly 30 years. In 2012 he led the policing and security comms response for the London Olympics and Paralympics at a national level and in 2014 Chris was appointed as strategic comms lead for the NATO Summit in Wales having previously served in a similar role for the G8 summit of world leaders in Northern Ireland in 2013.

**John Bates (JB)** is a media and communications advisor working with blue chip organisations, on planned communications and crisis management. He is also a director of EpiCC. JB was formerly Chief Executive of the British Security Industry Association having previously served as Director of Corporate Communications for GSL/G4S where he was responsible for media and public relations in the UK, Australia and South Africa. JB has delivered media management coaching, broadcast interview skills and crisis communication training for people in Government departments and private sector organisations, at home and abroad.

**Michelle Elkins** a highly experienced communications professional having specialised in crisis comms and stakeholder engagement in both the public and private sector for more than 20 years. She has led regional and specialist media teams to deliver national strategic communications portfolio, having previously worked at the heart of policing and government influencing cross-departmental communications.

Recently Michelle was Deputy Comms Lead for the COVID-19 communications response in London, operating on behalf of London's Strategic Co-ordination Group and working to navigate the capital through the global health crisis towards recovery.

As a former Deputy Head of the North & East London Area Press Office for the Metropolitan Police Service, Michelle assisted with the policing comms response to the 2005 London bombings, the London riots in 2011 and the safe delivery of the London Olympics and Paralympics in 2012.

A post-graduate NCTJ-qualified news journalist Michelle has worked for both print and broadcast media and was a reporter with News UK and Sky News.

**Dr Anne Eyre** is a sociologist and EpiCC Advocate specialising in psychosocial aspects of major incidents, emergency planning and disaster management. She has recently supported the Mortality Management Group, part of London's Strategic Co-ordination Group, in dealing with excess deaths from COVID-19 across the capital.

Her approach focuses on ensuring the needs of people are at the heart of contingency planning, emergency response and recovery.

Anne presents on the College of Policing's Multi Agency Gold Incident Command (MAGIC) course and has delivered humanitarian assistance training for various London boroughs. She is also Liaison Officer for Disaster Action, a charity whose members all have direct experience of disasters as bereaved people and survivors. Anne is currently coordinating the Manchester Attack Support Group programme across England and Scotland.

**Harry and Rosie Bartlett** are EpiCC Advocates. Harry helps people improve their personal performance, challenging individuals and teams to be the best they can be. By using his passion and talent for developing key traits. Harry's expertise, skill and experience stem from his own core values and have been honed over 32 years of military experience, 28 of which were with the United Kingdom's Special Forces. **Rosie** designs and delivers on subjects such as High Performance, Wellbeing, and mental and physical robustness. She is an accredited mentor with the Premier League and the Chartered Society of Physiotherapists.

**Roger Bannister** is the former CEO of the Gangmasters and Labour Abuse Authority and Deputy Chief Constable of Leicestershire Police. On leaving in 2018, after a 30 year service in two forces (Lincolnshire and Leicestershire), he brings experience of leading the response to high profile major incidents, public events and major enquiries, often with diverse communities and complex local landscapes involving a multitude of partner needs and expectations. He is trained and experienced in multi-agency incident command and leading Local Resilience Forum work. He brings first-hand experience of working across both private and public sectors including education, local authorities and the military.

**Doug Patterson** is an experienced Local Authority Chief Executive of 18 years, having retired in 2020 after 11 years as CEO of the London Borough of Bromley.

Recently, Doug was a senior member of London's Resilience Team responding to the COVID-19 Emergency charged with strategic responsibility for Mortality Management and chairing the Tactical Coordination Group reporting to the Strategic Coordination Group (SCG) and the Chair of the SCG.

Over the years, working at a senior level Doug has gained an understanding and appreciation of the pressures, constraints and opportunities of multi-agency working; community delivery; financial challenges and working in a political environment.

Doug was part of the emergency response team supporting the Royal Borough of Kensington and Chelsea immediately following the Grenfell Tragedy and for 18 months was responsible for the Grenfell Tower Site.

**Contact EpiCC** – [www.epicc.org.uk](http://www.epicc.org.uk)