CELEBRATING

30

YEARS OF CONNECTING
SECURITY PROFESSIONALS

SECURITY
EXHIBITION + CONFERENCE

15-17 JULY 2015
MELBOURNE CONVENTION
& EXHIBITION CENTRE

CONFERENCE PROGRAM

▶ **Where to Next? Future Challenges
& Opportunities for Security**

SPEAKERS INCLUDE:

From left to right: Bruce Blythe, Chair, Crisis Management international; Dan Tehan, Chair, Parliamentary Joint Committee on Intelligence and Security; Professor Martin Gill, Director, Perpetuity Research; Marc Goodman, Global Security Advisor and Futurist; Dave Komendat, Vice President and Chief Security Officer, The Boeing Company; Dr Kelly Sundberg, President, Safe Design Council; Professor Daniel Diermeier, University of Chicago.

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COMMUNICATIONS ■ AUSTRALIA

ASIAL

**Australian Security Industry
Association Limited**

DAY 1: WEDNESDAY 15TH JULY 2015

9.30am — **Conference opening remarks**
John Fleming, General Manager, Australian Security Industry Association Limited (ASIAL)

9.35am — **Welcome address**

Kevin McDonald, President, ASIAL

9.40am — **Keynote: Building a resilient security culture in a changing environment**

Dan Tehan MP, Federal Member for Wannon and Chair of the Parliamentary Joint Committee on Intelligence and Security

10.00am — **Keynote: Emerging crisis management trends – risks and controls of the future**

Bruce Blythe, Chair, Crisis Management International (US)

11.00am — **Morning break**

11.30am — **Keynote: Crisis communication and reputation protection** (Pre-recorded video presentation, followed by live video link Q & A)

Professor Daniel Diermeier, University of Chicago - formerly Kellogg Institute School of Management (US)

12.10pm — **Keynote: Reducing the risk of crime using the SAFE Design Standard®**

How buildings, sites, and other built environments are designed and engineered can noticeably impact human behaviour. The design and engineering of a building or site can reduce both the risk and public's fear of crime – including causing potential offenders feel exposed and identifiable. This session will look at how the SAFE Design Standard® can provide quantifiable measurements and design considerations that can be applied in practice.

Dr. Kelly Sundberg, President, Safe Design Council (Canada)

1.00pm — **Lunch break**

2.15pm — **Corporate information security in the Bring Your Own Device (BYOD) era**

Andrew Gordon, Partner (Cyber), PwC

3.00pm — **Keynote: What makes for excellent security?** (By live video link)

In this presentation Professor Martin Gill will report on his research (which was also conducted in Australia) as to what constitutes outstanding performance. He will draw on prior research which has identified barriers to achieving excellence and how these can be overcome; the competing trends in Australia and globally which are impacting on security performance; the role of standards and training and how these relate to outstanding performance; and he and he will highlight the overlap between an excellent corporate security department and an excellent security supplier. He will also show how the findings from this research have led to the development of the Outstanding Security Performance Awards (OSPAs) which are being held in different parts of the world including Australia in October.

Professor Martin Gill, Director, Perpetuity Research (UK)

3.30pm — **Afternoon break**

3.50pm — **Social media security and brand protection**

Jason Lewis, Managing Director, Diiigy

4.30pm — **Managing risk and delivering security in the digital age**

Craig Millar, General Manager - Services, SNP Security

5.10pm — **Close of day one**

DAY 2: THURSDAY 16TH JULY 2015

9.00am   **John Fleming,** General Manager, ASIAL

9.05am   **Managing the threat from within**

         Joseph Iannazzo, Principal Consultant, Dynamiq Pty Ltd

9.50am   **Security and resilience**

         Adam O'Donnell, Security Consultant, Agilient Pty Ltd

10.35am   **Morning break**

11.10am   **Keynote: Understanding future security challenges** (Pre-recorded video presentation, followed by live video Q & A)

         Marc Goodman, Global Security Advisor and Futurist (US)

11.40am   **Towards a global standard for security and resilience**

         Jason Brown, National Security Director, Thales Australia & New Zealand

12.30pm   **Lunch break**

2.00pm   **Managing security operations across multiple sites**

         Adam Byrne, Director, Campus Safety and Security, University of Western Sydney

2.40pm   **Keynote: Enhancing the value of security to the organisation** (Pre-recorded video presentation)

         Dave Komendat, Vice President and Chief Security Officer, The Boeing Company (US)

3.20pm   **Afternoon break**

3.40pm   **Social media warfare – understanding the rules of engagement**

         Nicole Matejic, Founder and CEO, Info Ops HQ

4.20pm   **From cyber-threat to cyber-terrorism: essential practices in an insecure world**

         Julian Fay, Chief Technology Officer, Senetas Corporation Limited

5.00pm   **Close of conference**

"There is a gathering storm before us. The technological bedrock on which we are building the future of humanity is deeply unstable and like a house of cards can come crashing down at any moment. It's time to build greater resiliency into our global information grid in order to avoid a colossal system crash. If we are to survive the progress offered by our technologies and enjoy their abundant bounty, we must first develop adaptive mechanisms of security that can match or exceed the exponential pace of the threats before us. There's no time to lose."

Marc Goodman, Global Security Advisor and Futurist.
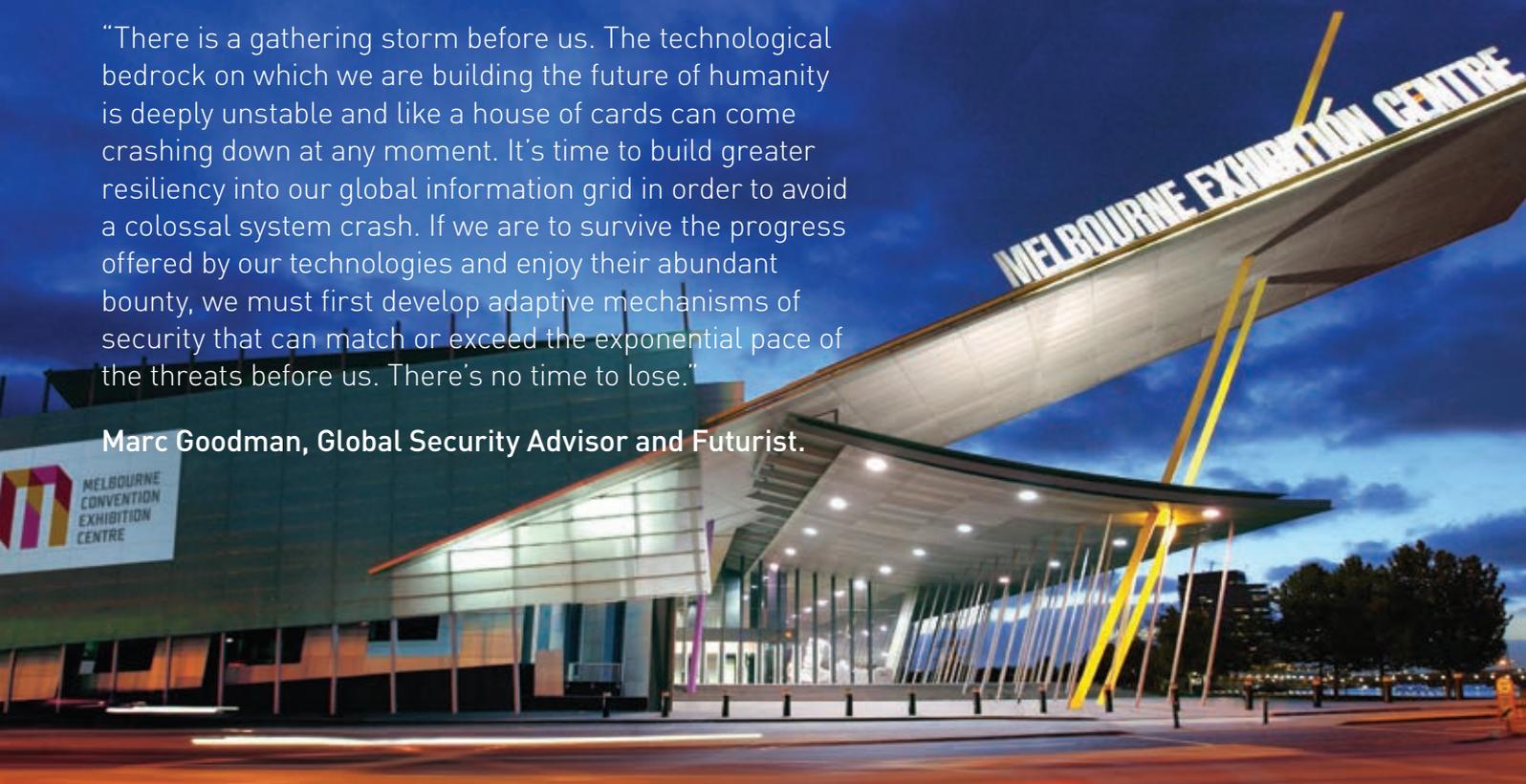
DAY 3: FRIDAY 17TH JULY 2015

EXECUTIVE BRIEFING (9.30AM–12.30PM): CRISIS COMMUNICATIONS

PRESENTED BY BRUCE T. BLYTHE, CHAIR, CRISIS MANAGEMENT INTERNATIONAL

No crisis response is any better than its communications. All responsible managers, including corporate security directors, must give and receive timely information in order to effectively manage any crisis. As a corporate security professional, you must not only do the right things . . . you must also communicate the right things. Real or perceived failure in either area can lead to rapid crisis escalation, loss of control and stakeholder outrage.

Properly provided, however, effective crisis communications can serve as a vehicle for opportunity. There are four crisis communications components that must be included in order to gain trust and cooperation from any internal or external audience. Understanding this simple and highly effective model for crisis communications will serve as an anchor as you positively navigate chaotic and unexpected crisis situations.

Without an easy-to-remember mental model for navigating difficult conversations, it is difficult to recognise serious omissions in your communications. In nearly every crisis, blame is focused toward you and your organisation by impacted stakeholders. People are quick to assume negligence, dishonesty, unfairness, and other culpabilities. In a fast paced and high-consequence environment, it is easy to lose focus inside the "crisis bubble"... unless you know the four components to assure effective crisis communications.

In this three hour Executive Briefing, you will learn methods for doing the right things in a crisis, whether it's at work or personally. You will establish a working knowledge for communicating effectively with people when their abilities to hear, understand and retain communicated information is seriously compromised. Concrete methods to deflect stakeholder accusations and maintain a state of calm assertiveness will be provided. Methods for establishing two-way communications (to and from key constituents) in high-concern situations will be delivered in a take-and-use manner.

Finally, crisis communications is not about putting a proper "spin" on your story when you haven't done the right things. You must first do the right things, and then crisis communications becomes much easier. In this Executive Briefing, you will learn the five guiding

principles to follow that applies to any organisation and crisis manager. Even if you make some wrong decisions, these guiding principles will keep you between the "guardrails" as you steer your way to crisis resolution.

Participants in this active, hands-on Executive Briefing will learn:

- The four crisis communications components to gain trust and cooperation from any audience;
- Concrete methods to manage stakeholder blame and outrage in a calm-assertive manner;
- How to navigate difficult conversations and gain coop-eration (particularly important for corporate security managers during crises);
- Methods for gaining critical information through two-way communications to-and-from impacted and involved stakeholders; and
- The five guiding principles that will keep your crisis response beyond reproach.

About Bruce Blythe
Bruce Blythe is an internationally acclaimed crisis management expert. He is the Chairman of companies internationally that provide a continuum of crisis preparedness, crisis response, and employee return-to-work services, ie worldwide crisis and business continuity planning, training and exercising; hundreds of workplace violence preparedness programs and threat of violence consultations; onsite corporate crisis response 1100 times average per month; and return-to-work for workers comp and insured injury cases. He is the author of *Blindsided: A Manager's Guide to Crisis Leadership (2014)*, a former US Marine Corps Military Police, consultant to the FBI, and clinical psychologist, he speaks regularly at conferences worldwide.
Responded to 1993 World Trade Center bombing, mass murders - U.S. Postal Service, the OKC bombing, 9/11, air crashes, kidnap and ransom, natural disasters, and management/reputational crisis.

REGISTRATION FEE

	ASIAL Member	Non-Member
2-day conference	$1,197.50	$1,297.50
½ day Executive Briefing	$397.50	$497.50

Fees are inclusive of GST.

The organisers reserve the right to alter the content of the program due to reasons beyond their control.
Note: A further discount of $100.00 per person is available for registrations received of 3 or more attendees from the same organisation. To be eligible registrations must be received and paid for together.

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