

# International Swine Flu Conference

Conference: **August 19-20, 2009** Workshop: **August 21, 2009**

**Washington, DC**

**Show you care. Meet your planning deadlines. Engage staff & suppliers and learn how to work with community, state & federal agencies to survive & 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 1st International Swine Flu Summit.

At the summit, 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 which 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 summit.

## **Topics Include**

- Country Report & 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

ISFC 09

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

## **How to Plan**

Make everyone a stakeholder. Spell out roles and responsibilities

## **Protect Your Community**

Know your resources. Test them against your toughest scenarios.

### Concurrent Breakout Session #1 **Business Continuity Planning**

- Allocate resources to protect your employees & 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 Breakout Session #2 **Emergency Management Services**

- Prioritize antivirals & personal protective equipment for essential workforce
- Overcome reduced response capacity caused by mechanical failure & a possible 30-40 percent drop in staff, to maintain continuous operations
- Protect the emergency management response operations center
- Manage interruptions in food, fuel & essentials supply chains & establish stockpiles
- Manage panic caused by sudden disruption of services & interruptions in essential goods & services

### Concurrent Breakout Session #3 **Law Enforcement Agencies**

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

### Concurrent Breakout Session #4 **First Responders: Fire Department**

- Protect fire department first responders from falling ill & 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

**Threat Planning: Prevention, Preparedness, Response and Recovery**

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## Concurrent Breakout Sessions to choose from...

- Breakout 1: **Business Continuity Planning**
  - Breakout 2: **Emergency Management Services**
  - Breakout 3: **Law Enforcement Agencies**
  - Breakout 4: **First Responders: Fire Department**
  - Breakout 5: **First Responders: Public Works**
  - Breakout 6: **911 Call Center Services**
  - Breakout 7: **Hospital and Emergency Medical Services**
  - Breakout 8: **Workplace Planning**
  - Breakout 9: **School/University Pandemic Planning**
- and many more...

For more info  
please visit

[New-Fields.com/ISFC](http://New-Fields.com/ISFC)



Dr. Mary Klote, Clinical Laboratory Immunologist  
Walter Reed Army Medical Center  
4th International Bird Flu Summit, March 2007, Washington, DC

## Register Now! **SPACE is LIMITED**

### Concurrent Breakout Session #5 **First Responders: Public Works**

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

### Concurrent Breakout Session #6

#### **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 & reliable information is released to the public

### Concurrent Breakout Session #7

#### **Hospital and Emergency Medical Services**

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

### Concurrent Breakout Session #8

#### **Workplace Planning**

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

“Great event, very informative.”

Dr. Brit Ojulfstad  
Los Angeles County  
Department of Health Services

### Concurrent Breakout Session #9

#### **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

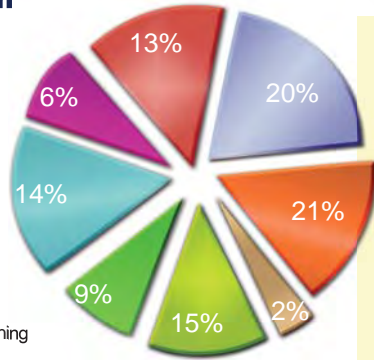
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## Participants By Job Function

- 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 Sales/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

## 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. Susan Penfield, Texas Department of Health  
4th International Bird Flu Summit, March 2007, 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 first hand best practices from top companies to create solid business continuity plans.

\* Based on the 7th Bird Flu Conference

## ISFC 09

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, including not only human factors, but also physical, environmental and socio-cultural factors.

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



Dr. Marsha Davenport, Medical Officer and Epidemiologist,  
United States Public Health Service  
4th International Bird Flu Summit, March 2007,  
Washington, DC

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## Job-Alike

Table Top Exercise Workshops

Role Playing Break-out Sessions

## Organization-Alike



Dr. Abdulsalami Nasidi, Director of Special Duties of Nigeria's Federal Ministry of Health, 5th Int'l Bird Flu Summit

### 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 your toughest scenarios.

#### Know How To Respond

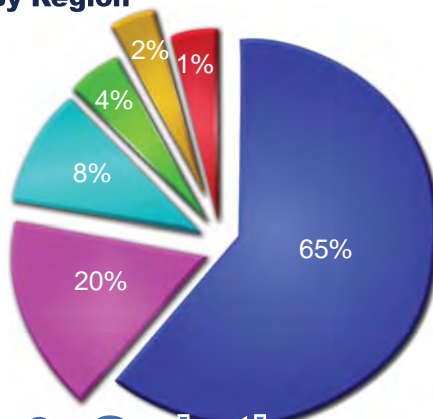
Recognize problem earlier. Make the right decisions faster.

#### Plan To Continue

Keep the business process alive.

#### Origin of Delegates By Region

- United States & Canada
- Western Europe
- Middle East and Africa
- Eastern Europe & Central Asia
- Southeast Asia, Asia Pacific & East Asia
- Central America, Australia



## 4 Workshops to choose from...

### Workshop 1: Learn How To Plan

Make everyone a stakeholder. Spell out roles and responsibilities.

### Workshop 2: Protect Your Community

Know your resources. Test them against your toughest scenarios.

### Workshop 3: Know How To Respond

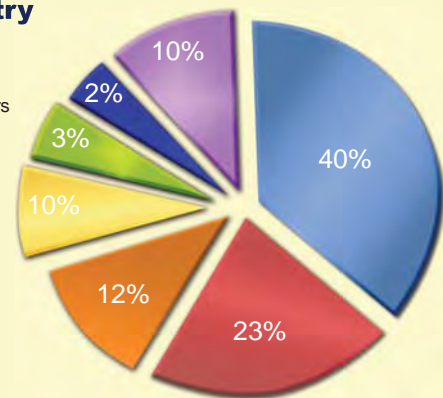
Recognize problem earlier. Make the right decisions faster.

### Workshop 4: Plan To Continue

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

#### Participants By Industry

- Senior Government Officials
- Pharmaceuticals & Vaccine Developers
- Airlines, Hotels, Restaurants Department Stores
- International Health Organizations
- Academic Institutions
- Hospital & Health Care Providers
- Military



Source: 7th International Bird Flu Summit

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

**Koos van der Velden**  
Chairman  
European Influenza Surveillance Scheme



Dr. Brit Ouilfstad  
Department of Health Services  
4th International Bird Flu Summit, March 2007, Washington, DC

# Strategies & Solutions

## Prevention, Preparedness, Response & Recovery

# 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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**Washington, DC**

## Sales Contract

Conference: International Swine Flu Conference  
 Dates, Conference: August 19-20, 2009  
 Date, Workshop: August 21, 2009  
 Venue: **TBA, Washington, DC**

### Terms & Conditions

1. Fees are inclusive of program materials and refreshments. 2. This Sales Contract constitutes a legally binding contract. 3. It may be necessary for reasons beyond the control of **New Fields** to change the content and timing of the program, the speakers, the date or the location without notice. If for any reason, **New Fields** decides to postpone this conference, **New Fields** is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. In the unlikely event of the program being cancelled, **New Fields** will automatically make a full refund but disclaim any further liability. 4. Copyright: All intellectual property rights in all materials produced or distributed by **New Fields** in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is prohibited.

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Registrations must be accompanied by payment in full in US dollars. Authorized Government Purchase Orders USA only will be accepted but must accompany the registration form.

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### Refund Policy, Cancellations & Substitutions

Full refunds for all cancellations received 60 days or more prior to the starting date of the event. Cancellations received 45-59 days prior to the starting date of the event will receive a refund of the registration fee less \$175. Cancellations received 44 days or less, no refunds will be given. There is no charge for substitutions, but you must submit a letter authorizing the transfer signed by the registered delegate one day prior to the event's starting date.

### 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*	Public Health, Military, Law Enforcement & Academia	Commercial Registration			Delegates	Total
		Super Early Bird Pay by May 31, 2009 Save up to \$ 225	Super Early Bird Pay by June 28, 2009 Save up to \$ 105	Standard Price June 29		
Conference + 2 Workshops	\$1,975	\$2,560	\$2,680	\$2,785		
Conference + 1 Workshop	\$1,493	\$1,995	\$2,150	\$2,290		
Conference only	\$998	\$1,570	\$1,690	\$1,795		
One Workshop only	-	-	-	\$495		
Two Workshops only	-	-	-	\$495		
Conference Documentation	-	-	-	\$695		
*Add \$85 for on-site registration/payment						
Total Amount Due						

Multiple Registration  
 Send **3** Delegates and the **4<sup>th</sup>** is FREE

### Payment Details

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