



The Institution Of Fire Engineers

Canada Branch



CORDIALLY INVITES YOU TO ATTEND A CONTINUING PROFESSIONAL DEVELOPMENT SEMINAR
& AGM

2013 ICE STORM IMPACTS, LESSONS & BEST PRACTICES IN FACILITY MANAGEMENT

AS PART OF THE IFE CANADA BRANCH CONTINUING PROFESSIONAL DEVELOPEMENT PROGRAM
(6.0 CPD HOURS)

THE INSTITUTION OF FIRE ENGINEERS – CANADA BRANCH, IS PROUD TO BE HOSTING AN EXCITING SEMINAR FOCUSING ON THE LESSONS LEARNED AND BEST PRACTICES OF FACILITY MANAGEMENT IN TERMS OF SAFETY, SECURITY AND CONTINUITY OF OPERATIONS.

DATE: May 14, 2014

MEMBERS: \$95

TIME: 8:30 - 16:00

NON-MEMBERS: \$150

GREATER TORONTO AIRPORTS AUTHORITY
FIRE AND EMERGENCY SERVICES TRAINING INSTITUTE
2025 COURTNEYPARK DRIVE EAST
TORONTO, ONTARIO, L5P 1B2

REGISTER ONLINE AT WWW.IFE.CA



SEMINAR & AGM

ICE STORM 2013: IMPACTS, LESSONS & BEST PRACTICES IN FACILITY MANAGEMENT

SPEAKER PROGRAM:



GUEST SPEAKER

MR. JASON BATES
PRESIDENT, IFMA TORONTO



GUEST SPEAKER

MR. DWAYNE MACINTOSH
PRESIDENT, IFE CANADA
FIRE CHIEF, GTAA- TORONTO PEARSON AIRPORT



ICE STORM 2013 -THE PERFECT STORM & THE ALMOST PERFECT RESPONSE

MR. ROBERT KERR, PLATOON CHIEF
BRAMPTON FIRE & EMERGENCY SERVICES

MR. ALAIN NORMAND, EMERGENCY MANAGER
CITY OF BRAMPTON



WHAT HAPPENS WHEN YOU MIX ICE STORM, 300,000 TREES, HYDRO LINES, CHRISTMAS VACATION, AND A GTA-WIDE EMERGENCY: THE PERFECT STORM. OVER 20,000 CUSTOMERS WERE WITHOUT POWER INCLUDING A NUMBER OF CITY FACILITIES, STREETS LITTERED WITH BRANCHES SO EMERGENCY VEHICLES COULDN'T GET THROUGH, 3-1-1 CALLS JUMPED FROM 350 NORMAL VOLUME TO OVER 6,000 IN ONE DAY, VOLUNTEER RESOURCES IN THE GTA WERE STRETCHED BEYOND NORMAL CAPACITY, AND MANY STAFF MEMBERS WERE OUT OF THE COUNTRY. IN THE END, AN EVALUATION TEAM FROM THE PROVINCE TOURED ALL 19 MUNICIPALITIES AFFECTED BY THE ICE STORM AND CONFIRMED THAT THE CITY OF BRAMPTON HAD BEEN THE HARDEST HIT IN THE GTA. YET, AFTER LESS THAN THREE WEEKS, THE SITUATION WAS GENERALLY CONTAINED. HOW DID THE CITY OF BRAMPTON DO THIS?



ARE YOUR ELECTRONIC SECURITY & EMERGENCY COMMUNICATION SYSTEMS FIT FOR PURPOSE, EVEN IN AN ICE STORM?

MR. DAVID HYDE; M.Sc. CPC
PRESIDENT, DAVID HYDE & ASSOCIATES
INSTRUCTOR, UNIVERSITY OF CALGARY
EDITORIAL ADVISORY BOARD, CANADIAN SECURITY MAGAZINE

THIS SESSION WILL HAVE IMMEDIATE TAKEAWAYS FOR FACILITY MANAGERS FOR USE IN OPTIMIZING PERFORMANCE AND CONTINUITY OF OPERATIONS ACROSS THE GAMUT OF ELECTRONIC SECURITY AND COMMUNICATION SYSTEMS.



SEMINAR & AGM

ICE STORM 2013: IMPACTS, LESSONS & BEST PRACTICES IN FACILITY MANAGEMENT

SPEAKER PROGRAM:

EXTREME WEATHER: FACILITY SAFETY & OPERATIONAL CRISIS MANAGEMENT; PROTECTING THE BOTTOM LINE



MR. JASON REID

PRINCIPAL CONSULTANT, NATIONAL LIFE SAFETY GROUP
NATIONAL SECRETARY, IFE CANADA BRANCH
PAST CHAIR, EMERGENCY MANAGEMENT COMMITTEE: BOMA TORONTO

WE WILL REVIEW BEST PRACTICES & LESSONS LEARNED UNDER THE REALMS OF PREVENTION, PREPAREDNESS, MITIGATION, RESPONSE AND RECOVERY, AND HIGHLIGHT OPPORTUNITIES FOR ENHANCED FACILITY OPERATIONS AND RAPID RECOVERY TO NEGATIVE INCIDENTS, WHILE PROTECTING EMPLOYEES, FACILITY OCCUPANTS, AND CORPORATE REPUTATION.

FACILITY MANAGEMENT: THE 10 COMMANDMENTS OF CRISIS COMMUNICATIONS



MR. HEATH APPLEBAUM, ABC, MCM

PRESIDENT, ECHO COMMUNICATIONS INC.
PROFESSOR, CRISIS & REPUTATION MANAGEMENT, HUMBER COLLEGE

AN INTERACTIVE SESSION SHARING BEST PRACTICES AND TOUGH LESSONS LEARNED FROM THE ICE STORM ON HOW ORGANIZATIONS MUST BE PREPARED TO COORDINATE AND DELIVER EFFECTIVE COMMUNICATIONS WITH PRIORITY STAKEHOLDERS SUCH AS TENANTS, EMPLOYEES, EMERGENCY RESPONDERS, MEDIA, AND COMMUNITY. CASE EXAMPLES AND PRACTICAL TIPS WILL BE PROVIDED TO SUPPORT CRISIS RESPONSE, BUSINESS CONTINUITY PLANNING AND PROTECTING YOUR ORGANIZATION'S MOST VALUABLE ASSET, ITS REPUTATION.

FACILITY MANAGEMENT TOOLS: ONTARIO'S EMERGENCY PUBLIC WARNING SYSTEM



MR. JUDE KELLY

COMMUNICATIONS & PUBLIC EDUCATION OFFICER
OFFICE OF THE FIRE MARSHAL & EMERGENCY MANAGEMENT

THE TIMELY FLOW OF INFORMATION DURING AN EMERGENCY IS CRUCIAL TO THE SECURITY AND SAFETY OF THOSE MOST AFFECTED, INCLUDING COMMUNITIES AND RESPONDERS. ONTARIO'S EMERGENCY PUBLIC WARNING SYSTEM IS A TOOL THAT PROVIDES TIMELY AND ACCURATE INFORMATION AND WARNINGS TO ONTARIO RESIDENTS, BUSINESSES AND VISITORS DURING AN EMERGENCY. THIS SESSION WILL PROVIDE YOU WITH THE BENEFITS OF THE OEPWS AND WHY YOUR ORGANIZATION/ DEPARTMENT NEEDS TO 'GET IN THE GAME' REGARDING SOCIAL MEDIA.

APPLYING SOCIAL MARKETING TO PUBLIC FIRE SAFETY



MS. CAROL-LYNN CHAMBERS

A/MANAGER, PUBLIC FIRE SAFETY EDUCATION
OFFICE OF THE FIRE MARSHAL AND EMERGENCY MANAGEMENT
PRESIDENT, FIRE SERVICE WOMEN ONTARIO
FACULTY MEMBER, WESTERN UNIVERSITY

TRENDING NOW ARE "SOCIAL MEDIA" AND "SOCIAL MARKETING," BUT THE TERMS ARE OFTEN CONFUSED AND MANY DEPARTMENTS FACE LIMITATIONS ON THE USE OF "SOCIAL MEDIA" SITES (SUCH AS FACEBOOK AND TWITTER). SO HOW CAN WE STILL LEVERAGE SOCIAL "MARKETING" TO GET OUR MESSAGES OUT IN IMPACTFUL, RELEVANT, AND MEMORABLE WAYS TO INFLUENCE FIRE SAFETY BEHAVIOURS? THIS SESSION WILL PROVIDE INSIGHTS INTO HOW WE CAN BORROW CONCEPTS FROM OTHER SECTORS TO HELP REACH TARGET MARKETS BASED ON DEMOGRAPHIC PREFERENCES, AND WILL PROVIDE EXAMPLES OF IMPACTFUL, EVIDENCE-BASED SOCIAL MARKETING STRATEGIES WITH A FIRE SERVICE / FACILITY MANAGEMENT "LENS"



SEMINAR & AGM

ICE STORM 2013: IMPACTS, LESSONS & BEST PRACTICES IN FACILITY MANAGEMENT

THE INSTITUTION OF FIRE ENGINEERS CANADA BRANCH

FOUNDED IN 1918, THE IFE IS A NON-PROFIT MAKING PROFESSIONAL BODY WITH A RAPIDLY GROWING MEMBERSHIP OF OVER 11,000 AND A GLOBAL REACH THAT EXTENDS THROUGH 41 INTERNATIONAL BRANCHES. LICENSED BY THE ENGINEERING COUNCIL, THE IFE UPHOLDS PROFESSIONAL STANDARDS WITHIN ALL PUBLIC AND PRIVATE FIRE SECTORS BY OFFERING ASSESSMENT OF KNOWLEDGE, EXPERIENCE AND DEVELOPMENT AND ENGAGES WITH MAJOR STAKEHOLDERS TO OFFER INTERNATIONAL CONFERENCES, IDENTIFY AND PROMOTE GOOD PRACTICE AND ENHANCE TECHNICAL NETWORKS WORLDWIDE.

IFE CANADA BRANCH (PREVIOUSLY KNOWN AS ONTARIO BRANCH) WAS INAUGURATED ON JUNE 1, 1994 BY THE INTERNATIONAL PRESIDENT AT THE THEN FIRE FIGHTERS CLUB IN MARKHAM ONTARIO.

OVER THE YEARS WE HAVE EXPANDED OUR MEMBERSHIP BASE AND WE NOW HAVE MEMBERS IN EVERY PROVINCE OF CANADA. OUR OBJECTIVE; TO ENCOURAGE AND IMPROVE THE SCIENCE AND PRACTICE OF FIRE EXTINCTION, FIRE PREVENTION, FIRE EMERGENCY MANAGEMENT, FIRE ENGINEERING AND ALL OPERATIONS AND EXPEDIENTS CONNECTED THEREWITH, AND TO GIVE AN IMPULSE TO IDEAS LIKELY TO BE USEFUL IN CONNECTION WITH OR IN RELATION TO SUCH SCIENCE AND PRACTICE TO THE MEMBERS OF THE INSTITUTION AND TO THE COMMUNITY AT LARGE.

FOR MORE INFORMATION ABOUT IFE CANADA, PLEASE VISIT WWW.IFE.CA

INTERNATIONAL FACILITY MANAGEMENT ASSOCIATION (IFMA) TORONTO

FOUNDED IN 1980, IFMA IS THE WORLD'S LARGEST AND MOST WIDELY RECOGNIZED INTERNATIONAL ASSOCIATION FOR FACILITY MANAGEMENT PROFESSIONALS, SUPPORTING MORE THAN 23,500 MEMBERS IN 94 COUNTRIES. WITH MORE THAN 460 MEMBERS, THE TORONTO CHAPTER IS THE 8TH LARGEST IFMA CHAPTER IN THE WORLD, AND IS DEDICATED TO ELEVATING THE VALUE AND IMPORTANCE OF FACILITY MANAGERS AND THE FACILITY MANAGEMENT INDUSTRY. THE TORONTO CHAPTER HAS BEEN DELIVERING INTERNATIONALLY RECOGNIZED CREDENTIALING PROGRAMS, RESEARCH AND NETWORKING OPPORTUNITIES FOR MORE THAN 30 YEARS. THESE OPPORTUNITIES EXPAND AND LEVERAGE THE MEMBERSHIP'S COLLECTIVE KNOWLEDGE AND EXPERIENCES.

THE MEMBERSHIP PARTICIPATES IN DEFINING STANDARDS OF EXCELLENCE, CREATING A CULTURE OF PROFESSIONALISM, AND PROVIDING INDUSTRY RESOURCES. THESE ACTIONS INSTILL INNOVATION, PASSION, COLLABORATION, CHALLENGE AND MEANING ACROSS THE INDUSTRY AND THE MEMBERSHIP. IFMA TORONTO SUPPORTS THE FACILITY MANAGEMENT COMMUNITY; AND ADVANCES INDIVIDUAL CAREERS THAT RESULT IN OVERALL IMPROVEMENTS IN PRODUCTIVITY, CUSTOMER SATISFACTION, AND QUALITY OF WORK. THE OUTCOME IS INNOVATION AND A STRONGER BOTTOM LINE FOR PARTICIPATING ORGANIZATIONS.

FOR MORE INFORMATION ABOUT IFMA TORONTO, PLEASE VISIT WWW.IFMA-TORONTO.ORG