

# International Swine Flu Conference

Conference: **March 10-11, 2010** Workshop: **March 12, 2010**

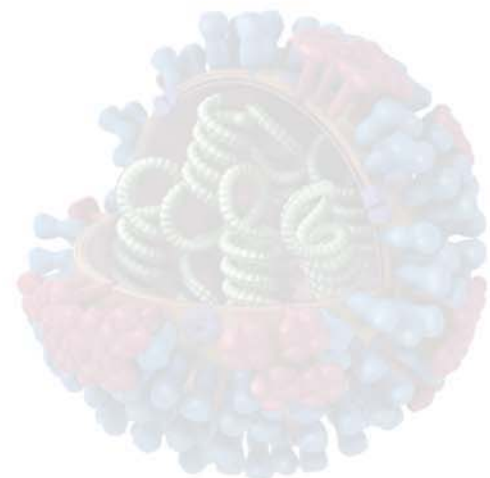
Venue: **London, UK**



**Real Cases**  
**Panel Discussions**  
**Break-out Sessions**  
**Role-playing Sessions**  
**Best Practices**  
**Saving Lives**

“ *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



**New-Fields**

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*Show you care. Meet your planning deadlines. Engage staff and suppliers. Learn how to work with community, state and federal agencies to survive and recover from a pandemic.*

Distinguished scientists, public health officials, law enforcers, first responders, and other experts will discuss pandemic prevention, preparedness, response and recovery at the International Swine Flu Conference (ISFC) on March 10-12, 2010 in London United Kingdom.

ISFC focuses on latest prevention, preparedness, response and recovery measures being developed to address the deadly human-to-human transmission of H1N1. The speakers are selected to represent the widest possible range of perspectives.

At the conference, 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 two previous ISFC in Toronto, Canada and Washington, D.C. in the United States, as well as the seven previous Bird Flu summits that were all sponsored by New-Fields Exhibitions.

## **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.



Dr. Jon Kim Andrus  
Chief Immunization Unit  
Pan American Health Organization  
International Swine Flu Conference, August 19-20, 2009, Washington, DC

## **Top Reasons to Attend ISFC**

- Gain a broad bird's eye view of the global H1N1 situation
- Get the freshest updates from hard-to-reach country experts
- Learn how your organization can prepare for a pandemic.
- Establish contacts with key agencies
- Draw on first-hand best practices from top organizations to create solid business continuity plans

## **Comprehensive Topics Covered at ISFC**

- Mass Fatality Management Planning
- Country Report and Situations Update
- Surveillance and Data Management
- Preparing Communities Strategies
- Local Partnership and Participation
- Delivery of Vaccine and Antiviral Medication
- Pandemic Influenza Medical Countermeasure
- Benefit-Risk Assessment
- Prevention Education Efforts and Risk Communication
- Command, Control and Management
- Emergency Response Management
- Business-Based Planning
- School-Based Planning
- Community-Based Planning



Photo Credits: Reuters

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## Concurrent Breakout Sessions

### Concurrent Breakout Session #1

#### **Business Continuity Planning**

- Allocate resources to protect employees and customers
- Find out which business risks are insured
- Ensure safe travel during outbreaks
- Identify when to reduce or even close operations

### Concurrent Breakout Session #2

#### **Continuity of Operations and Continuity of Government Planning**

- When employees are out sick or taking care of the sick
- Outbreak in successive waves in a year
- Disruptions to public, private and critical infrastructure

### Concurrent Breakout Session #3

#### **Emergency Management Services**

- Antivirals and protective equipment for workforce
- Overcome drop in staff count

### Concurrent Breakout Session #4

#### **Law Enforcement Agencies**

- Protect police forces from falling ill
- Protect the delivery of vaccines, goods and services
- Manage surge in crime and meet routine requests
- Diffuse social unrest and public disorder
- Isolate prisons and other facilities

### Concurrent Breakout Session #5

#### **School / University Pandemic Planning**

- Train teachers to screen for symptoms
- Know what to do when students and teachers fall ill
- Transport ill students
- Identify when to reduce or close down your school
- Effectively transform school facilities into shelters
- Communicate effectively with staff, parents and students

### Concurrent Breakout Session #6

#### **Workplace Planning**

- Account for your employees
- Establish remote offices and flexible work plans.
- Identify the business functions that can be outsourced
- Secure your workplaces
- Train workers to screen for symptoms
- Know what to do when workers fall ill

### Concurrent Breakout Session #7

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

- Anticipate interruptions in essential supplies
- Protect the emergency operations center



Darrell Darnell  
Washington, DC Homeland Security and Emergency Management Director  
International Swine Flu Conference, August 19-20, 2009, Washington, DC

### Concurrent Breakout Session #8

#### **Airlines, Travel, Airport, Quarantine and Border Health Services**

- International and federal guidelines
- Measures to prevent the spread of communicable diseases
- Apprehension, examination and release
- Tools available to ensure patient does not pose risk to fellow travelers

### Concurrent Breakout Session #9

#### **Infectious Medical Waste**

- Infectious waste management
- Packaging disposable infectious waste
- Engineering controls
- Pathological waste management
- Exposure control plan

### Concurrent Breakout Session #10

#### **H1N1: Agriculture Perspective and Interventions**

- H1N1 sources and transmission
- How animal pathogens evolve
- Protect the public from zoonotic pathogens
- Analytical methods to detect, quantify, identify, monitor and control processes
- Sources and human exposure control management

## Workshops at ISFC

### **Workshop 1**

#### **Learn How To Plan**

Make everyone a stakeholder.  
Spell out roles and responsibilities.

#### **Protect Your Community**

Know your resources.  
Test resources against toughest scenarios.

### **Workshop 2**

#### **Know How To Respond**

Recognize problem early.  
Make the right decisions fast.

#### **Plan To Continue**

Keep the business process alive.

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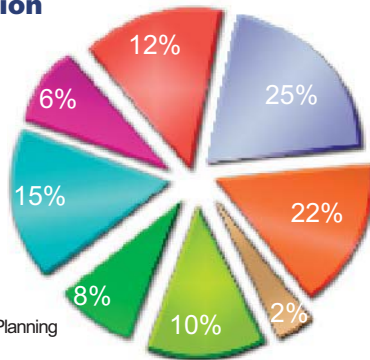
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## Profile of Previous ISFC Participants

### 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 Flu/Marketing Manager/Food Safety
- Health Minister & Hospital Heads/  
Public Health Director
- Senior Government Officials
- Senior Manager/Director of Business Continuity Planning



## Decision Making Authority

**40%** Of attendees make the **Final Decision**

**60%** Of attendees make the **Recommendations** to the final decision maker

**ISFC '10** 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. ISFC is the event where you can ask tough questions to doctors who have treated fatal human cases of H1N1.

# Shape the Debate at ISFC

Chief Diagnostics  
Chief Therapeutics  
Chief EMS  
Head of National Center of Disease Control  
Head of Department of Epidemiology  
Director of General for Public Health  
Director of CMO  
Director of Business Continuity Planning  
Director of Immune Biology  
Director of Emergency Planning  
Director of Health and Safety  
Director of Infectious Disease  
Director of Global Microbiology  
Director of Food Safety

Disaster Preparedness Coordinator  
Division Chief of Contingency  
Emergency Preparedness Officer  
Environmental Health Program Manager  
Epidemiologist  
Global Product Director of Influenza Vaccines  
Head of Clinical Reviews & Investigation  
Health Disaster Coordinator  
Medical Director of Flu Respiratory  
Medical Epidemiologist  
Pediatrician - Infectious Diseases Specialist  
Wildlife Biologist  
Regional Pandemic Flu Coordinator

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 Conference Date: **March 10-11, 2010**  
 Workshop Date: **March 12, 2010**  
 Venue: **Renaissance London Heathrow Hotel**  
 Bath Road, Hounslow, England TW6 2AQ  
 United Kingdom

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**Fax this form to 202-280-1239 to register now!**

*This form may be copied for additional registrations.*

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 Nature of Business \_\_\_\_\_  
 Number of Employees \_\_\_\_\_  
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 Address 2 \_\_\_\_\_ City \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

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Conference + 1 Workshop	US \$2,290		
Conference only	US \$1,795		
Workshop-1 One Workshop	US \$495		
Workshop-2 Two Workshop	US \$915		
Conference Documentation	US \$695		
		<b>Total Amount Due</b>	

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