

# International Swine Flu Conference

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

Venue: London, UK

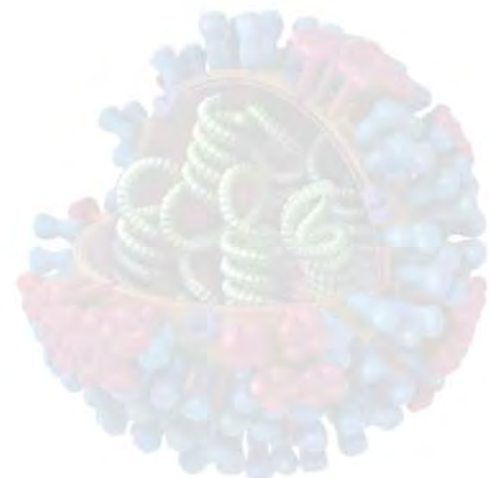


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Real Cases  
Panel Discussions  
Break-out Sessions  
Role-playing Sessions  
Best Practices  
Saving Lives

“*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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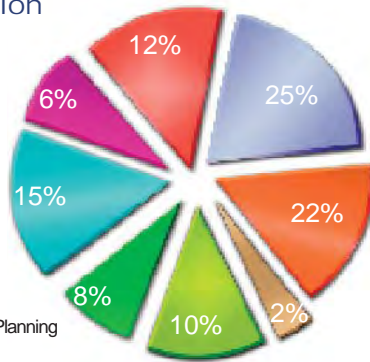
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## Profile of Previous ISFC Participants

### 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: **International Swine Flu Conference**  
 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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*This form may be copied for additional registrations.*

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Conference only	US \$1,795		
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