



From Frontline to HEADLINE

CRISES CAN TAKE YOU TO PLACES THAT ARE HARSH, REMOTE AND FRIENDLESS...

Getting messages to the audiences who need them means strategic planning, great media relationships, and trained and equipped teams where you need them.

WHO SHOULD ATTEND:

- EMERGENCY PUBLIC INFORMATION OFFICERS
- EMERGENCY SERVICES SENIOR MANAGEMENT
- FEDERAL, STATE AND LOCAL GOVERNMENT
- RESPONSE & RECOVERY AGENCIES
- MEDIA MANAGERS
- MEDIA LIAISON OFFICERS
- PUBLIC AFFAIRS PRACTITIONERS
- EDITORS
- JOURNALISTS
- CRISIS COMMUNICATIONS PROFESSIONALS
- PUBLIC RELATIONS PROFESSIONALS
- RESEARCHERS

EMPA 2012 focuses on the challenges of the crisis communications supply chain. Getting our messages to market.

Formed in 2006, EMPA is the only organisation of emergency services and crisis communications practitioners in the world.

EMERGENCY MEDIA + PUBLIC AFFAIRS CONFERENCE • 2012

SUNDAY 6 to TUESDAY 8 MAY 2012
SEBEL ALBERT PARK • MELBOURNE • AUSTRALIA

SPEAKERS CONFIRMED:

- HUGH RIMINTON** Network Ten
- IAN WOOLVERTON** Save the Children
- CRAIG LAPSLEY** Fire Services Commissioner, VIC
- KATE BRADY** Australian Red Cross
- PHIL CAMPBELL** NSW State Emergency Service
- PETER WEEKS** UGFM Community Radio, VIC
- CAIT McMAHON** DART Centre for Journalism & Trauma

PROGRAM INCLUDES:

- Interactive workshops
- Welcome function
- Two days of regular sessions
- Conference dinner

CONFERENCE FEES	EARLYBIRD RATE (until 1 Feb 2012)	FULL RATE (after 1 Feb 2012)
INDIVIDUAL	\$1,095	\$1,270
GROUP (3 or more)	\$1,040 ea	\$1,095 ea

PRESENTED BY EMERGENCY MEDIA & PUBLIC AFFAIRS • ORGANISED BY HIGH PROFILE EVENTS
For further information, including a full list of fees, bookings, and registration forms:
VISIT www.emergencymedia.org.au **PHONE** (03) 9533 1000 **EMAIL** events@hpe.com.au

