

# Overview of Presentations – Morning Session

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Dr. Helio Fred Garcia, President of Logos Consulting Group  
35+ years of crisis management experience  
*The Power of Communication, Reputation Management* (co-authored with John Doorley)  
FEMA/CDC  
Why CARE is important in crisis management?



Dr. Herbert Koch, General Manager of De Concert Communication  
President of International Association of Risk and Crisis Communication  
Legal background  
Germanwings crash, Costa Concordia Disaster  
What are the European cases and perspectives of crisis management?

# Overview of Presentations – Afternoon Session

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John Bailey, Managing Director at Ketchum Singapore (opened in 2005)  
Significant airline crisis management experience/expertise  
Previously with the International Air Transport Association; Journalists in UK, US,  
and Singapore

What can we learn from crisis management practices in the airline industry?



Melissa Agnes, President/Co-Founder, Agnes+Day Inc.  
TEDxLA: The Secret to Successful Crisis Management in the 21st Century  
Editor of Crisis Intelligence Blog, Host of Crisis Intelligence Podcast  
How to manage crisis in digital landscape?