



Biography of Suzanne Bernier, CEM, CBCP, MBCI

Suzanne is an award-winning and internationally-recognized emergency management and business continuity consultant, instructor and speaker, who has helped governments, communities and companies plan for and respond to disasters for the past 17 years. Her company, SB Crisis Consulting, was recently awarded the prestigious 2014 *International Business Excellence Award – Crisis Communications Consultant of the Year (Canada)*. She is also the recent recipient of the *2014 Alumni Achievement Award* from her alma mater, Cambrian College.

Throughout her career, Suzanne has been personally involved in crises such as the 1998 “Ice Storm of the Century” in Eastern Canada, 9/11, the 2003 Northeast Blackout, Hurricane Katrina, Hurricane Sandy, as well as numerous floods, fires, train derailments and reputational crises.

Prior to her career in business continuity and emergency management, Suzanne was a news reporter and anchor, as well as government press secretary/communications advisor and speechwriter.

In 1997, Suzanne became Ontario’s first female Emergency Management Field Officer for Emergency Management Ontario (EMO), where she helped coordinate the Ontario government’s response to floods, forest fires, train derailments and severe storms. In recognition of her response work during the 1998 “Ice Storm of the Century” in Canada, she received the *Amethyst Award for Outstanding Achievement* on behalf of the Government of Ontario.

Since then, Suzanne has had the opportunity to create and lead emergency management and business continuity programs from the ground up for high-profile organizations including Toronto Hydro (the second-largest municipal power distribution system in North America), the Canadian Nuclear Safety Commission and Ontario’s Workplace Safety & Insurance Board (one of the province’s largest government agencies).

Suzanne is a Certified Emergency Manager (CEM) through the International Association of Emergency Managers (IAEM), as well as a Certified Business Continuity Professional (CBCP) through Disaster Recovery Institute International (DRII) and a certified Member of the Business Continuity Institute (MBCI). She is also fluently bilingual in English and French.

A self-professed “voluntourist”, Suzanne has been a volunteer with "Continuity Cares" since 2007, returning to New Orleans annually to help rebuild critical infrastructure, schools and homes destroyed by Hurricane Katrina. She also participated in Hurricane Sandy relief efforts both on Staten Island and in the Rockaways, and still actively monitors ongoing recovery efforts in those affected areas.

Her first book, *Disaster Heroes*, which tells the stories of some of the incredible “helpers” she's met throughout her career, will be published later this year.



APRIL 14th – 16th, 2015

DRYDEN, ON

SUZANNE'S PRESENTATION IS ON APRIL 15th AT THE CENTRE IN DRYDEN

Measles, Ebola and MERS - Oh, My! Planning for Pandemics, Epidemics and Outbreaks:

Recently, the World Health Organization's Director-General voiced her serious concerns over MERS-CoV, the novel coronavirus emerging from the Middle East. Add to that the recent Ebola epidemic in West Africa, localized Measles outbreaks across North America, the fatal case of H5N1 (the "original" bird flu) in Canada (the first reported case in North America), as well as this year's H1N1 flu outbreaks across North America, and it's clear the threat of infectious disease outbreaks, epidemics and pandemics are still a reality. As such, we have an obligation to review and modify our current plans to ensure we're prepared for a future infectious disease pandemic, epidemic or outbreak.

This session will go through some of the residual, as well as recent and emerging threats, before reviewing the lessons learned from H1N1 and SARS. The presenter will then review all the components required for an effective infectious disease plan.

Main objectives:

- Provide overview of new and emerging threats (MERS, Ebola, Measles), as well as residual viruses of concern, including H5N1, H1N1 and H7N9
- Review of Lessons Learned and Case Studies from SARS in Canada and the H1N1 pandemic
- Review the components required for an effective Infectious Disease Plan, and
- Provide additional tips on enhancing current plans for all organizations and communities

Take-aways:

- Attendees will gain knowledge and insight into new and emerging viruses of concern across the globe
- Attendees will be provided with lessons learned and case studies from SARS and the H1N1 pandemic, to help them enhance their current plans
- Attendees will take away additional tools and guidance on developing infectious disease policies, protocols and plans to support their planning efforts

SUZANNE'S WORKSHOP IS ON APRIL 16th AT THE CENTRE IN DRYDEN

Workshop Title: Social Media & #Disasters 101 — It's Time to Tweet!

The use of social media before, during and after disasters has quickly proven to be one of the fastest and best ways of getting emergency information out to the public. Having an effective emergency social media plan is now a must for any credible company, organization and community.

The workshop will review in detail the evolution of social media through various case studies following recent disasters across the U.S. In addition, lessons learned, best practices and tips will be shared with attendees on how to harness the power of social media before, during and after disasters.



This session goes beyond just telling people they need to plan for social media — the Workshop will review all the considerations and components required to develop and implement an effective social media plan within your own communities and organizations.

Workshop Outline:

- What is #SMEM?
- Case Studies – the evolution of social media and disasters
 - Joplin tornado
 - Hurricane Sandy
 - Boston bombings
 - Asiana Airlines Flight 214
 - Washington Mudslide
- Best Practices and Lessons Learned
- Social media considerations
- Key components of a social media strategy
- Developing and Implementing a Social Media Strategy

Learning Objectives

1. Attendees will learn how to successfully use social media during crises, emergencies and disasters.
2. Attendees will study the evolution of social media use during disasters, through case studies and Lessons Learned from the Joplin tornado, Hurricane Sandy, the Boston bombings, Asiana Airlines Flight 214 and others.
3. Attendees will take away the tools and techniques required to successfully develop and implement a social media strategy to support their crisis communications and emergency response plans.