CASE STUDY

FLOODING AND AIRCRAFT CRASH

Kent Fire & Rescue Service

THE SCENARIO

This three-day exercise revolved around a major flooding event and light plane crash.

Both the media and communication operational cell used MusterPoint to manage and coordinate the social media environment for all agencies involved.

An additional objective for the exercise was to explore the capability of the media cell to work effectively both with members physically present in the cell as well as virtually, both from across Kent and rest of the country.

THE CHALLENGE

This was the first time over fourteen different agencies and organizations worked together on the same platform to coordinate their public information on social media. This meant MusterPoint needed to facilitate different users remotely with various IT and communication policy requirements.

Some agencies were based in the same room together while the remainder worked remotely, not just throughout Kent but also in different parts of England.

The physical area of the exercise covered some 1,400 square miles and the exercise design team was required to have an awareness of the geography and weather conditions to ensure realism.

THE OUTCOME

MusterPoint provided an environment to test existing policy and organizational resilience, but also allow each agency to work collaboratively and respond to concerns from the public.

The exercise design team reviewed the initial operational plan and ensured that all injects and responses matched the exercise scope as well as unique client considerations. The reporting created with MusterPoint gave a clear and accurate picture of all social media activity throughout the exercise to inform the post-incident debrief and future After Action Reporting.

The unique functionality of MusterPoint ensured there was clear and consistent messaging and a single voice from all agencies with a full audit trail providing evidence of decision-making in line with the overall exercise strategy.

"During the exercise, MusterPoint effectively demonstrated to us the considerable benefits of centralised message harmonisation and highlighted a range of areas where we need to develop our systems further to take full advantage of such capabilities."

Kent Resilience Forum

CASE STUDY

ACTIVE SHOOTER ON UNIVERSITY CAMPUS

THE SCENARIO

MusterPoint worked with Surrey Police to create an exercise that was triggered by social media reports of an active shooter on a university campus.

The scenario challenged the social media monitoring of not just the media team but also the contact centre and dispatch. Exercise controllers were instructed to provide 'red herring' scenarios and relevant intelligence designed to test the intel management and situational awareness of officers participating in the exercise.

The exercise was created to test the response of the media team, contact centre, and operational officers to reports of an active shooter on a university campus, while also managing reputational impacts associated with other, unrelated issues that presented themselves during the emergency. It also tested agency willingness to work collaboratively with other groups.

THE CHALLENGE

For the first time, representatives from each department of the organization were taking part in a scenario in the same room with external stakeholders from other agencies.

We needed to ensure that learning was taking place throughout the exercise so the key aims were to ensure realism during three key modules and then provide dynamic feedback following each module alongside new training elements.

This meant we had to anticipate and prepare for a number of different outcomes based on participant action.

THE OUTCOME

To ensure that learning was taking place throughout the exercise, the exercise design team provided dynamic feedback following each module alongside new training elements.

MusterPoint maintained scenario realism and flexibility by anticipating participant actions and providing different outcomes based on their decisions.

MusterPoint

Smart social media monitoring and management

SUPPORT

REMOTE AND ON SITE

VIRTUAL CLASSROOM

We offer a 'virtual classroom' where participants can ask for help, share documents, remotely discuss scenarios away from the exercise and be briefed by our team - or their own colleagues.

The classroom is available to clients prior to and after the exercise and is private to the individual exercise/simulation participants.

Clients also have access to online chat with our support team and facilitators.

THE TRAINERS

Facilitators and qualified trainers design, deploy and evaluate scenarios whether they are pre-created or dynamic.

Exercise designers have experience with using Hydra Suites and other simulation tools and are qualified to teach in the adult, public safety sector.

THE TECH TEAM

MusterPoint provides technical support both remotely and on-site. We are also able to provide necessary equipment, such as mobile devices and laptops with Internet connectivity, to ensure your simulation is facilitated smoothly (this requires a pre-exercise deposit to cover loss).

Our technical support team are on-hand to deal with any unlikely issues and are also available for pre-exercise training or consultation. We have a substantial knowledge-base with written, audio, and visual training guides - available both in digital and hard-copy distribution methods.
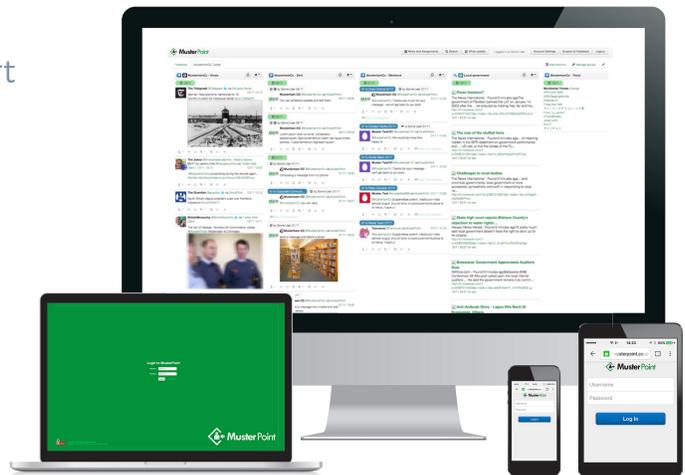
ABOUT US

WORKING EXCLUSIVELY THE PUBLIC SECTOR AND EMERGENCY SERVICES

SOCIAL MEDIA MANAGEMENT FOR PUBLIC SAFETY, EMERGENCIES AND CRISIS COMMUNICATION

- Combined monitoring, management and response
- Media enquiry logging and oversight
- Multi-agency and stakeholder collaboration
- Emergency simulation and training
- Created by emergency management experts

ONLINE EMERGENCY AND CRISIS SIMULATIONS

- Based on real-life scenarios
- Created by comms and emergency planning experts
- Affordable and easy to implement
- Multi-agency participation
- Remote at-desk training and support
- Custom training available

Contact

FutureShield

416-675-7835 | info@futureshield.com
FutureShield.com