

4th International Disaster and Risk Conference IDRC Davos 2012

*Integrative Risk Management in a
Changing World*

26–30 August 2012
Davos, Switzerland

PARTNERSHIP BROCHURE

Programme, Partnership Packages & Exhibition

Global Risk Forum
GRF Davos





*„From Thoughts to Action“
by closely linking practice, science,
policy and decision making in the
search for sustainable solutions.*



*“IDRC is a great opportunity to increase
knowledge and to share experiences”*
Fust, Walter
Former General Director Swiss Agency for Development
and Cooperation (SDC)

Chairman's Statement



Dr Walter Ammann,
President GRF Davos

For the fourth time since 2006, the International Disaster and Risk Conference is back in Davos, Switzerland. This biennial gathering of global leading risk and disaster experts builds on the strength of its previous events, and features a broad scope of topics, stakeholders and partners.

With the large number of government officials, experts and practitioners, representatives from International Organisations, Non-governmental Organisations, the private sector, scientific and academic institutions, the media, and other high-level personalities from all over the globe, the conference provides a valuable platform for the world's risk and disaster management community. A vital mix of session formats, workshops and teaching courses enables a profound exchange of science, policy, and practice.

IDRC Davos 2012 will take place from 26 August to 30 August 2012 and will again take an integrative, multidisciplinary approach, when addressing the different kinds of risks affecting society today; risks which might be far beyond any particular stakeholder's capacity to control. Risks that may adversely affect multiple parties across geographic borders, sectors and industries.

A successful conference relies on the valued support provided by partners and exhibitors. I cordially invite you to participate in this exciting, productive and insightful meeting.

Dr Walter Ammann,
President and CEO Global Risk Forum GRF Davos
Chairman IDRC Davos 2012



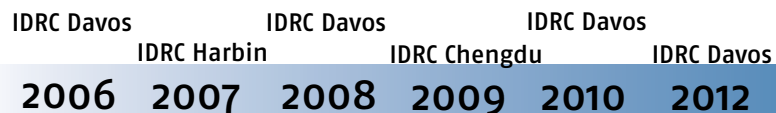
What is IDRC?

IDRC – The Risk Interface

International Disaster and Risk Conferences and workshops (IDRC) are the ideal platform for assessment and dissemination activities, and in particular for networking activities. IDRC is the interface for experts, practitioners and institutions from science, technology, business, politics, and civil society to create transparency and encourage synergies to reduce and manage risks worldwide.

IDRC attempts to find solutions to today's challenges in managing risks, reducing disasters and adapting to climate change. It helps build stronger ties with adequate public-private partnership models among risk management communities and sectors, enabling a move towards a truly integrative way of thinking about disasters and risks.

Organised by the Global Risk Forum GRF Davos, IDRC Davos, established in 2006, is a biennial global gathering in Davos, Switzerland. IDRC Davos attracts an average of 1000 participants from 100 countries. Between IDRC Davos, regional IDRCs are held: in 2007 the IDRC Harbin, China and in 2009 the IDRC Chengdu, China.



IDRC Davos 2012 'Integrative Risk Management in a Changing World' 26-30 August 2012 Davos, Switzerland



IDRC

1000 participants from 100 countries

transfer of cutting-edge knowledge

full integration of sectors, disciplines, stakeholders and end users involved in risk reduction and disaster management

'one-stop-shop' for latest research

experience & good practice exchange

strategies, models and solutions in Integrative Risk Management



Why IDRC?

IDRC Davos helps bridge the gap in problem solving between the causes of problems governance, and technology.

Today's societies are faced with numerous interconnected, complex and newly emerging risks. Environmental, technical, social and economic risks are often closely linked and can result in successive impact. For example the recent earthquake in Japan, resulted in a disastrous tsunami, creating nuclear meltdown at its key facilities. Risks and disasters explored at the IDRC include, amongst others, natural hazards, failures of critical infrastructure and services, pandemics, acts of terrorism and financial crises. All can severely impact and influence human beings and collective societies.

IDRC brings practice, science, policy and decision making together to find for sustainable solutions. It promotes the "integrative risk management approach" as a process; a systematic framework for risk analysis and assessment procedures. The outcome leads to consistent decisions and an optimised, integrative planning of measures. We believe risk reduction should be seen as an holistic approach, with safety, security and sustainable development at its core - an approach that counts on public-private-partnership.

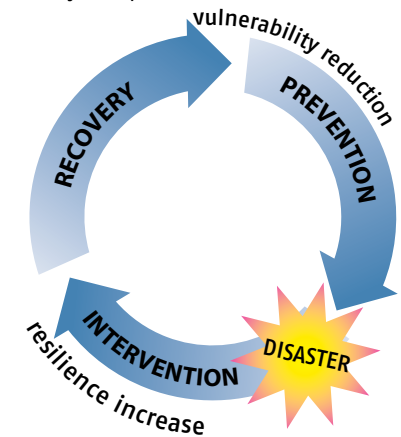
Integrative Risk Management

How to cope with the broad array of risks and disasters society is facing today?

A multi-sectors, -stakeholders and multidisciplinary approach is needed to assess, reduce risks and manage risks or disasters at all levels. Inter- and trans- disciplinary is essential.

The multi- measures approach along the risk cycle in Integrative Risk Management

Integrative risk reduction and disaster management implies vulnerability reduction and resilience increase. A multi-measures approach along the risk cycle including prevention, intervention and recovery is required.



"IDRC 2010 provided an excellent opportunity to encourage and mobilize the global community to step forward 'From Thoughts to Action'"

Zeppos John
Member of the International Association of Emergency Managers, NATO
CCPC Expert on Operational Capability, Greece



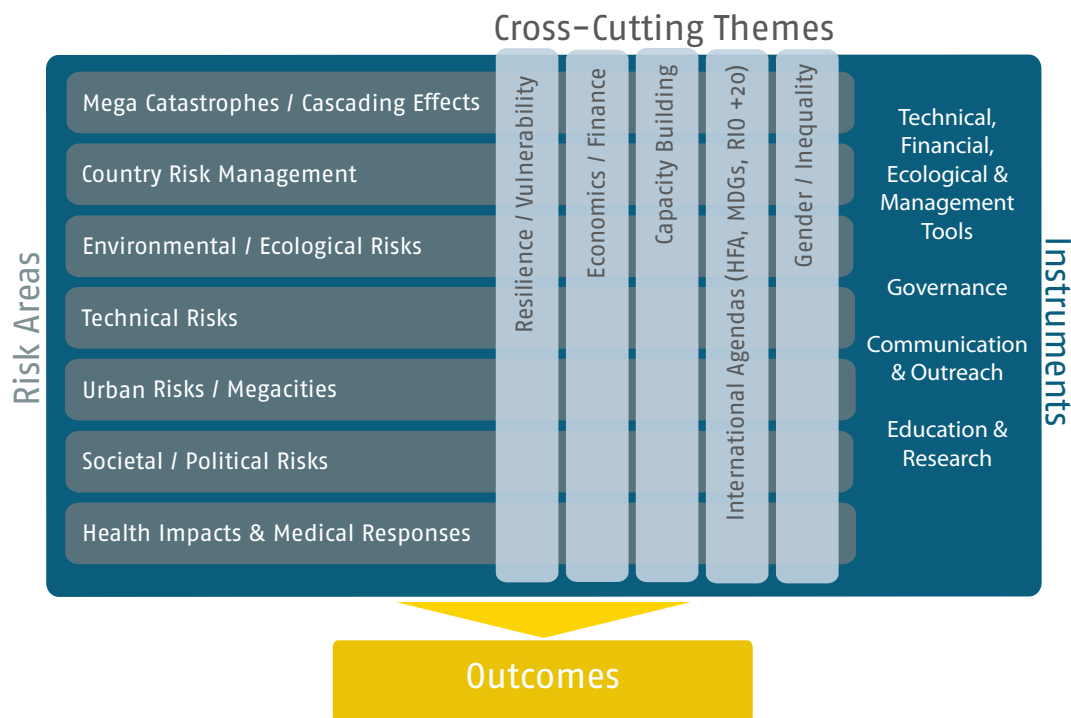


IDRC Davos 2012 Themes and Topics

Establishing and Developing Integrative Risk Management

The complex and multi-faceted nature of risks demands an innovative, holistic and problem oriented approach to risk reduction and disaster management.

IDRC Davos 2012 will address the Integrative Risk Management Approach within the context of cross cutting themes, risk areas and instruments such as:



Specific Topics, Methodologies, Tools and Frameworks

Conference Outline for Abstract Submission

Disaster Preparedness & Response

Natural & Man-Made Disasters
Preventive Action
Humanitarian Relief
Recovery & Reconstruction
Humanitarian Logistics
International Aid
Complex Emergencies
Civil Protection
Stabilisation and Peace Keeping

Environmental & Ecological Risks

Natural Hazards
Prevention, Intervention & Recovery Tools
Climate Change
Ecosystem Services
Desertification, Land Degradation & Drought
Famine, Food & Biofuel-Production
Green Economy
RIO +20 (UNCED)

Technical Risks

Critical Infrastructure Surveillance
ICT Sector Robustness
Cyber Security
Energy Supply
NaTech
Liability

Urban Risks / Megacities

Water & Energy Supply
Land Use / City Planning
Early Warning
Emergency Evacuation & Shelter Management
Mobility / Transportation
Critical Infrastructure



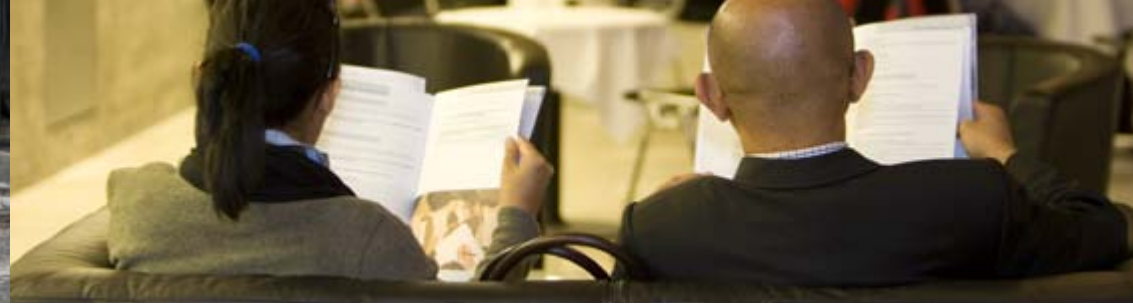
Country Risk Management

Country Risk Analysis & Assessment
Standardisation
Cost-Benefit Analysis
Risk Financing Options
Public-Private Partnership
Global Risk Indicator
Best Practices
Risk Governance

Thinking the Unthinkable

Emerging Risks
Cascading Risks
Low Probability-High Consequence Events
Liability
Unusual Scenarios
Out-of-Control Risks
Mega Catastrophes
Scenario Planning





Societal / Political Risks

Public Security
Terrorism
Social Unrest / Social Cohesion
Displacement / Forced Migration
Community Empowerment
Local Action
Gender
Millennium Development Goals
Culture & Disasters

Resilience & Vulnerability

Frameworks
Indicators
Gender
Marginalisation
Social, Cultural, Ecological, Technical, Institutional & Economic Resilience
Fragility / Robustness
Exposure
Inequality

Health Impacts & Medical Response

Disaster Epidemiology
Public Health in Disasters
Disaster Medicine and Surgery
Climate Change Health Risks
Environmental Health Risks
Humanitarian Logistics

Economics of Disasters

Cost-Benefit Analysis
Risk Monitoring
Risk Assessment
Risk Modelling
Scenario Building
Research & Development
Implications of the Financial Crisis to DRR

Business Continuity

Low Probability-High Consequence Risks
Risk Communication
Reputation Loss
Investment Funds
Post-Crisis Regulatory Reforms
Insurability



Financial Tools for Risk Management

Insurance, Microinsurance & Reinsurance
Catastrophe bonds
Financial Standards
Investment policies
Public-Private Partnership
Disaster Finance
Climate Finance

Communication & Outreach in DRR

Role of the Media
Awareness Raising
Crisis Communication
Community Empowerment
Living with Risk
Social Networks

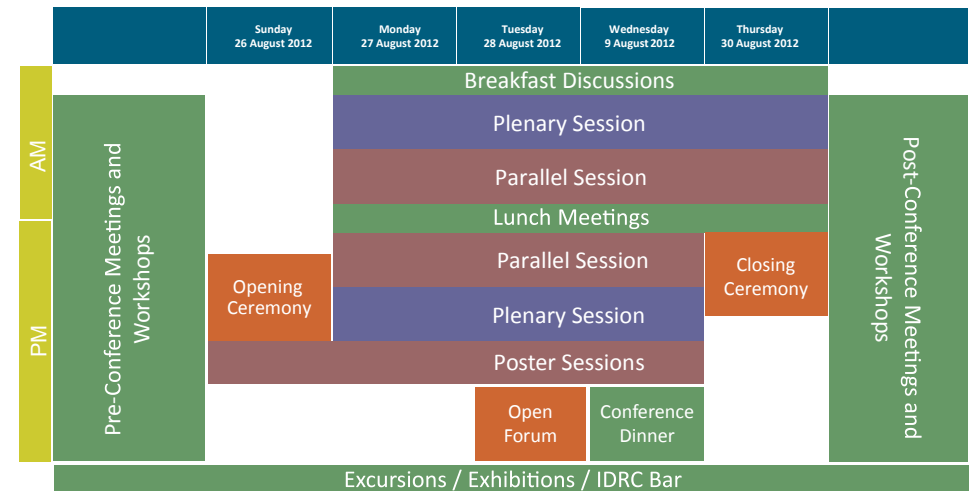
Education, Research & Capacity Building

Preventive Measures
Local Action
Community Empowerment
Training Programmes
Role of the State vs. Individual Responsibility
Risk Literacy
Methodologies & Tools for DRR
Best Practice Exchange
Build Back Better

Conference Structure & Format

The IDRC Davos 2012 programme enables active knowledge sharing, helping to drive good practice and build capacity. Social events and exhibitions also offer the opportunity to discuss ideas, foster partnerships and strengthen professional and personal networks.

Preliminary overview of the IDRC Davos 2012 Conference programme structure:



"IDRC Davos is an excellent forum where ideas, concerns, challenges and opportunities can be discussed, shared and implementable actions developed."

Shah, Haresh C.,
Professor of Engineering, Emeritus, Stanford University, Founder and Senior Advisor Risk Management Solutions, Inc., Stanford, USA





Plenary Sessions

The plenary sessions of IDRC Davos 2012 will provide participants with presentations, discussions, solutions and ideas from international experts representing the private sector, governmental bodies, UN Institutions, research and practitioners. Respecting the Integrative Perspective of Risk Management, each plenary session aims at providing an overview from each stakeholder and always focussing on all parts of the risk cycle, covering prevention, intervention and recovery.



Parallel Sessions, Poster Sessions and Workshops

Input papers submitted and reviewed by a Scientific and Technical Advisory Board to the IDRC, will be assembled to parallel sessions and poster sessions which aim to support the plenary sessions and the overall foci of the conference. The sessions will be designed to foster debate and interaction amongst the participants and focus on the key questions of the IDRC Davos 2012. Other side events, such as sessions and workshops organised by external stakeholders, will also provide companies, institutions and organisations the opportunity to discuss their foci with the interested audience of IDRC Davos 2012.



Pre- and Post-Conferences, Meetings and Workshops

Organisations and Companies will have the chance to organise a conference workshop or meeting before and after the IDRC Davos 2012. GRF Davos will provide the logistical support where the input will be provided by the organisation or company planning to organise a pre- or post- conference, meeting or workshop.

Exhibition

During IDRC Davos 2012 companies, organisations and institutions will be able to present their work, institution and mission at an exhibition area. IDRC Davos 2012 offers 1'450 m2 of exhibition space in a completely renewed conference centre.



RISK AWARD

Munich Re Foundation, GRF Davos and United Nations Secretariat for the International Strategy for Disaster Reduction (UNISDR) jointly launched the RISK AWARD (www.risk-award.org) at the 3rd Global Platform for Disaster Risk Reduction in 2011. The **RISK AWARD offers €100,000 to a risk reduction project** that will contribute to increasing people's resilience to disasters, especially in developing communities which are most at risk. The RISK AWARD prize will be awarded every two years at the International Disaster and Risk Conferences in Davos, starting with its first award ceremony at the IDRC Davos 2012.



RISK ACADEMY – Continuous Education

GRF Davos is offering continuous education courses in Risk Management within the frameworks of its Risk Academy. Once again, GRF Davos will offer an education and training course during IDRC Davos 2012 which will provide participants with the opportunity to increase their skills in Risk Management within the frameworks of tailored course(s).

Interactive Conference Programme

IDRC Davos 2012 will once again use innovative and new ways for knowledge exchange and interaction. Video statements and/or presentations by participants will be collected and uploaded to the World Wide Web. Additionally all plenary sessions will be live streamed and recorded as well. The gathered information, knowledge and ideas will be bundled and archived online within an interactive IDRC Davos 2012 conference programme. This interactive portfolio will be available after the conference to the wider public and provide a sound knowledge platform.

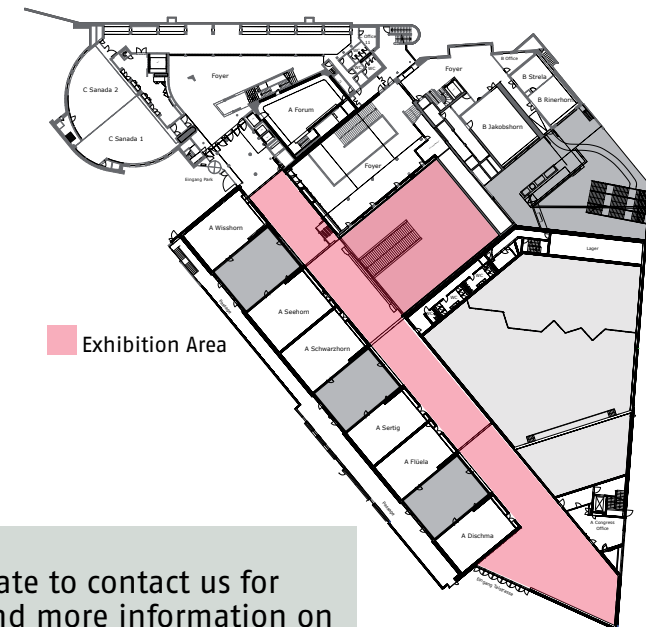
Exhibiting

IDRC Davos 2012 offers about 1'450m² of exhibition space.

Within the IDRC Davos Exhibition Area, companies and organisation have the opportunity to present their products, institution and meet potential job seekers.

In order to maximise the time participants spend in the exhibition area, refreshment points are integrated. The exhibition area is strategically situated, so that participants have to pass by on their way to plenary and parallel sessions.

IDRC Davos Congress Centre Exhibition Area:



Please do not hesitate to contact us for exhibition prizes and more information on how to exhibit at IDRC Davos 2012.

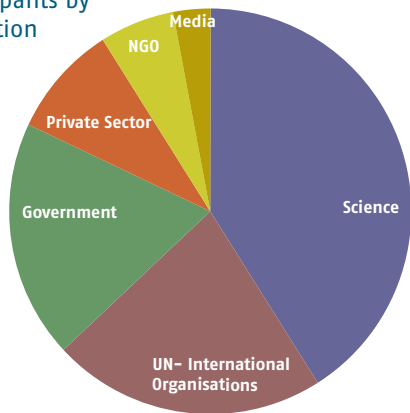


Participants Profile

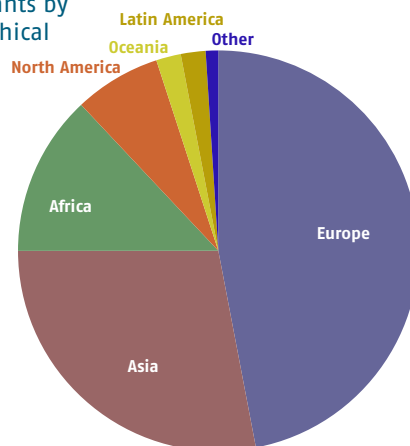
IDRC participants represent a wide variety of practitioners involved in Risk and Disaster Management. They include government officials, experts and practitioners, representatives from IGOs, NGOs, the private sector, from scientific and academic institutions covering natural sciences, social sciences, medical, legal or engineering sciences as well as the media and the public.

Former IDRCs covered participants from various affiliations and nearly every continent on earth.

IDRC Davos
Participants by
Affiliation



IDRC Davos
Participants by
Geographical
Region



"It is so valuable to widen the horizon by totally different aspects from so many countries. IDRC is a special chance."

Schenk Sieglinde
Head of Business Risk Management, Alpiq Management AG,
Olten, Switzerland

Become a Partner

Partners of the IDRC Davos actively engage their company for the benefit of network & customer diversification, information gathering and brand trust

Expand your business network

Shape and influence future global policy

Introduce products & services

Strengthen customer relationships

Discuss risks and opportunities in emerging markets

Expose your company to the international risk community and thought-leaders

Represent your company's interest in social responsibility and sustainable solutions





Partnership Packages

DIAMOND

Diamond Partnership includes the Platinum Partnership Package with additional options specifically tailored for your company.

The financial contribution for Diamond Partners is subject to negotiation.

Platinum

CHF 75'000

Slot for a representative of your company to speak at a high-level plenary session.

Verbal recognition as partner at the opening and closing of the conference. Logo on rotating slides pre- and post-sessions.

Exclusive meeting room for client meetings, workshops, demonstrations etc.. Organisation of dinners with Special Guests.

25% discount on additional registrations

5 passes to the invitation-only dinner

12 m² of exhibition space

Your company's name and logo will feature prominently in all conference and promotional materials and on the conference website. In addition, your company's brochure can be included in the conference bags.

Prominent recognition as platinum partner in the conference programme including logo and website address

Prominent logo recognition on GRF website with hyperlink to your company's website

10 registrations to the IDRC Davos 2012

Gold

CHF 50'000

Logo on rotating slides pre- and post-sessions.

Access to meeting space throughout the conference (reserved ahead of time and on site as available)

25% discount on additional registrations

2 passes to the invitation-only dinner

8 m² of exhibition space

Your company's name and logo will feature prominently in all conference and promotional materials and on the conference website. In addition, your company's brochure can be included in the conference bags.

Prominent recognition as gold partner in the conference programme including logo and website address

Prominent logo recognition on GRF website with hyperlink to your company's website

5 registrations to the IDRC Davos 2012

Silver

CHF 25'000

Your company's name and logo will feature prominently in all conference and promotional materials and on the conference website. In addition, your company's brochure can be included in the conference bags.

Prominent recognition as silver partner in the conference programme including logo and website address

Prominent logo recognition on the GRF website with hyperlink to your company's website

2 registrations to the IDRC Davos 2012



Promotional Partnerships

Real Time Web Cast

Investment CHF 35'000

Your company name and logo on the access page and on the cast window.

IT and Internet Lounge

Investment CHF 15'000

Your company logo on signage and screen savers at each computer.

Networking Lounge

Investment CHF 15'000

The Lounge will be renamed with your company's name. Prominent display of your logo, and possibility to display brochures etc.

Conference Bags

Investment CHF 5'000

Your company logo on each conference bag distributed to all participants.

Badge Cords

Investment CHF 5'000

Your company's logo on each badge cord.

Water Dispenser

Investment CHF 5'000

Your company logo on each water dispenser in the conference centre.

Abstract Book

Investment CHF 5'000

Your company advertisement as a full page inside cover.

Proceedings CD / USB

Investment CHF 5'000

Your company's logo on the CD/USB.

Notepads

Investment CHF 5'000

Your branded notepad in each conference bag.

EcoPens

Investment CHF 3'000

Your company logo on each "green" pen given to all conference participants.

Conference Bag Inserts

Investment CHF 1'000

Your promotional flyer will be included in the Conference bag.

Event Partnership

Conference Dinner (1 available)

Investment 50'000

Your company logo displayed prominently at the event on all event related prints. Naming of the Dinner with your company's name. Dinner speech held by a company representative.

Conference Lunch (4 available)

Investment CHF 20'000 each or 75'000* for all

Lunch named after your company and logo displayed prominently in the area e.g. on the tables, buffets etc.

*including Gold Partnership standards

Coffee breaks (7 available)

Investment CHF 5'000 each 35'000 for all

Break named after your company and logo displayed prominently in the area e.g. on the tables, buffets etc.

Opening Reception

Investment CHF 15'000

Welcoming remarks, company logo displayed prominently, and opportunity to distribute promotional material.

Poster Exhibition Stand-up Dinner

Investment CHF 15'000 each or 45'000 for all**

Opening remarks, company logo displayed prominently, and opportunity to display advertising material.

**including Silver Partnership standards

Partner Participants from Developing Countries

Investment CHF 1'000 per person

Emphasize your corporate social responsibility by partnering participants from developing countries applying for travel grants.

Advertising

Conference Centre Advertisement

Wall advertising banner	CHF 2'000
Ceiling advertising banner	CHF 2'000
Floor advertising	CHF 2'000
Standing advert. banner	CHF 2'000

Programme Book advertisement

Full Page Back Cover	CHF 6'000
Full Page Inside Front Cover	CHF 6'000
Full Page Inside Back Cover	CHF 4'000
Full Page Internal	CHF 3'000
Half Page Internal	CHF 1'000
Quarter Page Internal	CHF 500
Eighth Page Internal	CHF 300





Davos Congress Centre

Organisation – GRF Davos

The IDRC Conferences are organised by the Global Risk Forum GRF Davos



Through its various activities, GRF Davos serves as a centre of knowledge and know-how exchange for the application of timely risk management strategies, tools and practical solutions.

GRF Davos aims at reducing vulnerability and increasing resilience for all types of risks and disasters to protect life, environment, critical infrastructure, property and all means of business for the worldwide community on a sustainable basis.

GRF Davos addresses global issues on risk reduction, disaster management and global changes through three focal activities that complement each other.

GLOBAL RISK FORUM GRF DAVOS		
IDRC CONFERENCES Biennial IDRC Davos IDRC Regional Conferences and Workshops	RISK ACADEMY Knowledge Management Continuous Education Trainings Research and Development Public Awareness Raising E-Journal	PLATFORM GRF Circles Open Circles Closed Meeting Rooms

For more information on GRF Davos please visit www.grforum.org

Patronage Organizations

The International Disaster and Risk Conference IDRC Davos 2010 was held under the patronage of the following organisations:

	UNESCO – UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION		UNCCD – UNITED NATIONS CONVENTION TO COMBAT DESERTIFICATION
	UN ISDR – UNITED NATIONS INTERNATIONAL STRATEGY FOR DISASTER REDUCTION		UNFCCC – UNITED NATIONS FRAMEWORK CONVENTION ON CLIMATE CHANGE
	UNEP – UNITED NATIONS ENVIRONMENT PROGRAMME		WFP – UNITED NATIONS WORLD FOOD PROGRAMME
	UNDP – UNITED NATIONS DEVELOPMENT PROGRAMME		

Get in touch

Walter Ammann
 President/CEO Global Risk Forum Davos

Global Risk Forum GRF Davos
 Promenade 35
 CH-7270 Davos
 Switzerland

Tel. +41 (81) 414 16 00
 Fax. +41 (81) 414 16 10

e-mail: info@grforum.org
<http://www.grforum.org>



CONTACT INFORMATION

Global Risk Forum GRF Davos

Promenade 35

CH-7270 Davos

Switzerland

Phone +41 (81) 414 16 00

Fax +41 (81) 414 16 10

e-mail: info@grforum.org

<http://www.grforum.org>

