



STATE OF FLORIDA

DIVISION OF EMERGENCY MANAGEMENT

RICK SCOTT
Governor

BRYAN W. KOON
Director

November 4, 2014

Dear County Partner,

The Florida Division of Emergency Management is hosting the 2014 Public-Private Partnership Summit December 15-16, 2014 at the Hilton on Clearwater Beach. "Encouraging Resiliency Through Public-Private Partnerships" is an opportunity for the private sector and emergency management to identify ways to encourage resiliency in communities. A new format is being announced for this year's event placing an emphasis on our private sector partners, communication officials, and emergency management.

The Division recognizes the important role our private sector partners play in all phases of emergency management. Highlighting the private sector's role in the response and recovery of a disaster is a key component in the process.

Building resilient communities prior to a disaster reduces the need for government assistance after. This year's summit includes communication partners, along with the private sector and emergency management officials, providing an opportunity for strategic discussions on ways to highlight private sector partnerships before, during, and after a disaster.

It is important for emergency management officials from all levels of government to understand the needs and concerns of the private sector. Identifying concerns prior to a disaster will enable emergency management and the private sector to work together during and after a disaster. Your leadership in emergency management is a key component to making this year's event a success. I need your participation at this event to identify the areas of concern for emergency management in regards to the business community.

The agenda provides opportunities for all attendees to participate whether in the panel discussion or as the audience. The program is structured to engage the private sector and communication officials with emergency management leadership. Topics include the private sector's role during disaster response, re-entry after a disaster, how to tell story of the private sector during disasters, building resilient communities to better understand disaster risk, new technologies for the private sector and emergency management, and the use of social and traditional media in disasters.

Attendees from the private sector, communication officials, and emergency management officials will be selected to participate in each roundtable discussion. The participants will be based on the information provided on the enclosed registration form. The goal is to engage as many people in the discussion as possible.

Each roundtable session will be an hour in length. Sessions will include time for the panel to discuss the topic followed by time for interaction with the audience. Included is the draft agenda with a description of each roundtable session. After reviewing the agenda, please indicate which roundtable discussions interest you. Panelists will be selected based on the discussion topics and preferences by attendees.

Networking is the key to building partnerships. Over the course of two days, attendees will be given multiple opportunities to network including an event Monday evening at the Clearwater Marine Aquarium.

The summit will be held at the Hilton Clearwater Beach. The government rate of \$104 per night is extended to all attendees of the event. The Division will cover travel for one representative from each county including the hotel room (no incidentals) and travel to/from the event. The registration form includes an area to indicate the nights you will be staying under the Division's account. Please return the form to the External Affairs Office by Monday, December 8, 2014.

Additional attendees may register directly with the hotel under the event room block.

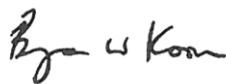
Phone: 1-800-753-3954
Online: [2014 Public-Private Partnership Summit](#)
Group Code: FLDEM

Hilton Clearwater Beach
400 Mandalay Avenue
Clearwater Beach, FL 33767

Working together, we can identify new ways to expand the role of the private sector in emergency management. The Division's External Affairs Office is coordinating the 2014 Public-Private Partnership Summit. Any questions regarding the event can be directed to Julie Roberts, Director of External Affairs, at Julie.Roberts@em.myflorida.com or (850)590-9486.

I look forward to the opportunity to collaborate with your business on the 2014 Public-Private Partnership Summit. I thank you for your help in fostering a culture of preparedness in Florida. With your cooperation and support, we can continue the dialogue to bridge the gap between the public and private sector in all phases of emergency management. I look forward to seeing all of you in Clearwater Beach in December.

Kindest Regards,



Bryan W. Koon



2014 Public-Private Partnership Summit
“Encouraging Resiliency Through Public Private Partnerships”
County Registration

County Name: _____
Attendee Name: _____
Title: _____ Primary Function: ____ ESF 14 ____ ESF 18 ____ OTHER
Address: _____
City: _____ State: _____ Zip Code: _____
Phone: _____ Email: _____
Twitter: @ _____

HOTEL INFORMATION (Please indicate which nights you will be staying at the hotel)

Sunday, December 14, 2014
Monday, December 15, 2014
Tuesday, December 16, 2014

ROUNDTABLE DISCUSSIONS (CHECK AREAS OF INTEREST)

After a Disaster – Gaining Re-Entry
Telling the Story of the Private Sector Partnerships
Private Sector’s Role in Response to Disasters
Public-Private Partnerships – Emerging Technologies
Public-Private Partnerships – Future of Disaster Assistance
Private Sector Liaison Program – Local, State and Federal

WOULD LIKE MORE INFORMATION ON THE FOLLOWING (CHECK)

State Emergency Response Team - ESF 18 (Business & Industry)
County Emergency Response Team - ESF 18 (Business & Industry)
Virtual Business Emergency Operations Center (VBEOC)
Business-to-Business Liaison Program
Virtual Support Operations Team (VOST)



FORTIFY FLORIDA
Florida Division of Emergency Management
Office of Private Sector Coordination

**Florida Division of Emergency Management
2014 Public – Private Partnership Summit
“Encouraging Resiliency Through Public Private Partnerships”**

Day 1

8:00 a.m. – 5 p.m. Registration Open

8:00 a.m. Networking Breakfast

9:00 a.m. **Opening Session**
Welcome Remarks
FDEM Director Bryan Koon

9:45 a.m. Networking Break

10:00 a.m. **Roundtable Discussion:**
“After Disaster – Gaining Re-Entry”
Gaining access into an affected area after a disaster is often difficult for the private sector. This session will discuss the current process for re-entry and the concerns of the private sector during and after a disaster. The discussion will look at programs in other states and private sector solutions that are available.

11:00 a.m. **Roundtable Discussion:**
“Telling the Story of Private Sector Partnerships”
The media is interested in covering a disaster, but many times does not understand the situation and therefore is unaware of the positive stories that arise from the partnership between the public and private sector. This session will focus on the role of private sector in all phases of emergency management and identify key points to highlight for the media on the partnership between the public and private sector. A key to a positive story is to identify the right spokespeople to use during a disaster for both private sector and emergency management. Discussion will include public information officers/external affairs directors to work with emergency management and the private sector to better understand how to shape the story.

12:00 p.m. Networking Break

- 12:15 p.m. **Lunch Session**
Keynote Speaker
Rockefeller Foundation 100 Resilient Cities Program (invited)
100 Resilient Cities – Pioneered by the Rockefeller Foundation, is dedicated to helping cities around the world become more resilient in physical, social, and economic challenges that are a growing part of the 21st Century.
- 1:15 p.m. Networking Break
- 1:30 p.m. **Senior Executives Roundtable**
“Private Sector and Long-Term Recovery”
The full recovery of a community following a disaster can take years and resources from the public and private sector and volunteer organizations. Identifying the needs of the community and volunteer groups to provide support during the recovery is a key piece to returning a community back to normal. This session includes CEO-level participants from the private sector and emergency management directors for a discussion on how to engage the private sector in the long-term recovery.
- 2:30 p.m. Networking Break
- 2:45 p.m. **Senior Executives Roundtable**
“Building Resilient Communities – Understanding Disaster Risk”
Identifying ways to build a more resilient community is beneficial to both emergency management and the private sector. Communities that mitigate against disasters are better equipped to respond and recover faster when an event occurs. This session will focus on developing partnerships that encourage thinking in regards to risk management and ways to prepare and protect both the private sector and their communities.
- 3:45 p.m. Networking Break
- 4:00 p.m. **Roundtable Discussion**
“Private Sector’s Role in Response to Disasters”
The private sector has a key role in responding to disasters by working with the public sector to provide resources to an impacted community. The Virtual Business Emergency Operations Center is one tool developed for the private sector to indicate their status during and after an event and gain valuable information about the status of public sector response. This session will focus on how the private sector can work with emergency management during disaster response.
- 6:30 p.m. **Networking Reception**
Location: Clearwater Marine Aquarium

Day 2

8:00 a.m. – 10 a.m. Registration Open

8:00 a.m. Networking Breakfast

9:30 a.m.

Roundtable Discussion

“Public-Private Partnerships – Emerging Technologies”

The future of emergency management is technology. As new technologies emerge from the private sector, emergency management will need to adapt how to respond to a disaster and the long-term recovery. The Virtual Business Emergency Operation Center is a place to track the open/closed status of a business and the resources available from the private sector. Social media has played a major role in emergency management and understanding the resources available such as the Virtual Operation Support Team to monitor and use social media is the next generation of emergency management. The discussion will focus on the current technologies and the future of technology in emergency management.

10:30 a.m.

Networking Break

10:45 a.m.

Roundtable Discussion

“Public-Private Partnerships – Future of Disaster Assistance”

This session will focus on how to identify resources available during and after a disaster and the role that the private sector plays. The discussion will include how to create a public-private partnership program, similar to the government Emergency Management Assistance Compact program, where businesses can work together during a disaster.

11:45 a.m.

Networking Break

12:00 p.m.

Lunch Session

1:15 p.m.

Networking Break

1:30 p.m.

Roundtable Discussion

“Private Sector Liaison Program – Local, State and Federal”

In order for a public-private partnership to be successful, the concerns, needs, and expectations on both sides should be identified prior to an event. The Private Sector Liaison program is an opportunity for the private sector to attend trainings, participate in exercises, and work alongside emergency management during an event. Understanding the process of emergency management and the operations within an Emergency Operations Center provides the private sector with a working knowledge during an event. This session will focus on the program from a local, state, and federal level with opportunity to ask questions and express concerns.

2:30 p.m. Networking Break

2:45 p.m. **Listening Session**
“What Can We Do To Help You?”

Director Koon will conduct this session as an opportunity for the attendees to identify next steps in developing the public-private partnership in Florida. The session will provide attendees a chance to express their expectations, concerns, and needs from emergency management and the private sector. The discussion will include ideas for future events and the goals of the FDEM’s Office of Private Sector Coordination.

4:00 p.m. **Closing Session**

4:30 p.m. Summit Concludes