



# Disaster Response

Invitation to the GSMA Disaster Response Programme's Working Group  
@ Mobile Aisa Expo 2012, Jumeirah Hotel, Shanghai  
Thursday 21st June, 9am-5pm

At this inaugural Asian Working Group, key industry players will convene to address the regionally-specific challenges and opportunities that exist around building a joined-up global technical blueprint for disaster-prepared and disaster-resistant networks. In the afternoon session a deep-dive on how best to coordinate with crisis affected populations and humanitarian organisations will also be conducted.

Spaces are limited. To reserve yours, please email [Kreid@gsm.org](mailto:Kreid@gsm.org)

Kyla Reid | Head of Disaster Response

<http://www.gsma.com/developmentfund/programmes/disaster-response/>

<http://www.mobileasiaexpo.com/>

GSMA Disaster Response

when you restore the mobile network, you rebuild the human network



TIME	SESSION
<b>08.30- 09.00</b>	<b>Registration: TEA &amp; COFFEE</b>
09.00- 09.15	<b>Start:</b> Introductions, welcome and agenda
09.15- 10.00	<b>Presentation of GSMA Toolkits on managing power and congestion. Discussion.</b>
10.00- 10:45	<b>Table top exercise - Technical Challenges for the Mobile operators in disasters</b>
<b>10:45-11.00</b>	<b>TEA &amp; COFFEE, NETWORKING BREAK</b>
11.00- 11.45	<p><b>Group Discussion</b>          Facilitated by Justin Waller, GSMA Disaster Response Technical Consultant</p> <ul style="list-style-type: none"> <li>Improving the resilience of the Mobile network – What can be done, what is cost effective and how do we best approach it?</li> <li>Informing and alerting during a disaster– what services could operators provide and could they be standardised?</li> <li>Network Congestion – Can operators arrive at a common strategy to cope with unprecedented demand and provide reliable network performance in a disaster?</li> <li>Future Initiatives using emerging technologies – what opportunities for improved performance in disasters do new mobile technologies offer?</li> </ul>
11:45- 12.00	<b>Closing and Next Steps</b>
<b>12.00- 13.30</b>	<b>LUNCH</b>
13.30- 14.00	<p><b>AFTERNOON SESSION: Coordination, partnerships and supporting disaster-affected communities:</b></p> <p>Registration tea and coffee</p>
14:00- 14:15	Welcome and introductions
14:15- 14:30	<p><b>GSMA Disaster Response Programme Update and Presentation of Tools</b></p> <ul style="list-style-type: none"> <li>Solutions and Tools: Best practices and the adoption of SMS guidelines in humanitarian crises and natural disasters</li> </ul>

	<ul style="list-style-type: none"> <li>• Coordination challenges: Developing an industry coordination database to improve effectiveness and support humanitarian response</li> </ul>
14:30- 15:15	<p><b>Panel Discussion and Q&amp;A: Lessons From the Field: experiences in supporting disaster-affected communities through mobile</b></p> <ul style="list-style-type: none"> <li>• International Committee of the Red Cross and Red Crescent,</li> <li>• Dialogue Axiata, DEWN (Disaster and Early Warning Network)</li> <li>• KDDI</li> <li>• Other panellist to be confirmed</li> </ul>
<b>15.15- 15:30</b>	<b>NETWORKING COFFEE BREAK</b>
15:30- 15:45	<p><b>Introduction to the GSMA Mobile and Development Intelligence (MDI) Platform</b></p> <p>Corina Gardner, Programme Manager, MDI, GSMA</p>
15.45- 16.45	<p><b>Breakout Sessions:</b> themes from breakout sessions</p> <ul style="list-style-type: none"> <li>• What is the role for MNOs in Disaster Response?</li> <li>• Lessons in providing direct to consumer communication access for disaster-affected customers</li> <li>• Developing partnerships- improving coordination and preparedness with government and humanitarian response communities</li> </ul>
16:45- 17:00	<b>Closing and Next Steps</b>
<b>17.00</b>	<b>Networking cocktails</b>