

# Passenger Terminal EXPO 2010

23. 24. 25 MARCH 2010  
BRUSSELS, BELGIUM

THE 16TH INTERNATIONAL CONFERENCE AND EXHIBITION FOR PASSENGER TERMINAL  
DESIGN, MANAGEMENT, SECURITY AND TECHNOLOGY

## CRISIS COMMUNICATION



WEDNESDAY 24 MARCH 2010

**EASA: CRISIS COMMUNICATION IN THE  
AVIATION SECTOR**

**Welcome to the session and introduction –  
Conference Chair**

Air transport is the fastest-growing transport mode and the safest. Despite aviation's good safety record, public perception of it is rarely rational. One single incident can ruin an airline's reputation and call aviation regulation into question. Within minutes of the first reports, competing news channels have already made out the causes and culprits of an accident. The challenge for spokespersons of airlines, airports and aviation authorities is to deal with the media blitz with tact, factual information and clear answers to complex questions. Being prepared for a crisis is important in any line of business; it is a matter of make or break in the aviation sector.

Against the background of a new debate about aviation safety in Europe, this session looks at lessons learned from recent air incidents and best practice in the sector.

09.00-10.30

**CHAIR: Dan Holtgen, Head of Communications, EASA  
- European Aviation Safety Agency, Germany**

**Donald Chupp, President, Fireside Partners LLC, USA  
From TWA 800 to the Hudson River Miracle: crisis  
response and accident investigation in the US**

This presentation will summarise the four most recent major commercial aviation accidents in the United States, all of which occurred at or very near the airport. These accidents illustrate the numerous challenges faced by airports and airlines in the first 12 hours following an aircraft accident, and the discussion will include a review of the major operational areas of concern and many of the lessons learned from the accident response. Key areas for discussion include the airport terminal in the post-accident environment, experiences of airport management in the hours following the accident, and effective crisis management protocols.

**David Stewart, Assistant Director, IATA, UK**

Title to be announced

Other expert speakers invited by the European Aviation Safety Agency (EASA) will join this panel to share their views.