PANDEMICS AND PROFITS: AN INTERACTIVE WORKSHOP ON BUSINESS RESPONSE TO INFECTIOUS DISEASE OUTBREAKS

What happens when your customers are too scared to go out to the cinema or catch a plane? What happens when your employees are too sick to come to work or have been quarantined? Infectious disease outbreak can cause havoc for business, yet most business are blind to such risks. This workshop is about understanding how businesses can understand and manage the risk from potential pandemics.

BACKGROUND
Infectious disease outbreaks like Zika and Ebola cost the global economy billions of dollars each year. As the rate of emergence of new diseases increases, businesses operating in an increasingly globalized economy are vulnerable to losing billions in revenue and lost productivity. Yet most firms don’t understand their commercial vulnerability to such outbreaks, let alone take action to mitigate such risks. Improving the awareness of business leaders of this threat can help support improved commercial resilience, potentially saving lives and livelihoods.

DESCRIPTION
Peter Sands, Research Fellow at the Mossavar-Rahmani Centre for Business and Government at HKS and former CEO of Standard Chartered PLC, will lead a simulation exercise on commercial responses to infectious disease outbreaks. The exercise will be a rehearsal for a workshop he will be running for the World Economic Forum in New York later this month with over 40 senior executives from leading multinationals.

The workshop will provide participants with the opportunity to learn about the changing nature of infectious disease threats in an increasingly interconnected world. You will play the role of senior executives in major
multinationals facing specific epidemic scenarios, trying to work out what the impact might be and what you should do about it. You will get to shape the event in New York, learn about cutting edge work in this arena, and for those who are really interested there’ll be opportunities to get further involved.

The event will take place 4-6pm on Tuesday 10th October

RSVP to anas_el_turabi@hks.harvard.edu to confirm location