BLAKE
EMERGENCY SERVICES

An Introduction to The Go Team

Prepared for **Vietnam Airlines**

Abigail Pollard, Managing Director

March 2025

The Air Charter Association

Housekeeping

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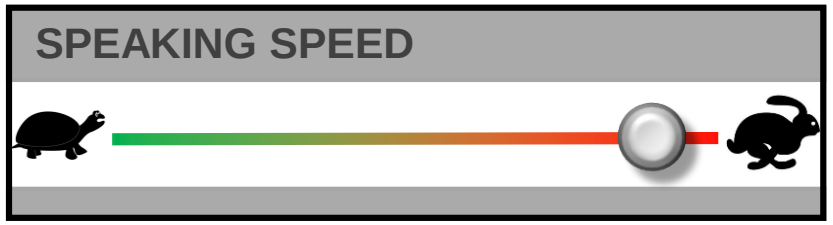
4 Golden Rules!



Ask me to slow down



Ask me to explain



– Turned off or on silent please.



To gain maximum benefit, PLEASE join in!

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Housekeeping





If the fire alarm goes off, just go!

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If you need to go….

you don't have to ask permission!



….. but

please come back!!

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One more thing....

If you have any questions as we go along, please stop me and ask your question!



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Firstly, introductions

- Me and who I represent
- What experience levels there are in the audience
- What we are going to talk about

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What is the Go Team?

- The Go Team deploys to be the airline's response to all the issues that arise from a catastrophic crash almost certainly involving loss of life.



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What is the Go Team? (cont.)

- What are those issues?
  - Reputational
  - Collaboration with Responding Agencies
  - Liaising with Stakeholders
  - Managing surviving passengers
  - Managing families
  - Assisting in the Investigation of the Cause of the event – not necessarily a crash – bomb, or hi-jack would also trigger the activation.

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Who is in the Go Team?

It includes a number of different teams:

- Go Team Leader
- Special Assistance Team
- Investigation Team
- Administration Team

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Who Manages What

- The Go Team Director will manage:
  - Reputational issues which will include handling the media
  - Collaboration with Responding Agencies
  - Liaising with Stakeholders

- As well as:
  - Briefing the Emergency Management Centre on a regular basis
  - Managing all aspects of the Team Member's security, Health and Safety, and general well-being
  - Taking full financial responsibility.

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The Special Assistance Team (SAT)

- The Special Assistance Team or Family Assistance Team will manage:
  - The surviving passengers
  - The families of the hospitalised passengers and the deceased passengers

  - People involved on the ground?
  - Crew?
  - Crew families?

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The Investigation Team

- The Investigation Team will:
  - Assist in the Investigation of the Cause

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The Admin Team

- It will help the deployment if a small Admin team goes with them to manage
  - Logistics
  - Finance
  - Legal
  - Media

- These areas will provide support to the Go Team and the other Team Leaders.

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The Impact and Who is in Charge

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January 29th 2025 AA Flt 5342 64 Killed



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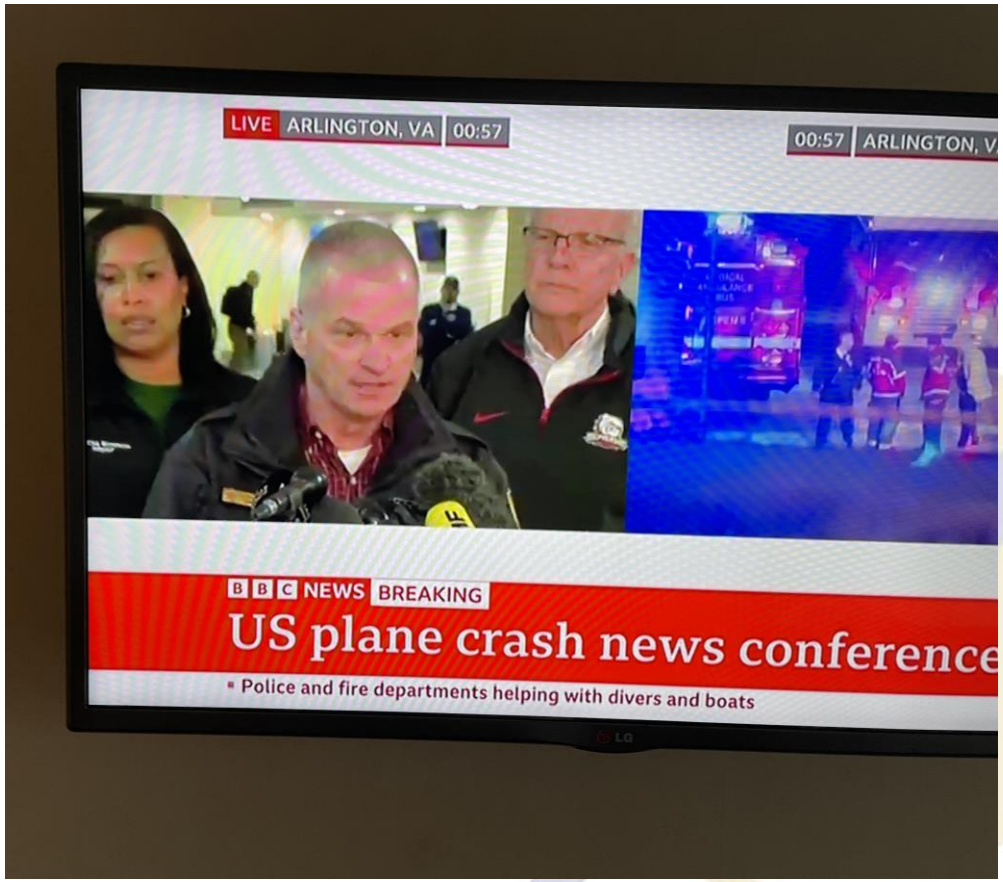
January 29th 2025 AA Flt 5342 64 Killed
The Agencies





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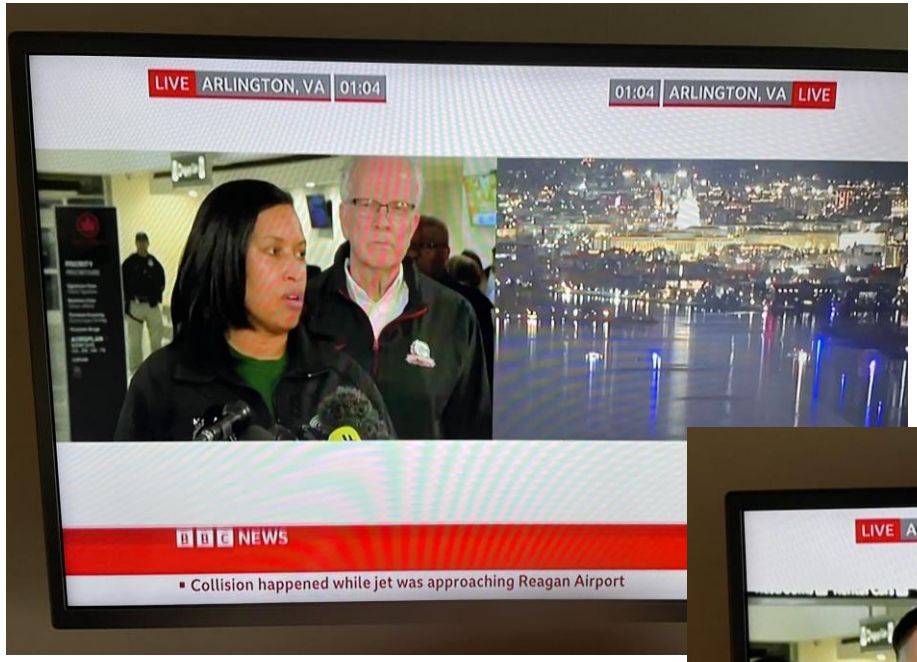
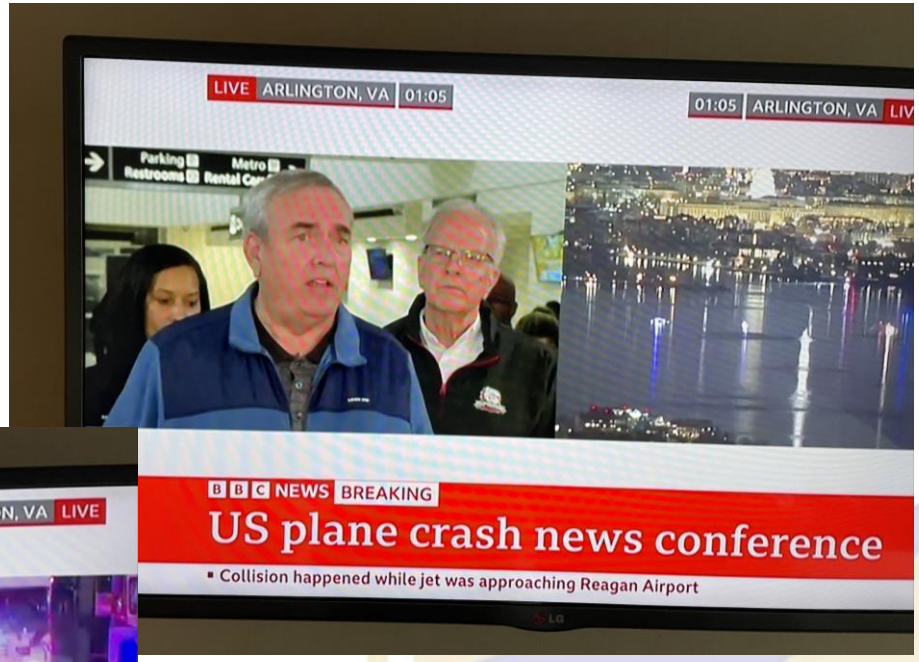
January 29th 2025 AA Flt 5342 64 Killed
The Agencies







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January 29th 2025 AA Flt 5342 64 Killed
Added Value



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This is not just About Vietnam Airlines

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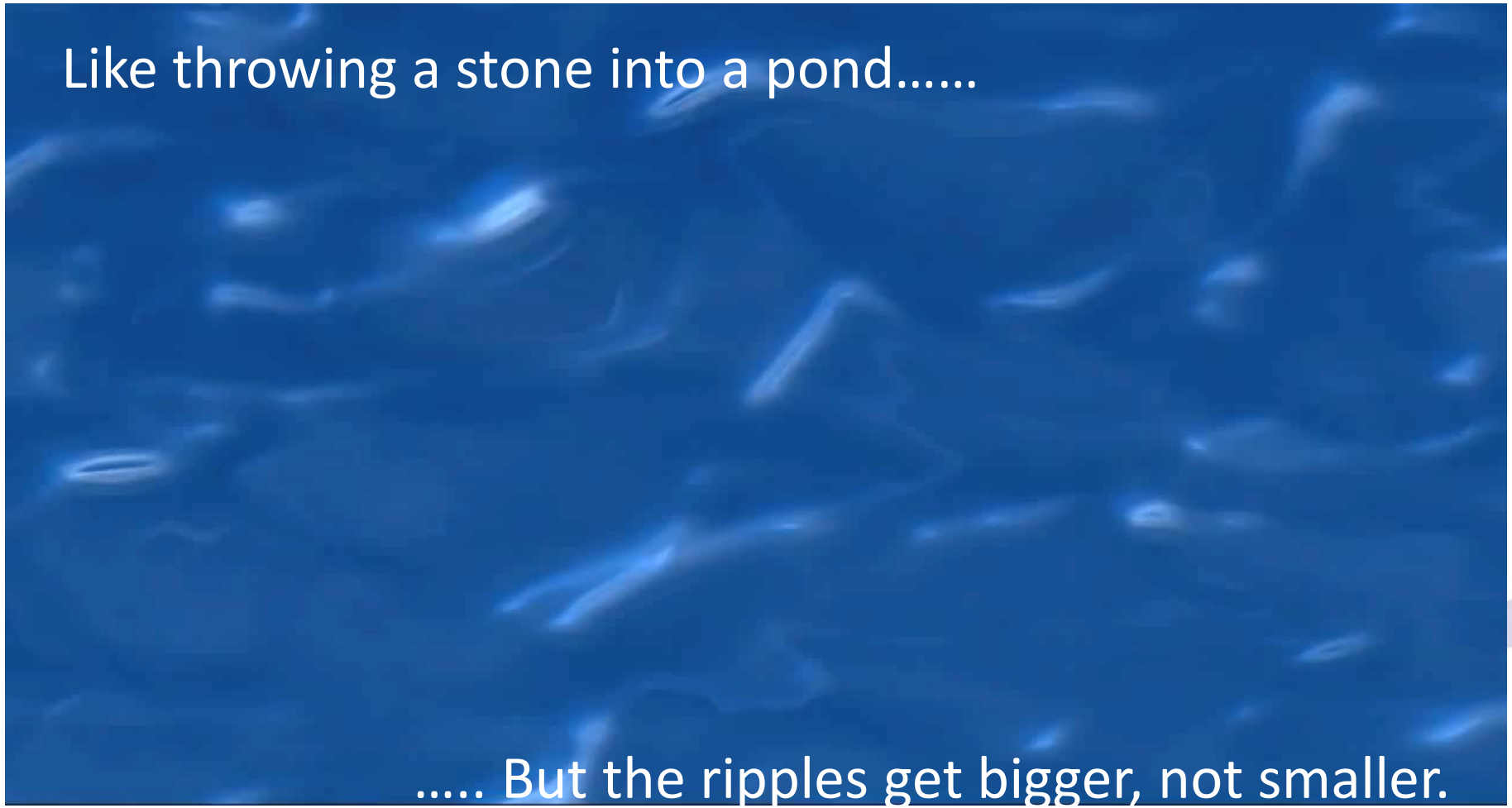
The Emergency Management Ripple Effect



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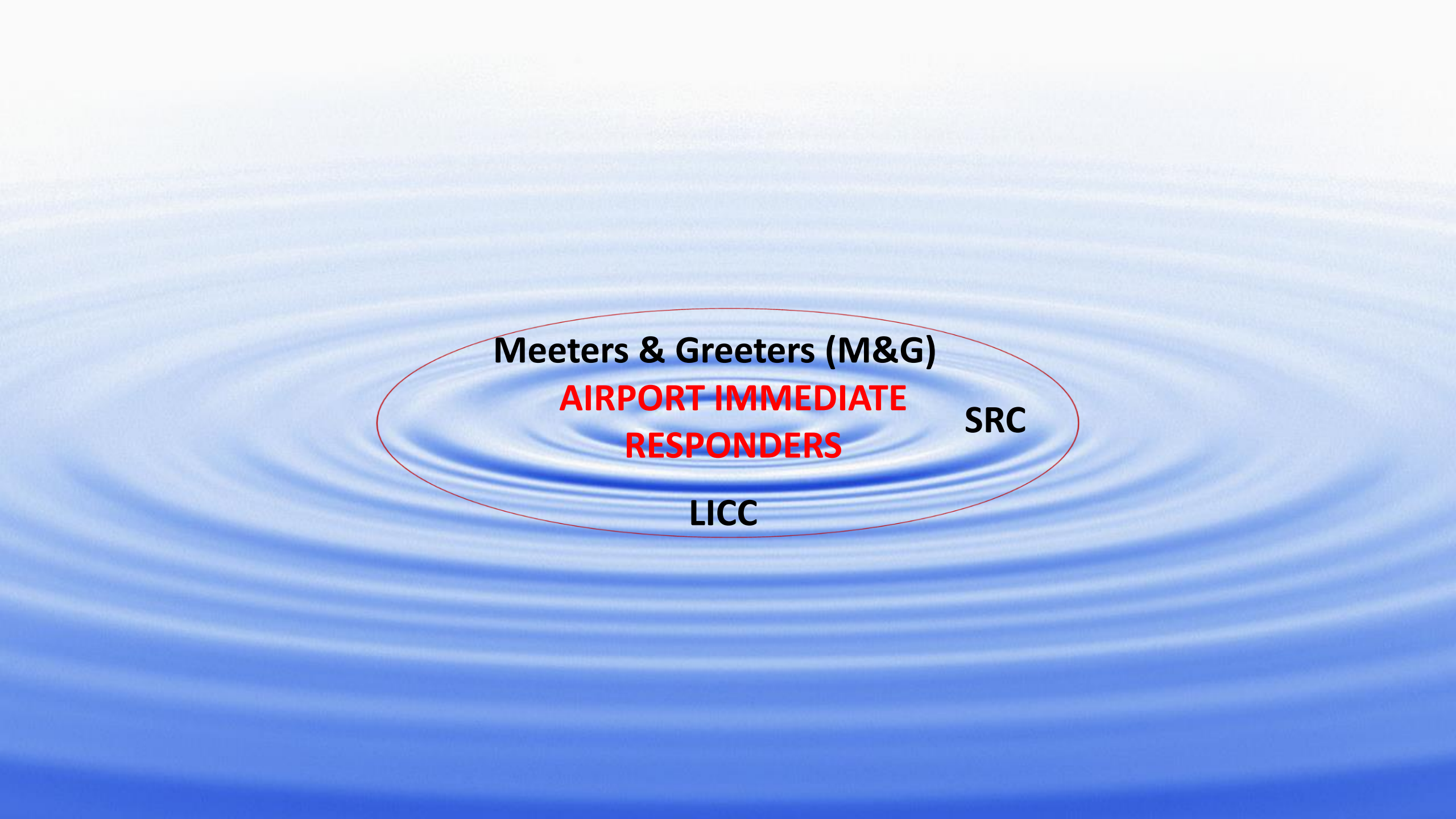
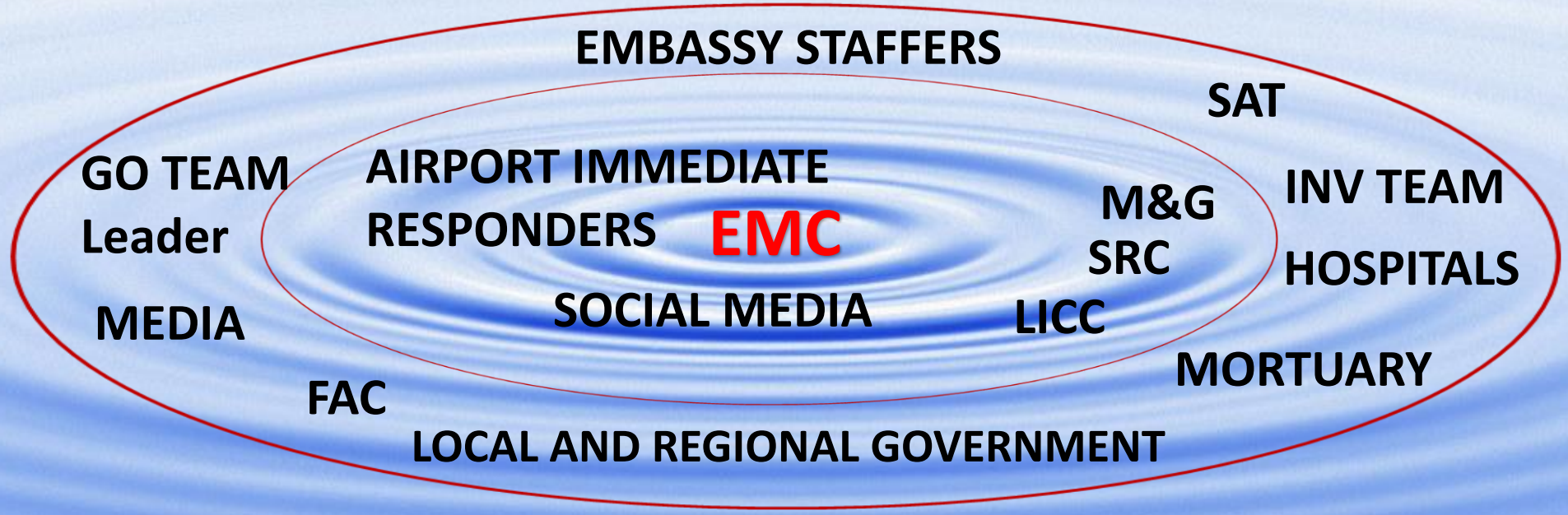
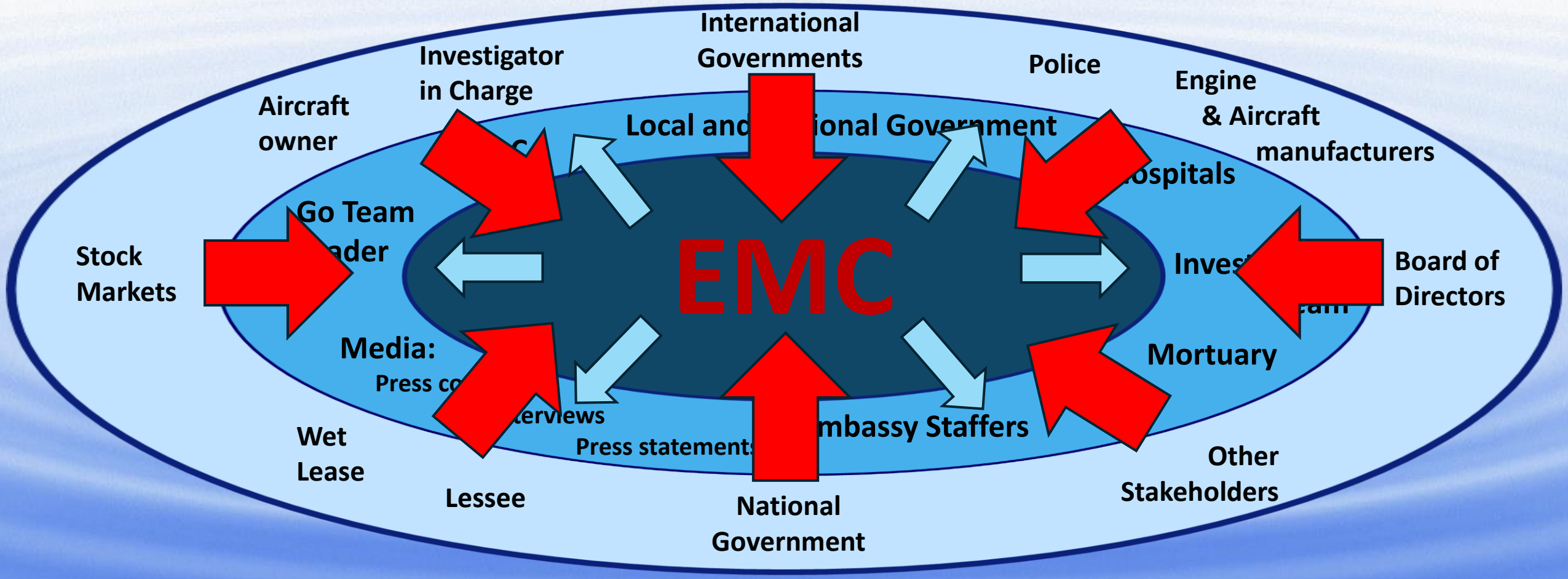

Meeters & Greeters (M&G)
AIRPORT IMMEDIATE
RESPONDERS
SRC
LICC


EMBASSY STAFFERS
SAT
GO TEAM
Leader
AIRPORT IMMEDIATE
RESPONDERS
EMC
M&G
SRC
INV TEAM
HOSPITALS
MEDIA
SOCIAL MEDIA
LICC
MORTUARY
FAC
LOCAL AND REGIONAL GOVERNMENT


International Governments
Investigator in Charge
Police
Engine & Aircraft manufacturers
Aircraft owner
Local and ional Government
ospitals
Go Team
ader
Stock Markets
EMC
Inves
Board of Directors
Media:
Press co
Mortuary
terviews
Press statements
mbassy Staffers
Wet Lease
Lessee
National Government
Other Stakeholders

How does the Airline Cope?

- The airline changes as you will see in the next slide

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What Happens to Your Airline...

… when the ACTIVATION Message is sent out?

Emergency Response Organisation



Business as Usual Organisation

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Why is this Division Essential?

- It is not possible to do both

- If you are part of the Go Team you now belong to your new company for the duration of your response to the loss

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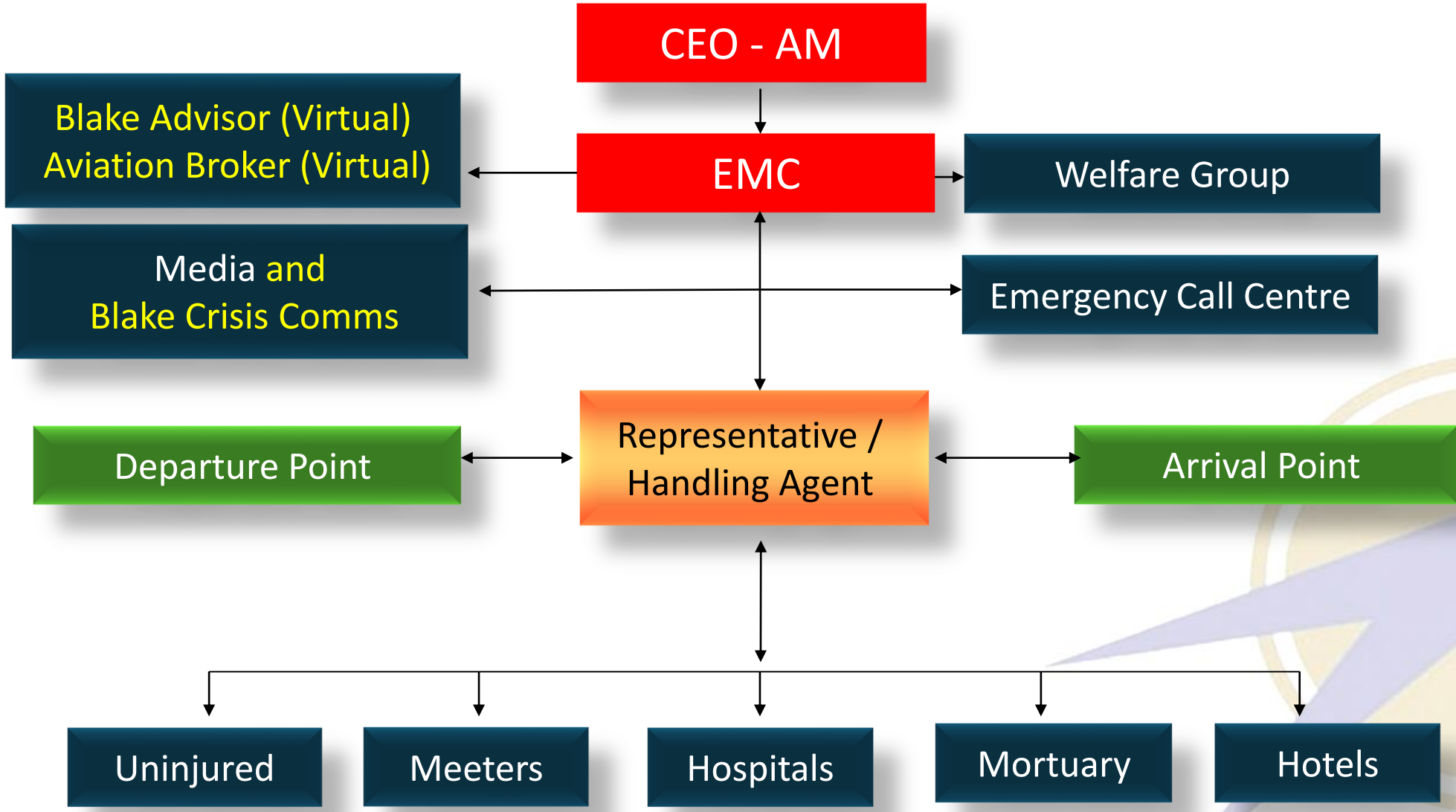
Your New Company – Stage 1



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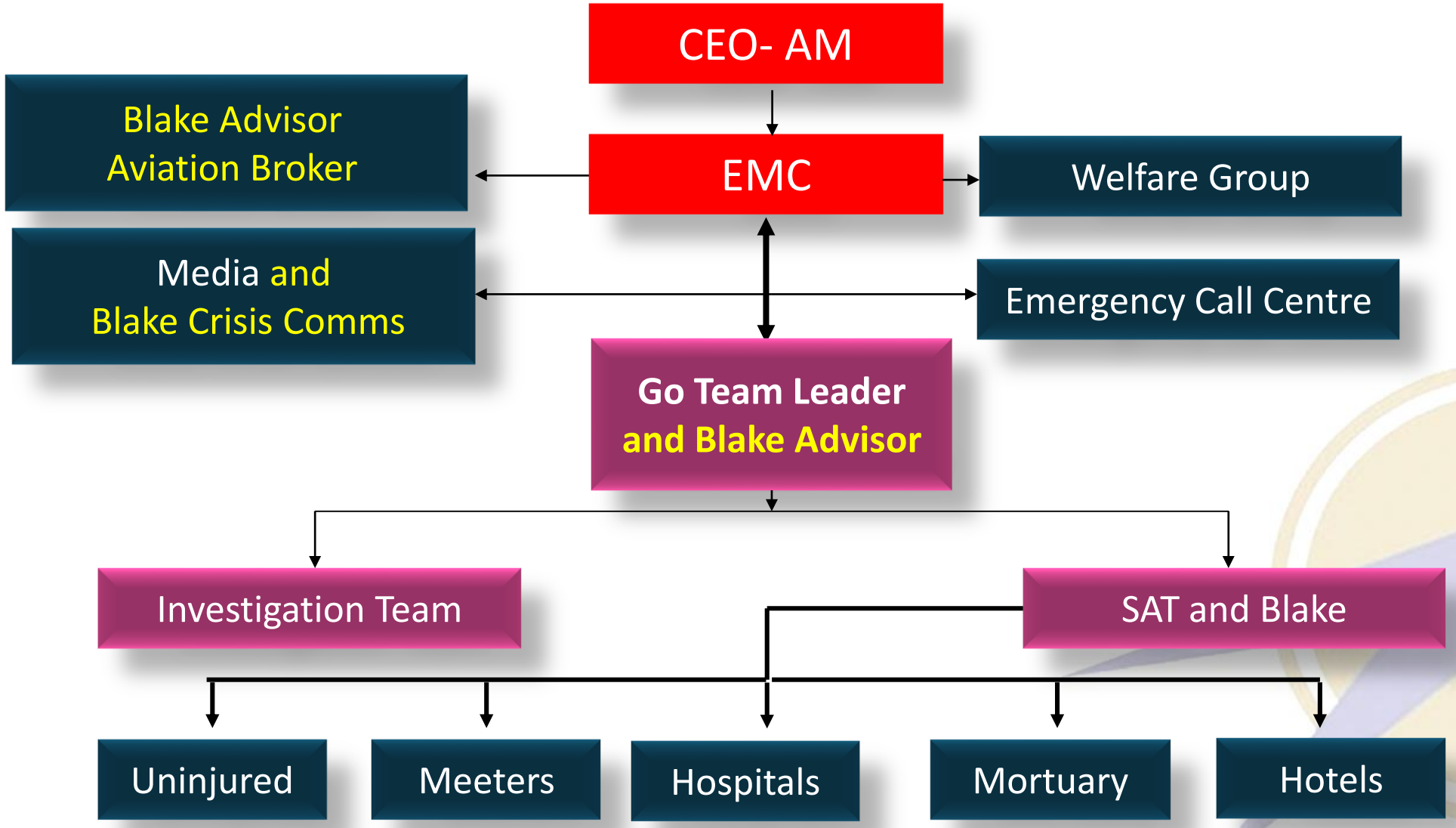
Your New Company – Stage 2



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Who do You Work For?

- The EMC is your new head office
- The Go Team Leader is your new Senior Manager
- The SAT Leader is the new boss for the SAT, and reports to the Go Team Leader
- The Investigation Team Leader is the new boss for the Investigation Team, and reports to the Go Team Leader
- You have no responsibility to your normal boss for the duration of your deployment

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Go Team

- The Go Team consists of 4 elements:
    - Go Team Leader + Deputy
    - Investigation Team
    - Special Assistance Team (SAT)
    - Blake Emergency Services

And the time for Conversation and Persuasion now beings.

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Conversations & Persuasions

- You are late to the party and have no regulatory responsibilities but you have a duty of care for your passengers and their families and are obliged by IATA to interact with the passengers and their families.

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Conversations & Persuasions (cont.)

- With regard to the Humanitarian Aspects of the response you are going to initiate a transfer of responsibilities from the authorities to your care by a process of support and then replacing, once the regulatory requirements have been met

- This does not apply to the Investigation Team who have to persuade the Investigator in Charge to be allowed on the site

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Accident Investigation Team Leader

- You will be responsible for persuading the Investigator In Charge to be allowed on the site,
- You have unique information about that particular aircraft,
- But there are a lot of others on the site, and you might be one too many,
- The Loss Adjuster will be on hand
- Who else is there ….

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Accident Investigations

- Country of Incident (State of Occurrence)
- CAA *(your Investigation Authority – not necessarily the Lead Authority)*
- NTSB because the aircraft is Boeing
- BEA – because the engines are made by GE and Safran
- Aircraft manufacturer
- Engine manufacturer
- + Country if there are a significant number of pax from one country
- You – by invitation only – conversation and persuasion

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Who Else is Involved?

- Station representative and Ground Handlers
- Airport EOC and airport staff
- Police/Military/ Immigration
- Embassy/Government representatives
- Investigator In Charge
- Code Share Partner(s)
- Commercial Interests – the Olympic (Hopeful) Ice Skating Team and the Organisation that looks after them; Tour Operators; VIP

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What is Emergency Management?

Emergency Management is, in its simplest terms,

management of the key 7 consequences following an aircraft accident or serious incident;

The **Human** consequences,

The **Reputational** consequences,

The **Financial and Insurance** consequences,

The **Legal** consequences,

The **Investigative** consequences,

The **Regulatory Scrutiny** consequences,

The **Continued Operations** consequences.

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International Crisis Management & Contingency Planning Consultants

PAN AM 103

HEATHROW - NEW YORK - DETROIT

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Grief is Timeless AND International

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The Role of the SAT

- The most important consequence is the Humanitarian Consequence
- YOU will be the face of Vietnam Airlines, dealing with the Humanitarian Consequences:
  - Meeting those family members
  - Helping surviving passengers
- And we (Blake) will be part of that response alongside you

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The Role of the SAT (cont.)

- Your task is to let families know that Vietnam Airlines cares about them
- Your physical presence will demonstrate that
- Your other task is to tell your EMC who the survivors are, where they are, how they are, and if they are being properly looked after – in your opinion
- And to tell your EMC who the family representative are, and if they are next of kin or not

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What Happens When the Go Team Arrives?

- The Go Team Leader is briefed
  - Then briefs the SAT and Investigation Teams.
  - Allocates tasks,
  - Instigates a briefing regime,
  - Sets off on his or her rounds of meeting the Responding Agencies, including Embassy officials and stakeholders

- The SAT Leader will establish the status of the SRC, the FRRC and the FAC and despatch team members accordingly

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What Happens When the Go Team Arrives? (cont.)

- The Investigation Team will make their way to the Crash Site with their knowledge regarding the particular aircraft to share with the Investing Office in Charge

- The Admin Team will make contact with their counterparts and the logistics team will note which team members have been sent where, and when, what food they have with them and so on

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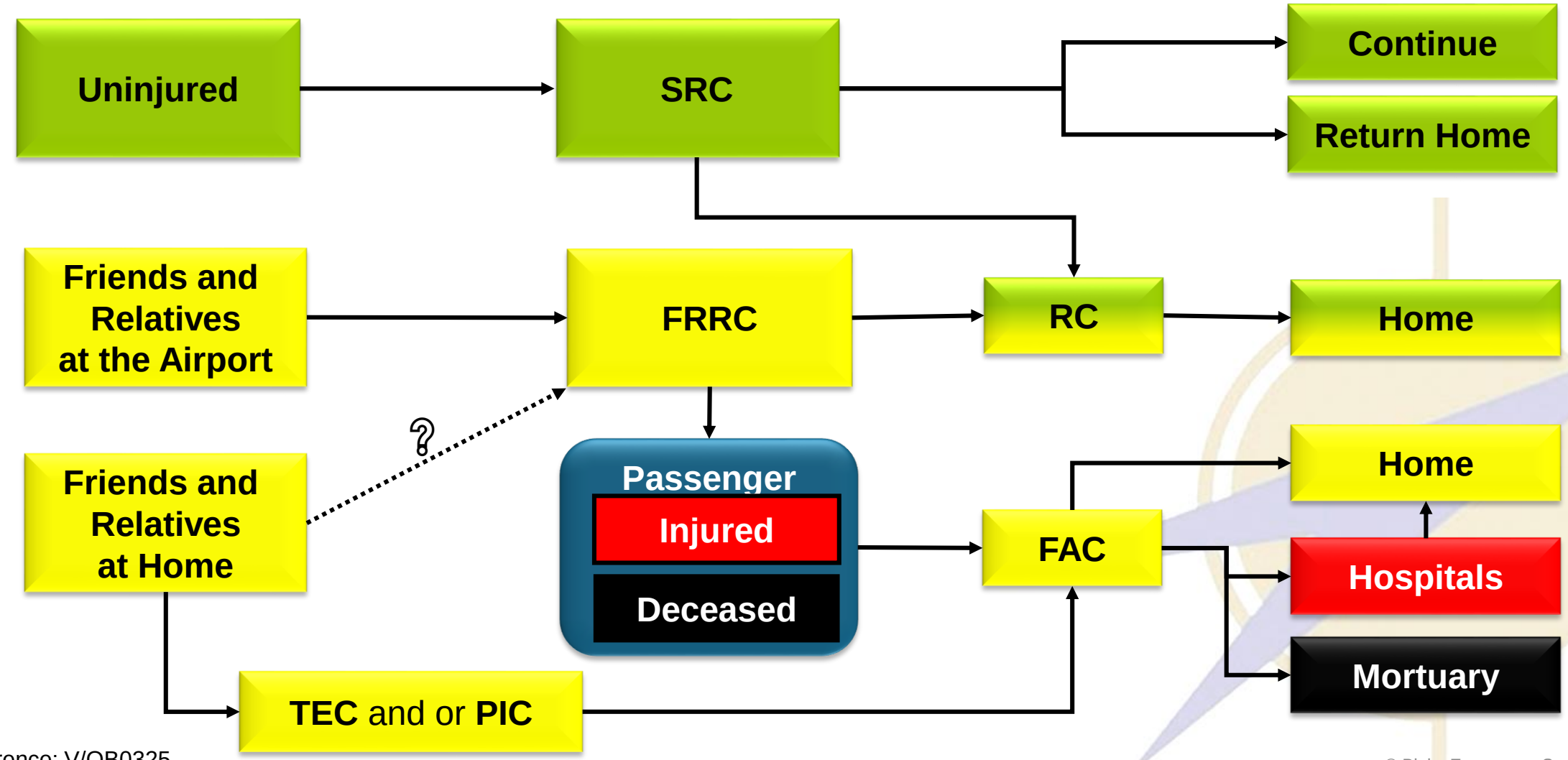
Managing People



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Everything is a Priority....

Passengers
Passengers

Stakeholders

Families
Families

Family Assistance Centre
Family Assistance Centre

Mortuary
Mortuary

Crew
Crew

Embassy Reps
Embassy Reps

Team briefing
Team briefing

EMC
EMC

Hospitals
Hospitals

Reception Centres
Reception Centres

Media Conference
Media Conference

Incident Site
Incident Site

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You are Not Alone

- OCC will have notified us of the incident
- We will have discussed what you need with the EMC
- The Blake will be waiting for you if the location is outside Vietnam, and we will be joining you if it is within Vietnam.



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You are Not Alone (cont.)

- We will deploy our own Incident Director to support the Go Team Leader AND our Care Team Members who will help with the Family Assistance Centre, and all other tasks relating to the surviving passengers, and family members.



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How Blake can Help

- Management Support
- Accident Site Support
- Liaison with Authorities
- Families
  - Managing the calls*
  - Supporting those who travel and those who don't
- Survivors
- Well-being Support (mental health support)*

** services are subject to contract*



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How Blake can Help (cont.)

- Human Remains
  - Body Recovery
  - Care for the fatalities
  - Repatriations
- Personal Effects Management
- Site visits, including Memorials
- Handling the media (crisis comms)*
- Communication

** services are subject to contract*



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Blake Regional Deployment Directors & Managers



DUMI SIBANDZE
Director, Africa



ROMA KHAN
Director, Asia



JAN FIELD
Director, Australasia & Pacific



JEFF CALDWELL
Country Manager, North America



CHRISTIAN DONAT NLEND
Manager, West Africa



RETHEA MITCHELL
Business Development Manager, Africa



JORDAN GOSS
Manager, New Zealand



RENATA BUENO
Emergency Response Consultant - Country Manager, Europe & South America

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Where the Blake Team Comes From

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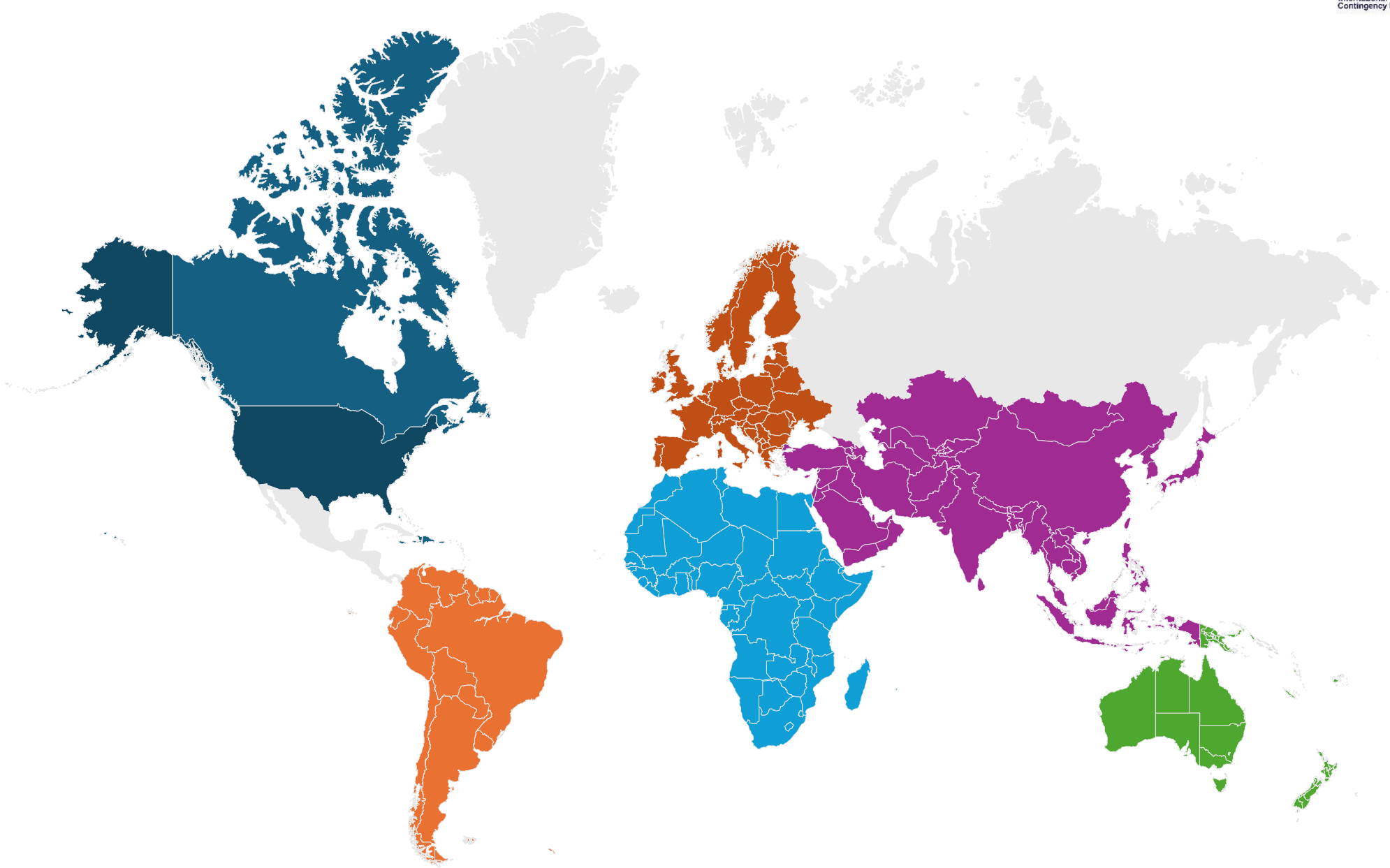

Blake Team Skills

Africa	Americas	Asia and Oceania	Europe
Care Team	Care Team	Care Team	Care Team
Admin & IT	Admin & IT	Admin & IT	Admin & IT
Base Support	Call Centre	Base Support	Base Support
Call Centre	Counsellors	Call Centre	Call Centre
Counsellors	Communications	Counsellors	Counsellors
DVI	DVI	Divers	Communications
Emergency Planning	Embalmer	DVI	Divers
Embalmer	Forensic Specialists	Embalmer	DVI
Forensic Specialists	Funeral Directors	Forensic Specialists	Embalmer
Funeral Directors	Interpreters	Funeral Directors	Forensic Specialists
Interpreters	Logistics	Interpreters	Funeral Directors
Logistics	Media	Logistics	Interpreters
Media	Mortuary Technicians	Mortuary Technicians	Logistics
Mortuary Technicians	Property Team	Property Team	Mortuary Technicians
Property Team	Religious Representatives	Repatriation Team	Property Team
Religious Representatives	Repatriation Team		Repatriation Team
Repatriation Team	Search & Recovery		Search & Recovery
Search & Recovery			Security
Security			

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Some Tools Which may Help

- Don’t forget your common sense
- Use your empathy
- It is OK to be nervous at first, maybe a little scared. But then think what these people are living through. You can help them.
- When someone is shouting at you, try not to take it personally

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Some Tools Which may Help (cont.)

- Don’t make promises you can’t keep. This will let a family down when they need you to support them and that would be worse.

- Talk to a trusted member of your team if you are struggling

- Rest and refuel when you can

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BLAKE EMERGENCY SERVICES

Head Office
Tel: +44 (0) 1298 815 786

24hrs
Tel: +44 (0) 2071 757 172

info@blakeemergency.com
www.blakeemergency.com

Abigail.pollard@blakeemergency.com

We take care of the complexities, as your global partner.

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