

**PREPARING  
FOR**

**SHOCK**

**IS  
PREPAREDNESS  
THE NEW FRONTIER?**

**THE DISASTERS &  
EMERGENCIES**

PREPAREDNESS PROGRAMME PRESENTS:

'Preparing for Shock: Is Preparedness the New Frontier?', a global conference focusing on four thematic areas:

**RETURN ON INVESTMENT IN  
DISASTER PREPAREDNESS**

Is investing in preparedness worth the effort, and what does the evidence say?

**COMMUNITIES ARE BY  
NATURE RESILIENT**

How do we support community leadership & involvement in preparedness?

**SUSTAINABILITY OF  
PREPAREDNESS INVESTMENTS**

How can we support solutions for sustainable preparedness investments?

**SMART THINKING, SMART  
PROGRAMMING, SMART  
FUNDING FOR PREPAREDNESS**

Finding the right approach for 2030

**STARLING HOTEL  
GENEVA**

**MORE INFO:  
[GOO.GL/1FCOQD](http://GOO.GL/1FCOQD)**

**14-15  
MARCH  
2018**

