

**SUMMARY OF TYPHOON COMMITTEE ROVING SEMINAR 2014
(Hong Kong, China, 3-5 November 2014)**

I. Organization

1. The Typhoon Committee Roving Seminar (TCRS) 2014 with the theme on warning communication was successfully held on 3-5 November 2014 in Hong Kong, China. It was organized by ESCAP/WMO Typhoon Committee (TC) and hosted by the Hong Kong Observatory.

2. The Seminar was attended by 13 participants from Cambodia (2); Hong Kong, China (2); Laos PDR (1); Macao, China (1); Philippines (1); Republic of Korea (4); and Thailand (2). The four resource persons came from Hong Kong, China; Malaysia, and USA along with two representatives from the Typhoon Committee Secretariat. The list of participants is given in Attachment A.

II. Opening

1. The TCRS 2014 was officiated by Mr. Shun Chi-ming, Director of the Hong Kong Observatory. Mr. Shun delivered the opening speech, highlighting the urgent needs to act on climate change and prepare for extreme weather events arising from the changing climate. He also stressed the importance of partnership and stakeholder engagement in warning communication and disaster risk reduction, especially with the upsurge of the social media and big data concept.

2. The Secretary of TC in his address expressed his gratitude for the very active collaboration of the Hong Kong Observatory with the Typhoon Committee. He also stated that the series of TCRS is one of the main activities of the Typhoon Committee, coordinated by the TRCG since 2003 and the topics of TCRS 2014 are of great importance for improving the relationship between the warning issuers and the media professionals, who have an important role in the dissemination of official warnings, alerts and bulletins in case of eminent disasters.

III. Seminar Programme

1. Mr. Chip Guard of NOAA presented Topic A on “Effective early warning systems and risk communications”.
2. Mr. Ahmed Nadeem of Asia-Pacific Broadcasting Union presented Topic B on “Media liaison and crisis management for Disaster Risk Reduction”.
3. Ms. Sandy, M K Song and Mr. K L Lee of the Hong Kong Observatory presented Topic C on “Warning communication strategies in the era of web technology and social media - Hong Kong Experience”.

4. A technical visit to the Tai Mo Shan Radar Station and the Ho Koon Nature Education cum Astronomical Centre was conducted on the afternoon of 5 November 2014.
5. The Roving Seminar Programme is given in Attachment B.

IV. Proposals and Recommendations

1. The participants gave a warm appreciation to the four resource persons for their presentations and useful advice as well as examples of good practices on the relevant topics.
2. During the wrap up discussion, most participants indicated that the media and public liaison techniques and strategies learnt from this seminar would be useful for the operational work. Moreover, the experience sharing between participants could broaden their views on early weather warning and media communication. The Feedbacks and recommendations collated from the participants are summarized in Attachment C.
3. Suggestions from the resource persons and organizers for future reference:
 - (a) selection of participants with relevant background and experience to facilitate the training progress;
 - (b) notification for nomination to be issued as early as possible (say 2-3 months ahead) to allow more time for Members to identify suitable nominations and apply for visa;
 - (c) involvement relevant stakeholders in the workshop when it covers common area like such as DRR, media and communication;
 - (d) incorporating some levels of SOP development; and
 - (e) including some scenario based exercises to get participants more involved in the progress.

V. Closing

1. The resource persons and participants expressed their gratitude to the Hong Kong Observatory for hosting this seminar and for the warm hospitality.
2. Dr. T C Lee, the Chair of TRCG, delivered the closing remark. He highlighted the need to engage the media and stakeholders and provide relevant meteorological training to the media when the opportunity arises. Then, Mr. Edwin Lai, the Assistant Director of the Hong Kong Observatory presented the attendance certificates to the participants.
3. The Roving Seminar was closed on 5 November 2014.

**List of Participants of the Typhoon Committee Roving Seminar 2014
(Hong Kong, China, 3-5 November 2014)**

Members	Name of Participants
Cambodia	Mr. SOIM Monichoth
Cambodia	Mrs. TEP Phollarath
Hong Kong, China	Mr. CHOY Chun Wing
Hong Kong, China	Mr. TSOI Tze Shun
Lao PDR	Mr. Vanhdy DOUANGMALA
Macao, China	Mr. LOK Chan Wa
Philippines	Ms. Venus R. VALDEMORO
Republic of Korea	Dr. KANG Nam Young
Republic of Korea	Mr. KIM Dong-Jin
Republic of Korea	Mr. KANG Ju Hyeong
Republic of Korea	Ms. LIM Myeong-Soon
Thailand	Ms. Surangkana JONGSAWAT
Thailand	Ms. Praphasri UDJAI
Resource person	Mr. Chip Guard from (NOAA)
Resource person	Mr. Ahmed Nadeem (ABU)
Resource person	Ms. Sandy M K Song (HKO)
Resource person	Mr. K L Lee (HKO)
TCS	Mr. Olavo Rasquinho
TCS	Mr. Derek Leong

**Typhoon Committee Roving Seminar 2014
Seminar Programme**

Dates and Venue: 3 – 5 November 2014, Conference Hall, Hong Kong Observatory,
Hong Kong, China

Day 1 3 November 2014 (Monday)

Time	Tasks
0915-0945	Registration and Greeting
0945-1000	Welcome speeches: - Mr Shun Chi-ming, Director of the Hong Kong Observatory - Mr Olavo Rasquinho, Secretary of ESCAP/WMO Typhoon Committee
1000-1010	Introduction of speakers (by Dr Lee Tsz-cheung, TRCG Chair)
1010-1015	Group photos
1015-1045	Tea break
1045-1200	Participant self-introduction and experience sharing by Members Representatives (about 10-15 min each)
1200-1330	Welcome Lunch hosted by Hong Kong Observatory (at Hillview Café of Stanford Hillview Hotel)
1330-1445	Lecture Topic A (1) <i>Common Sense Aspects of Risk Communication</i> <i>by Chip Guard</i>
1445-1500	Tea Break
1500-1615	Lecture Topic B (1) <i>Role of media, importance of coordination and integration with other stakeholders</i> <i>by Ahmed Nadeem</i>
1615-1625	Short Break
1625-1730	Lecture Topic C (1) <i>Warning communication strategies - Hong Kong Experience</i> <i>by K L Lee</i>

Day 2 4 November 2014 (Tuesday)

Time	Tasks
0915-1030	Lecture Topic B (2) <i>Lessons learned from media integration</i> <i>by Ahmed Nadeem</i>
1030-1045	Tea Break
1045-1200	Lecture Topic A (2) <i>US Programs that Enhance Effective Early Warning</i> <i>by Chip Guard</i>
1200-1330	Lunch Break
1330-1445	Lecture Topic B (3) <i>Effective media communication, reaching the general public and the most vulnerable</i> <i>by Ahmed Nadeem</i>
1445-1500	Tea Break
1500-1615	Lecture Topic A (3) <i>Getting Effective Warnings to Isolated and Rural Locations</i> <i>by Chip Guard</i>
1615-1625	Short Break
1625-1730	Visit to Central Forecasting Office and Studio

Day 3 5 November 2014 (Wednesday)

Time	Tasks
0915-1030	Lecture Topic C (2) <i>Challenges and Opportunities of media communication (include social media)</i> <i>by Sandy Song</i>
1030-1045	Tea Break
1045-1200	Wrap-up Discussion
1200-1330	Lunch Break
1330-1730	Technical Visit to Tai Mo Shan Radar Station and Ho Koon Nature Education cum Astronomical Centre
1800	Return to Hotel and Farewell

TRCG ACTIVITIES EVALUATION FORM

Roving Seminar 2014
(Hong Kong, China, 3 – 5 Nov 2014)

**14 responses (out of 13 participants + 4 lecturers)
(not all questions answered by responders)**

Part A: Event Logistics

*Expectation levels as indicated
number of responders*

(P = participants; R = resource persons)

	Below expectation ☹		Met expectation ☺		Exceeded expectation ☺	
	P	R	P	R	P	R
1. Overall administration/organization	0	0	4	1	8	1
2. Pre-event arrangement and liaison	0	0	3	1	9	1
3. Venue facilities	0	0	4	1	8	1
4. Informative announcements and instructions	0	0	4	1	8	1
5. Travel arrangements	0	0	6	0	4	1
6. Funding arrangements	0	0	5	0	4	1
7. Accommodation	0	0	5	0	5	1
8. Refreshments	1	0	6	1	5	1
9. Social events and visitors' information	0	0	5	0	7	1
10. Helpfulness and friendliness of organizers	0	0	1	1	11	1

Specific points for improvement, if any:

It could be improved if the lectures cover a higher diversity of content.

TC analysis and forecasting techniques should be included in the discussion items next time.

Part B: Technical Contents (from participants only)

	A – Lectures by Chip Guard	B – Lectures by Ahmed Nadeem	C – Lectures by K. L. Lee and Sandy M. K. Song
	A	B	C
Interest in Topic (1 to 5 ; from disinterested to most interested)			
Topic Contents (1 to 5 ; from irrelevant to topic to most relevant)			
Topic Organization (1 to 5 ; from loosely structured to well-structured)			
Lecture/Workshop Presentation (1 to 5 ; from poor to excellent)			
Training or Practical Material (1 to 5 ; from ill-prepared to well-prepared)			
Language (1 to 5 ; from hard to understand to easy to follow)			
Effectiveness (1 to 5 ; from little understanding gained to much understanding gained)			
Objectives and Scope (L = too narrow; M = just right; R = too wide)			
Emphasis (L = too theoretical; M = just right; R = too practical)			
Length (L = too short; M = just right; R = too long)			
Technical level (L = too elementary; M = just right; R = too difficult)			

Part C: Follow-ups (from participants only)

1. What operational benefits (new ideas, skills or methodology) you think would be gained from your attendance in the event?

- | |
|---|
| <ul style="list-style-type: none"> - Methods for public communication - Necessity of providing more visualizations and applications to the public to receive warning messages easily - Importance of developing a good relationship with social media - Skills and experience on media communication in Hong Kong |
|---|

2. Any foreseeable opportunity for operational implementation of the above benefits?

Answer: Yes, benefits likely to be felt in about

(a) a couple of years or less	5
(b) in 2 – 5 years	3
(c) in 5 years or more	0
(d) no foreseeable opportunity	0



The participants of the Roving Seminar taking a group photo with the Director of the Hong Kong Observatory, Mr. Shun Chi-ming (4th to the right, 1st row), the Secretary of Typhoon Committee, Mr. Olavo Rasquinho (3rd to the right, 1st row) and the lecturers.



Participants visiting the Ho Koon Nature Education cum Astronomical Centre