

## About Objective...

Objective was founded in 2001 and rapidly developed a reputation for providing a range of imaginative of safety training courses and risk management advice.

Over the years we have provided numerous hostile environment safety courses for journalists and News crews. Our past and ongoing clients include; the European Broadcast Union, BBC, Channel 4, the Sunday & Daily Telegraph, and FT.

A troubled world and the growth of international terrorism has lead to a growing demand for short travel safety courses for the business professional and NGOs. Our clients include BAe Systems, Exxon Mobil, Procter and Gamble, Aids Alliance and Sight Savers.

Objective has provided training to numerous expeditions from young adventures driving the Mongol Rally to Charlie Boorman and Ewan McGregor on both their acclaimed Long Way Round and Long Way Down expeditions.

Our Gap Year Safety course was launch in 2003, Objective has lost count of the number of inexperienced travellers we have help prepare and enthuse, it must be well over 3000.

“Objective have been enormously helpful, not only in training our staff to travel and work safely in post conflict settings, but also in equipping the organisation with its Crisis Management needs. We cannot recommend their services highly enough.”

*George Shaw, Travel and Security Advisor, HIV/AIDS Alliance, March 2010.*

“An excellent course which I’m sure we will run again in a couple of years. Charlie got the balance right between being informative without being over alarmist.”

*Stuart Caldwell, Health & Safety Advisor, Procter & Gamble, Newcastle, Feb 2006*



# objective

## Safety Training and Risk Management

Prepare & stay safe



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For the Business Traveller

NGOs & Volunteering • Expeditions • Gap Year

www.objectivetravelsafety.com

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## The Day to Day

### Course for the Business Traveller

Helping the business executive to remain safe and healthy abroad.

Topics include crime prevention, kidnap avoidance and hostage survival, eating safely, dealing with dodgy taxi drivers or corrupt officials and much more.

## Conflict and Post Conflict

### Hostile Environment Training

Preparing industry professionals, the media and NGOs for assignments under the extreme conditions of the battle field to the chaos of failed states or countries emerging from years of conflict.



## Expeditions & Gap Year

Designed to give expeditions and individuals the confidence to explore and make the most of their travels. Topics range from how to handle a mugging situation and negotiating checkpoints to expedition first aid and navigation.



## Objective designs each course to meet the client's particular needs.

We acknowledge that each client's needs and circumstances will differ and therefore we never 'template' our approach. We aim to equip the client with tools to conduct their own risk assessment and so set their parameters. Our philosophy is that its better to identify the indicators of trouble early, and so be able to anticipate and avoid danger.

Typically our business traveller course and those for expeditions are either half or a full day in length. Hostile environment courses tend to be longer, generally two to four days, due a significant amount of appropriate medical training and practical exercises.

Every course is different, each course tailored

Topics could include...

- Personal security
- Situation awareness
- Kidnap prevention
- Mines awareness
- Safety in taxis
- Negotiating checkpoints
- Vehicle maintenance
- Handling corrupt officials
- Risk assessments
- Accommodation Security
- Emergency first aid
- Country security briefs
- Navigation
- Tropical medicine

### Advantages:

Keep safe, builds confidence, delivers duty of care, imparts useful skills

### The Benefits:

Minimise risks, maximise performance, safeguard reputations, reassure families