

PRESS RELEASE

FOR IMMEDIATE RELEASE

16th May 2019

CONFERENCE & EVENTS CRISIS MANAGEMENT EXPERT STEFF BERGER ADDS A FOURTH APPEARANCE AT IMEX FRANKFURT 2019!

After being invited back to present again at IMEX Frankfurt - on the importance of crisis communication and offering advice in 1-to-1 sessions as part of the 'Meet The Expert Clinic' - conference consultant Steff Berger has been asked to attend an additional session as part of Associations Day at Congress Center Messe Frankfurt on **Monday 20th May**.

Steff will moderate a group in the 'Hot Topic' session during 17:25-18:25, around: 'Risk, security and crisis management'.

Themes to stimulate discussion will be: Do you have a comprehensive risk policy with Board buy-in? What happens when things go wrong? What are your biggest fears? Your delegates' biggest fears? Who do you involve and when? Understanding likelihood vs scale/impact; Reputational risk; Planning and processes; Mitigation, insurance and what you can't prevent.

In her presentations in the main IMEX programme, Steff continues with Crisis Management as it directly relates to the MICE Industry, this year focusing on communications and their importance both in preparation for and during in a crisis situation.

On **Tuesday 21st**, Steff will give her main talk in the Inspiration Hub at 14:30, highlighting how effective communication could rescue an event in a critical situation, drawing from her own experiences to explore the speed you need to react and the kind of messages you should send out to positively influence behaviour, perceptions and outcomes.

On **Wednesday 22nd**, Steff will take part in the Meet The Expert Clinic at Inspiration Hub at 13:30, where she'll be available for a series of 20-minute one-to-one appointments to discuss crisis management, and all aspects of event and conference logistics and relationships.

Finally, on **Thursday 23rd**, Steff will repeat her presentation from Tuesday, but this time in her native German for representatives of associations, events and venues in the national market.

Steff aims to help associations, conferences and event teams to create communications strategies for a range of challenging scenarios to give them greater confidence, readiness and team spirit, whether the unexpected occurs or not. As she says: "Crisis Management is all in the preparation. If we can avoid or prevent an issue, we don't have a crisis!"

Her session at IMEX 2018 on anti-terrorism strategies for conferences - 'Expect The Unexpected' - attracted a great deal of interest, leading to further interviews and talks. Steff was delighted to be returning again to IMEX Frankfurt this year. Crisis Management is now the hot topic of IMEX 2019 - no fewer than 5 sessions within this year's events and education schedule are on subjects relating to the challenging situations event professionals may face.

Steff's aim is always to spread awareness and help events teams find viable solutions to their unique problems.

For further information, contact Steff at: berger@vobe-inspires-people.com

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Notes:

Complete session details:

Tuesday 21st May - 14:30-15:00 - Seminar Room 3, Inspiration Hub, Hall 9.0

How effective communication in crisis management can rescue your event

Wednesday 22nd May - 13:30-15:30 - Meet The Expert Clinic, Inspiration Hub, Hall 9.0

Meet the expert on business skills (20-min one-to-one sessions)

Thursday 23rd May - 10:30-11:00 - Seminar Room 3, Inspiration Hub, Hall 9.0

Wie effektive Kommunikation im Krisenmanagement Ihre Veranstaltung retten kann

(as Tuesday, but in German)

Brief biog:

Steff Berger is a conference consultant, event manager and crisis manager based in Berlin. She founded VOBE - Inspires People in 2010 to support and advise conference associations across Europe in the logistics and organisation of events of up to 20,000 capacity. Steff has over 18 years experience in the conference industry, handling logistics at conferences in 21 different European cities, and is also a BCM-certified crisis manager.

Steff specialises in Crisis Management as it specifically relates to the MICE sector, encompassing everything from terror threats to social media storms, unexpected deaths, and more. Whilst her talks on anti-terror strategies for conferences have drawn a lot of interest, Steff regularly speaks and presents workshops about all aspects of event management.

Link to Steff's sessions in IMEX events portal:

<https://portal.imex-frankfurt.com/events.php?f=1&s=380732>

Link to the VOBE press page:

<https://www.vobe-inspires-people.com/home/presse/>

