

# PRESS RELEASE

FOR IMMEDIATE RELEASE

22th July 2019

## **‘EXPECT THE UNEXPECTED!’**

### **ANTI-TERROR TACTICS AND CRISIS COMMUNICATION TIPS REVEALED AT IBTM CHINA BY EUROPEAN M.I.C.E. INDUSTRY CRISIS MANAGEMENT EXPERT STEFF BERGER**

Steff Berger is delighted to be travelling to Beijing for the first time this August 28-29th for IBTM China at the China National Convention Center, where she will deliver two presentations: on anti-terrorism strategies for conferences, and communication strategies in a crisis.

Bringing her unique combination of care, knowledge-sharing and support, Steff creates a strong connection with her audiences and inspires people to consider all the scenarios around a potential terrorist attack and how to save your reputation in a crisis with your communications.

Drawing on over 18 years experience at conferences and venues around Europe, Steff emphasises a positive approach, showing how awareness, communication and confidence can bring strength and unity to your event team - whether the worst happens or not.

“As event professionals, we cannot prevent unexpected situations happening, but we can educate people in how to deal with them,” Steff says. “Our first duty is always to the people who come to our events.”

Steff Berger’s presentations include:

- What to consider at every stage of a potential attack - from police response times to safe zones, exit management and more.
- How to implement a risk analysis based on potential terrorist behaviour, and integrate useful strategies into your crisis management planning.
- The importance of involving city authorities, venue managers, event organisers and local police in all plans.
- Preparing your information and emergency communication strategies - considering internal, external and social media messages.
- Perhaps most importantly: how to be open but not afraid. It’s natural to want to avoid the topic of crisis management, but more productive to engage everyone involved.

If there was a terrorist threat or a PR disaster at your congress or event, would you know what to do? Steff’s sessions will open your eyes to some simple key precautions and reveal the value her training can bring.

Steff Berger is a specialist in Crisis Management for the MICE sector, with extensive hands-on experience at conferences and events all over Europe. She helps managers, coordinators and teams at associations, congresses and venues to work together productively to achieve both personal fulfilment and professional success. Her aim is always to spread awareness of potential risks and help events teams of all sizes find viable solutions to their unique problems.

“Crisis Management is all in the preparation beforehand,” she says. “If we can avoid or prevent an issue, we don’t have a crisis!”

For further information, contact Steff at: [berger@vobe-inspires-people.com](mailto:berger@vobe-inspires-people.com)

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#### **Notes:**

Date: Day 1 -August 28th

10:15-11:00

Topic- Crisis Management: How Effective Communications Will Save Your Event

Location - on Conference Room 2

Date: Day 2 -August 29th

13:00-13:45

Topic- Expect the Unexpected – Anti-Terror Strategies for the MICE Industry

Location - on Conference Room 1

#### **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 19 years experience in the conference industry, handling logistics and inspiring teams at events in 21 different European cities, and is a BCM-certified crisis manager.

Steff develops tailored solutions to suit every client, using her creative background to bring new angles to all projects or training sessions, and finds practical, effective and personalized approaches for everyone involved in the MICE sector. Also a systemic business coach, wingwave coach and trainer, she keeps to VOBE’s motto - ‘We make the difference’ - every day.

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. While her talks on anti-terror strategies for conferences have drawn a lot of interest, Steff regularly speaks at events and presents workshops about all aspects of event management.

Link to the VOBE press page:

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