

PRESS RELEASE

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09th October 2019

‘FAKE NEWS, FALSE ALARMS AND FACEBOOK’

M.I.C.E. Industry Crisis Management expert Steff Berger reveals real stories from the world of Crisis Communications, and what they can teach us as part of the Knowledge Programme at IBTM World, Barcelona

Steff Berger is delighted to return to Barcelona this November 19-21 to present her latest session at IBTM World 2019 at FIRA Barcelona: **“Fake News, False Alarms and Facebook: Real stories from the world of Crisis Communications and Management, and what we can learn from them”**. Her theme will resonate with almost every event organiser around the world - handling communications, and especially social media, when an incident or gossip threatens your reputation.

Social media can spread misinformation, painful truths or ridicule in minutes. When a crisis strikes your congress or event, how are you going to handle the storm of communications whirling around from the press, social media and concerned public? Is your PR team ready for crisis communications, or how will your marketing team handle it if you don't have a PR team?

Focusing on her specialist **MICE-Crisis-Management** service, Steff uses her unique blend of engagement, knowledge-sharing and support to create a strong connection with her audience and inspire people to think about how communications could save their reputation in a crisis.

Steff's presentation includes:

- How your marketing team can handle crisis communications if you don't have a PR team.
- Which communication channels you need to use and how.
- The situations when you really need to react quickly on social media, and how to take ownership of a crisis.
- How sending honest messages in a crisis can win trust, balance public perceptions of your event and create positive outcomes.
- How introducing a 'crisis culture' into your event team can make them more aware of their roles and stronger together.
- Looking at 'lessons learned' - how debriefing and analysis after a critical situation is vital to your development as individuals and a team.
- How to be open but not afraid - it's natural to want to avoid the topic of crisis management, but more productive to engage all stakeholders.

Steff's sessions will open your eyes to the possibilities, reveal how important it is to prepare and show you how you might handle challenging scenarios.

A specialist in Crisis Management for the MICE sector, Steff Berger helps managers, coordinators and event teams at associations, congresses and venues of all sizes to understand that creating a communications strategy for a range of challenging scenarios will give them greater confidence, readiness and team spirit - whether the unexpected occurs or not.

“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

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Notes:

Session details:

Wednesday 20th November - 16.45-17.45 - Theatre 2

Brief biography:

Steff Berger is a conference consultant, event manager and pioneer of **MICE-Crisis-Management** 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, inspiring teams and handling logistics 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 certified trainer, systemic business coach and wingwave coach, 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/>