

ibtm WORLD

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A counter terrorism plan goes well beyond a security team

It seems like we're in "this-won't-happen-to-me" mode... but meeting planners cannot forget their moral, professional or legal responsibility for readiness in an increasingly unpredictable world. **Steff Berger**, managing director of VOBE - Inspires People, shares some practical anti-terror strategies.



Looking at statistics, is terrorism a significant threat we should be spending a lot of time on?

It's impossible to know whether we will be hit by a terrorist attack but if it happens, it could be devastating. If we raise awareness among all team members and not only the security staff, we can be better prepared. And alongside that, we need a protocol that tells us how to react in case of an attack. If we understand how terrorists plan and execute attacks, we can build this knowledge into our crisis management. Terrorists operate in professional networks. We in the event industry are also professionals. Why not use our skills to counteract their strate-

« Expect the unexpected and be aware – but not afraid »

gies? Today's threats are less predictable than ever before, so expect the unexpected and be aware – but not afraid.

We associate terrorism with machine guns or bombs; are new types of terrorism on the rise?

Terrorist teams are constantly developing new strategies. They analyse their mistakes and implement what they have learned in their next attack. Digitisation will bring new methods, both for the 'bad guys' and for the counter-terrorism teams; I hope it promotes new protection and alert systems.

Meet Steff " Practical anti-terror strategies for conferences and events", Tuesday, 14:15-15:15, Knowledge Theatre 2

Practical Anti-Terror Strategies for Conferences and Events

Steff Berger's presentation on practical anti-terrorism awareness tips, at the Inspiration Hub yesterday, struck a chord right from the start.

Potential terror threats in today's event world are more dynamic –and less predictable –than ever before. We like to inspire action and provide practical, engaging tips to help organizations become more aware of possible terrorism

within the MICE industry. By understanding how terrorists think and prepare attacks, we can become more vigilant. Although we can't prevent terrorism, we can help raise awareness for teams, suppliers and venue staff. We highly recommend anti-terror strategic planning as part of the crisis management strategy for all large-scale conferences or events. Yes, we can make a difference!

This session provides an overview:

- What can we learn from past terror threats?
- Awareness and behaviour tips
- How to include anti-terrorism strategies in crisis management planning

Contributors

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Steff Berger has over 18 years experience in the MICE Industry. In her current role as conference consultant, crisis manager and event manager, her focus is always on people. Helping people find viable solutions is a challenge she gladly accepts.