



PRESS RELEASE

FOR IMMEDIATE

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BE ready: New expertise in MICE crisis management under the leadership of Steff Berger, Managing Director

Berlin, 19 March 2024 - VOB-Inspires People GmbH, a long-standing player in the MICE industry, today announced the launch of BE ready, a new area of expertise specialising in MICE crisis management with a strong focus on incident response management.

BE ready offers companies and event planners tailor-made consulting services to optimise their crisis management strategies and strengthen their organisational resilience.

Under the leadership of Steff Berger, Managing Director of VOB-Inspires People GmbH and Impact Creator Event Crisis Management, BE ready offers consulting services for event planners who have not yet developed their own crisis concept for events. BE ready will also support companies that require additional measures for their brand presence in addition to their own crisis management.

As one of its most important focal points, BE ready offers training for event and marketing specialists and trains MICE crisis managers. The training courses create awareness and enable event planners to become "crisis-ready". BE ready offers event planners workshops, training courses and online seminars in German and English.

Steff Berger, international speaker on the topics of crisis management, crisis communication and anti-terror awareness for events, brings her extensive experience to the management of BE ready. Her expertise and practical insights help BE ready to develop innovative solutions for the complex challenges of MICE crisis management.

"At BE ready, we attach great importance to a resource-oriented strategy that incorporates both the organisation's financial and human resources," said Steff Berger. "Our aim is to equip companies and event planners with the tools and strategies they need to proactively tackle and manage critical situations."

BE ready combines proven methods and approaches from business continuity management, classic crisis management and systemic organisational development to ensure that events are optimally prepared and can react flexibly to any situation. The company offers a comprehensive crisis management toolkit for events that aims to raise awareness of potential risks and strengthen organisational resilience.



Steff Berger has more than 20 years of experience in organising events throughout Europe with up to 20,000 participants. As an impact creator in event crisis management, she brings in-depth expertise and a deep understanding of the needs of the industry.

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For more information about BE ready, please visit the website at:

[Home - BE ready \(vobe-be-ready.com\)](http://vobe-be-ready.com)

Contact:

Steff Berger berger@vobe-inspires-people.com, 004917663750415

Link BE ready press page:

[Press - BE ready \(vobe-be-ready.com\)](http://vobe-be-ready.com)

About BE ready:

BE ready is the new area of expertise of VOBE-Inspires People GmbH, specialising in MICE crisis management with a focus on incident response management. The company offers customised consulting services for companies and event planners to prepare them for critical situations and strengthen their organisational resilience.