



PRESS RELEASE

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27 April 2026

Steff Berger returns to IMEX Frankfurt with session on resilience in event teams.

In her IMEX session “Do it yourself: Resilience is already there”, the founder of VOBE – Inspires People GmbH explores how existing resilience can be recognised, strengthened and used in everyday event work.

Berlin, 27 April 2026 – Steff Berger, founder and managing director of VOBE – Inspires People GmbH and developer of the BE Ready approach, will speak at IMEX Frankfurt 2026 on Thursday, 21 May. Her session, “Do it yourself: Resilience is already there”, takes place from 10:00 to 10:25 AM at the Campfire, Inspiration Hub, Hall 9, Stand 9003. The session is listed in the Leadership and culture track and will be delivered in English.

The session focuses on a shift in perspective: resilience in event teams does not always need to be built from scratch. In many cases, it already exists through lived experience, daily problem-solving, previous challenges and the ability of people to remain active in dynamic situations. The practical question is how this existing resilience can become more visible, more conscious and more usable in everyday event work.

In event environments, teams often work under time pressure, with multiple stakeholders, changing conditions and a high level of responsibility. Berger’s session addresses this reality by looking at how individuals and teams can recognise existing strengths, activate potential and strengthen clarity, collaboration and inner stability. “We often speak about resilience as something people or teams still need to develop,” says Steff Berger. “But in event work, resilience is already present in many places. It can be seen in how people make decisions, support each other, adapt to changing situations and continue to act with responsibility under pressure.

The important step is to make that resilience visible and to use it more consciously.” Participants will explore three elements that drive resilience in individuals and teams, look at how new perspectives can reveal existing strengths, and learn simple tools to support clarity and collaboration. The session has also been approved for ICCA Skills Domain CICS/CICE with 0.5 credits.

With BE Ready, Steff Berger has developed a practical approach for crisis preparedness, resilience and decision-making in the event context. The approach is built around the principle: Perceive. Decide. Act. It supports event teams in



recognising critical signals early, making clear decisions under pressure and remaining effective when situations become unexpected or complex.

Steff Berger has more than 20 years of experience in the international event industry and has worked on events in 24 European cities with up to 20,000 participants. As a certified crisis manager, Business Continuity Management practitioner and systemic organisational developer, she brings together event practice, resilience work, crisis management, communication and organisational learning.

Session details

Event: IMEX Frankfurt 2026

Session title: Do it yourself: Resilience is already there

Speaker: Steff Berger, Founder and Managing Director,
VOBE – Inspires People GmbH

Date: Thursday, 21 May 2026

Time: 10:00 AM – 10:25 AM

Location: Hall 9 | Campfire, Inspiration Hub, Stand 9003

Language: English

Track: Leadership and culture

Session link: <https://frankfurt.imexevents.com/newfront/sessions/80852>

About VOBE – Inspires People GmbH and BE Ready

VOBE – Inspires People GmbH was founded by Steff Berger and supports organisations, event teams and event professionals in staying prepared, capable and effective. With BE Ready, Steff Berger has developed a practical approach to crisis preparedness in the event context. BE Ready connects crisis management, Business Continuity Management, communication, resilience and systemic organisational development with more than 20 years of international event experience. At its core is the ability to perceive critical signals, make clear decisions and act effectively in unexpected situations.

Press contact:

Steff Berger

VOBE – Inspires People GmbH

Email: berger@vobe-inspires-people.com

Phone: 0049 17663750415

Website: www.vobe-be-ready.com

Press page: <https://www.vobe-be-ready.com/presse/>

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