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Crisis management advice: ‚Understand how terrorists think and plan attacks‘

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One of the talks at IMEX 2018 in Frankfurt offered practical anti-terror advice on how to make a plan, remain vigilant and stay safe.



At IMEX 2018 in Frankfurt, Steff Berger, managing director of crisis management experts VOBE, told delegates that potential terror threats in today’s world are „more dynamic – and less predictable“ than ever, before offering tips on how to remain safe.

Berger is a conference and event manager, as well as a crisis manager, who has trained as an anti-terrorism officer.

She says the key to anti-terror awareness is „understanding how terrorists think and prepare attacks“ so that we can become more vigilant.

What are the most important things that event planners should remember when it comes to anti-terror awareness?

Anti-terror awareness training is one important part of a better preparation for unexpected situations. Every situation needs a different implementation of measurements for awareness. When it comes to anti-terror awareness for events and conferences we highly recommend anti-terror strategic planning as part of the crisis management strategy for all large-scale conferences and events.

What's the most important thing that someone at your session should take away?

I strongly believe we can make the difference! Although we can't prevent terrorism, we can raise awareness for our teams, our suppliers and venue staff. Be aware – but not afraid! I like all attendees to take away the awareness of expect the unexpected – be aware.

Terrorists have a professional network, and we in the event industry – we are professionals too. Why not use our skills against their strategies?

Do you remain hopeful that events can remain safe and secure?

Potential terror threats in today's world are more dynamic – and less predictable – than ever before. Unfortunately, I do not have a forecast for the coming years, but I hope and I wish that events remain safe and secure.

I believe, the future of digitalisation, will bring new methods for protection and alert systems that will support our industry and people.