

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

Buyer Talk



Rebeca Cornejo, Incentive Trips Manager, Mary Kay LATAM

What are you mostly looking for at IBTM World? IBTM World is the best meetings platform and provides an excellent opportunity to find in one place superb international contacts in the industry; and to keep up to date about the industry and get inspired with new ideas.

What events do you organise? All kinds and sizes of meetings, with

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a focus on the corporate side. The advantage of attending IBTM World is to make contact with experienced vendors and prestige services from around the world for our international trips, business meetings for groups from 50 to 450.

What is changing in your events? My goal in incentive trips is to create life-long memories through a combination of very selective experiences and high quality service. Every detail counts and everything is carefully chosen to make all attendees feel important.

A tip for exhibitors? I look for partners that think out of the box to tailor-make an incentive trip and who share our vision and passion. The excellence is in our standards and in the extra mile we go.

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“Cause I'm happy” (I work more effectively)

Marketing gimmick or profound change? There may be a bit of both but this is good news nonetheless: employee happiness is growing as a new key success factor for companies, with the idea of attracting and retaining talent but also enabling it to work in better conditions. **Leslie Rogers**, employee engagement consultant enlightens us about this concept.



Employee happiness... can you clarify this for us?

It is a tricky topic. The term can conjure up images of free cupcakes, bean bags and Playstations. But free breakfasts don't make up for a job that you just don't enjoy, a manager you can't get along with or performing tasks you don't believe in.

None of us has signed a contract with our employers for our own happiness. Happiness is our responsibility. Their responsibility is to create conditions that are favourable to our succeeding in our work. When it's easy for us to do the work we enjoy, we're more fulfilled and we do better work. It's more meaningful to talk about fulfilment than happiness.

How realistic is employee happiness in such a ruthless business world?

Every workplace is under pres-

« Planners often know of logistics but struggle to figure out the role events play in their company's strategy »

sure from market forces, including the demand for immediacy. Consumers want things "now!" And as employees, we experience this as pressure – to get work done quickly, to do more with less, to exceed expectations. The challenge for employers is to make sound judgments about boundaries, i.e. what is too much and what is enough; and to support employees in relieving these pressures.

What role do you see for meetings & events in this context?

So much of what we do is digital that we crave face-to-face interaction. Our events need to leverage technology to enhance the experience of being together – whether to complete a task, do some thinking or simply be with the people that can make work feel good.

Meet Leslie at "Employment management: getting the most out of your staff", Tuesday, 13:00 – 14:00, Knowledge Theatre 2



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