

ART & MUSEUM MAGAZINE INCLUDED

# FAMILY OFFICE MAGAZINE

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## SCHILLINGS

Rod Christie-Miller

CYBER SECURITY, PRIVACY AND REPUTATION

FAMILY OFFICES - UHNWI - WEALTH MANAGEMENT - PHILANTHROPY - LUXURY - LIFESTYLE

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# EXECUTIVE PROTECTION AN INTELLIGENT APPROACH

There is a lot more on offer; our own business has had to adapt. Family Offices and Clients know what they need and what they want, and that is a 'service'. Many firms in the world of Close Protection have forgotten that they are supplying a service - sure, it's a high-risk service, very dynamic, but a service none the less and Clients expect to have value for money.

Alex Bomberg, Group CEO of Intelligent Protection International, said recently - "Sadly, there are still a few Family Office professionals who just pay lip-service to the security of their Clients. Complacency is fine, but only once regarding the security of High Net Worth's and Royalty."

Compromise should not be an option, a high-level of service can be reached while maintaining a personal level of service, unobtrusive and seamless.

## The Kim Kardashian effect

"Did you learn from Kim?" some did.

The robbery and attack in Paris on Kim Kardashian in early October 2016, saw many UHNWI's and Family Offices reviewing what Personal Security they had in place.

Many personal security details are, after time, not fit for purpose. Team members get older, complacent, unfit, their skills fade, and they lose touch with modern threats like managing Social Media and overlaps with 'Brand Protection' and 'Reputational Management'.

"Just because a solution was right five years ago, that does not mean that the same solution is right for today." One guy might have been right for Kim before she rose to such fame, but the right advice, if ever given, was never acted on and her Personal Security was compromised in such devastating way.

## Intelligence-led Protection

With security operations being far more dynamic than



by George R. Foster

ever, intelligence is becoming a more and more important tool. An up-to-date analysis feed to a team on the ground makes all the difference to a slick, well-oiled operation; be it traffic, weather information, news of a planned public demonstration or indeed a terrorist incident, these issues all have a knock-on effect to the Client and his or her movements.

## Terrorism on the rise

Global terrorism saw a 650% rise in the number of attacks 2015 according to the 2016 report on Global Terrorism Index, managed by the Institute for Economics and Peace. The same report said that the "global economic impact of terrorism amounted to \$89.6 billion in 2015".

It was the 'developed' world that saw the biggest rises, and that is driving the change in how Executive Protection is provided and the need for intelligence-led protection.

Mitigation and risk management is the key to managing the threats of terrorism. The types of

attacks we have seen in Europe often involve no firearms or knives, but, in fact, saw vehicles being the weapon of choice, resulting in attacks often carried out by extremists off the intelligence radar. The only defence to an Executive Protection Team, aside from intelligence, is slick team drills and the experience to be fluid, manage change and react as one to keep the Client safe.

## Facilitation, the art of soft skills

The UHNW Client demands a lot of his or her staff, Clients rely on staff close to them being able to facilitate tables in restaurants, theatre boxes, boats or indeed private aircraft and the key to this is often relationships being built up over a period and also the art of soft skills, encapsulating inter-personal skills, charisma and great communication.

Soft skills are a component that's frequently missing from the protection professional's armoury. Having this capability to engage in conversation about current affairs with the Client and indeed having the ability to diffuse situations is a highly sought-after skill set in this specialist sector. According to Deloitte's 2016 Global Human Capital Trends Report, a huge 92% rated soft skills as a critical priority, and if you can master the three-following critical soft skills, you'll be on the road to success in any business - EP is no exception.

## Problem Solving Emotion Control Purpose

A final thought - the EP Operative offers more than protection and peace of mind for someone's personal safety, they are artists in facilitation, an extension of the Client's staff if you will, after all, our business is personal.

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## PHILANTHROPIC CAUSES

### UNIVERSAL FILM AND FESTIVAL ORGANISATION



The Universal Film & Festival Organisation (UFFO) was founded to support and implement a code of practice for film festivals throughout the world. It is now dubbed 'FEST-COP', and its logo is now a familiar sight at many film festivals. The UFFO is a global not-for-profit voluntary organisation, and it created a "best business code of practice" for film festivals to combat the high level of corruption that blights the industry.

Its former president was the legendary actress Maureen O'Hara, and the organisation now has at least 240 film festival members.

UFFO's FEST-COP is entirely voluntary, free and easy to implement. Also, it is a blueprint for filmmakers in deciding which film festivals to do business with. Only film festivals that have subscribed to the UFFO best business code of practice are entitled to use the UFFO logo.

The organisation is now seeking a benefactor to help it move forward with its plans to further its remit and to create an online porthole to ensure filmmakers can deal with film festivals via a trusted source. The porthole will also act as a distribution platform and as an online TV channel for filmmakers to show their work.

UFFO is now planning the 'Best of Festivals' event and bringing the member festivals, their best films, actors, directors and producers to one event that will rival the biggest events in the world.

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