



MARCH-APRIL 2021 | ONLINE EVENT

BACK TO BUSINESS

Get the Future in the NEW NOW



Image: Freepik





ONLINE SESSIONS
MARCH & APRIL 2021

Get Future Ready

March 2021 heralded both one year following IELA's launch of #togetherstrong and one year on March 11th since the World Health Organization declared COVID-19 as a pandemic. IELA members are nothing if not resilient and as bumpy as it may be, the recovery has begun.

For our BACK TO BUSINESS programme in March & April 2021, we once again took the pulse to support our members and help the recovery take better shape.

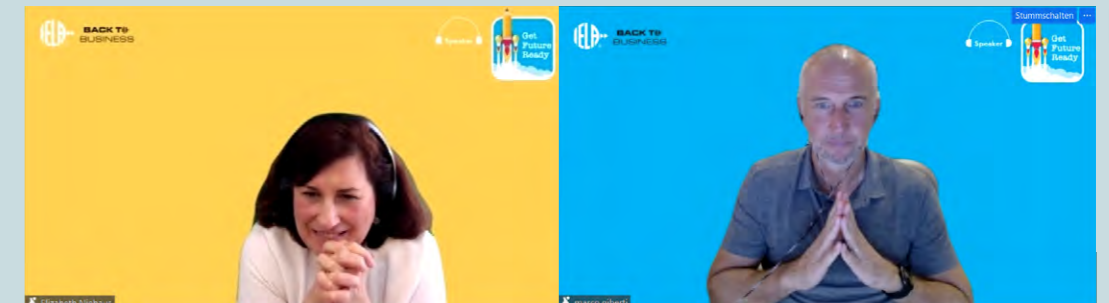
For this we launched two new events: GET FUTURE READY and TAILWIND.



MAIN TOPICS

Our GET FUTURE READY event was divided into 5 sessions:

#1 Reinventing Live, The Always-On Future of Events on Wednesday March 3rd



https://www.amazon.de/-/en/Denzil-Rankine-ebook/dp/B08QJMQ3Y/ref=sr_1_1?keywords=Marco+Giberti+-+Reinventing+Live&qid=1621511691&sr=8-1

SPEAKER MARCO GIBERTI, co-author of the book "Reinventing Live - The Always-On Future of Events"

MODERATOR: ELIZABETH NIEHAUS, IELA Executive Officer

During the session, Marco shared with us the **main outcomes of his new book** published together with Denzil Rankine, CEO of AMR International, discussing with us about **the future of the live event industry and how technologies and innovations create opportunities for our industry.**

84% of attendees at the first session of the new IELA event GET FUTURE READY declared **having been concentrating on developing innovations over the past 3 years.**



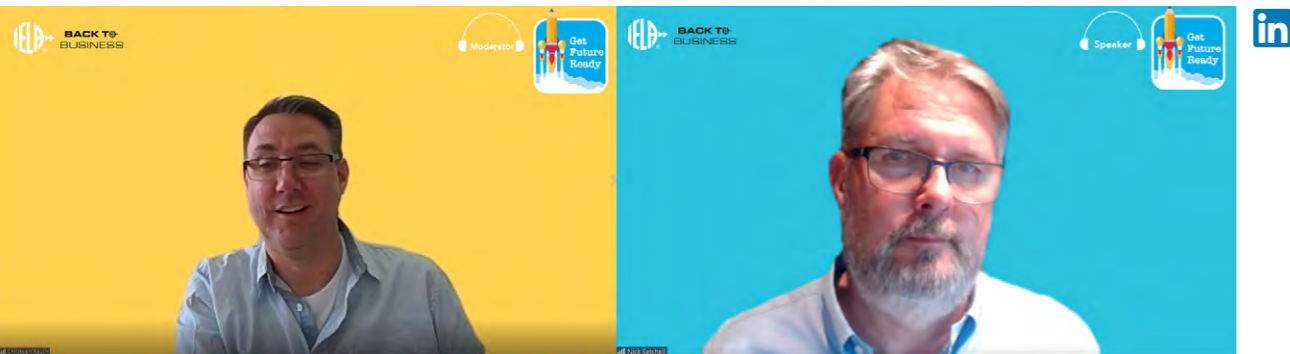
- How did you approach the concept of your second book and how was it received by various members of the exhibition industry?
- How is Innovation Changing Course - Why is Innovation more important than ever?
- How are value-chain providers communicating with customers (exhibitors and organisers in IELA's case) and how is this influencing the value proposition offer?
- "We will build to fail unless event organisers (but also services providers) are ready to reinvent themselves". How can we chart a new course?
- Which essential talent fits to our purpose in the new world? Which new skills are now necessary in the new exhibition & event industry?





#2 A Leadership Framework to navigate Recession Part 1

on Wednesday March 10th



SPEAKER NICK SETCHELL, RealTime CEO; Australia

MODERATOR: CHRISTOPH RAUCH, BTG Messe-Spedition GmbH, Germany
IELA Board member

During the first session, Nick guided us through **building the culture of leadership and instilling strategic planning by outlining the fundamentals of a leader during a recession:**



- A pragmatic approach.
- It is important to understand the shifting of the landscape and how that faze in some communication.
- The broader responsibility of running a business.
- The focus on Purpose, Positioning, People and Product: the management and improvement of Performance.
- The implementation into leadership and a monthly structure.

SON communication conceptually: How can we transition businesses from SOLI mentality into an environment where the leaders can all talk with each other?

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What information has come to light in the last 30 days that changes your view of the future?

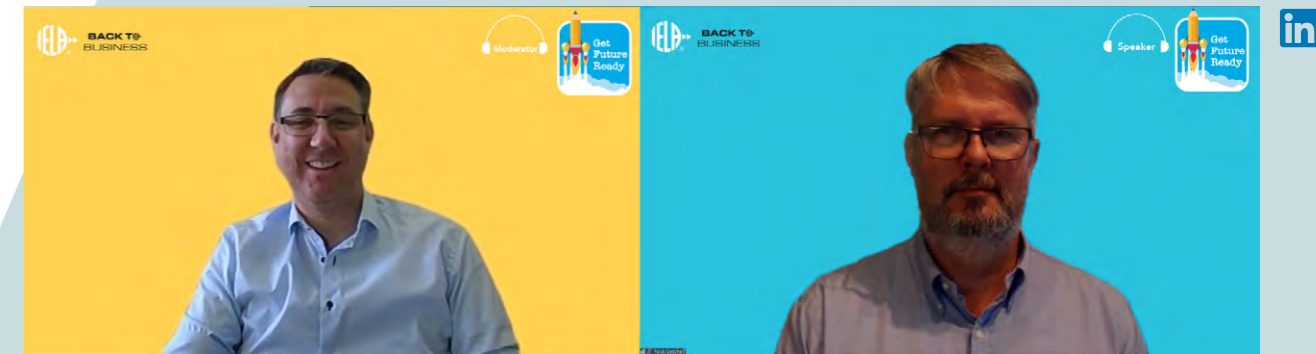
This is one of the questions Nick addressed to the participants to guide them through building a culture of leadership and instilling strategic planning.

WATCH THE REPLAYS

Access your private area
Go to
"GET FUTURE READY"
Scroll down to the session recordings.
Please log in to Watch

#3 A Leadership Framework to navigate Recession Part 2

on Wednesday March 17th



SPEAKER NICK SETCHELL, RealTime CEO; Australia

MODERATOR: CHRISTOPH RAUCH, BTG Messe-Spedition GmbH, Germany
IELA Board member

During the second session, Nick talked about **"The 6 Measures that tell you Everything you Need to know about your Business"**, by developing on the following:



Focus on the numerical analysis, highlighting the **6 measures that tell you everything you need to know about your business.**

- The limitations of traditional financial statements as a management tool
- 12-month rolling measurement vs. Year to Date.
- Different business lenses and what they tell us.
- The power of Dupont (or Operational) format accounts.
- RealTime CEO pyramid: 6 measures: Return, Cash flow, Leverage, Profitability, Salary multiple, Raw material multiple.
- 1-page leadership dashboard.
- 8 possible actions.
- Critical recession measures.
- Decision validation: "Should We, Can We".

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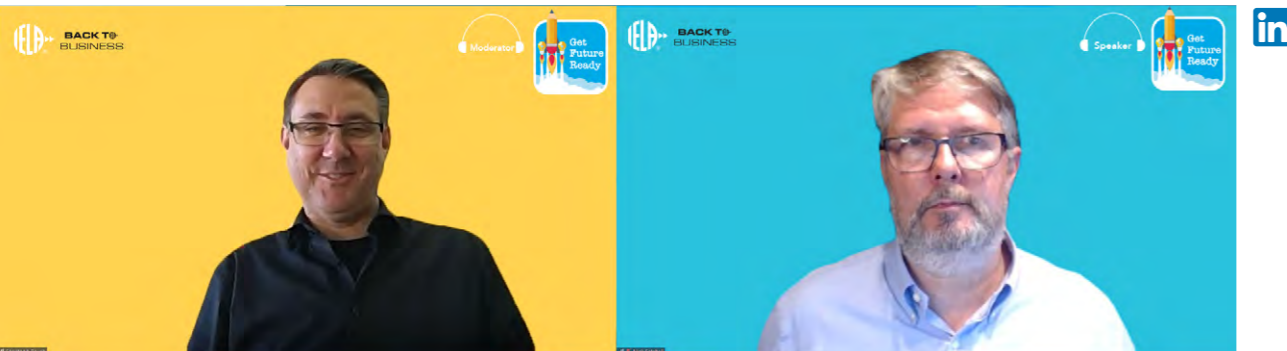


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#4 A Leadership Framework to navigate Recession Part 3

on Wednesday March 24th



SPEAKER NICK SETCHELL, RealTime CEO; Australia

MODERATOR: CHRISTOPH RAUCH, BTG Messe-Spedition GmbH, Germany
IELA Board member

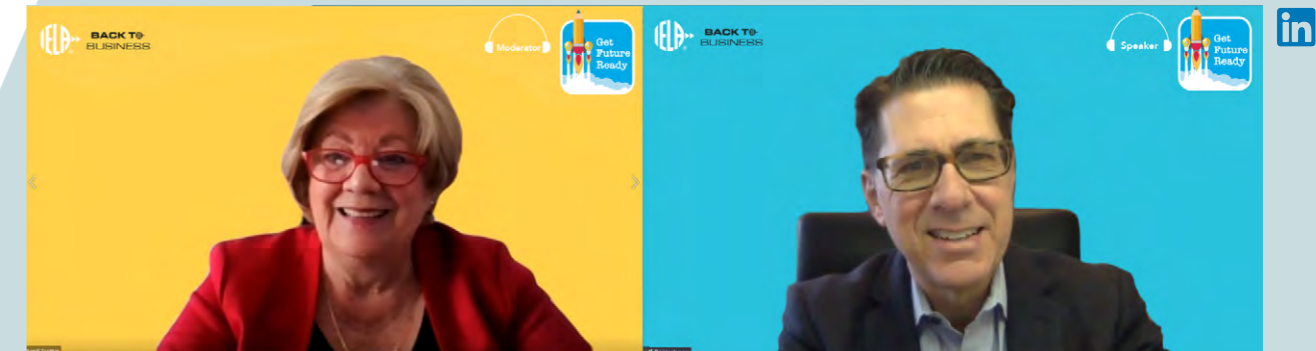
During this last session, Nick presented a **practical case study**:

- Interpreting and challenging the 6 numbers and 8 possible actions.
- Understand "sensitivity Analysis".
- Define actions that will make the future stronger and validate decisions using the "Should We? / Can we? Crystal Ball".
- Connect SON Communication to "Business Assumption Forecasting" to see the future.

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#5 Talent Development Keeping Talent - Sucession Management

on Wednesday April 14th



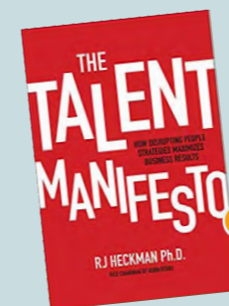
SPEAKER RJ HECKMAN, Korn Ferry CEO & Author of the book
The TALENT MANIFESTO

MODERATOR: SANDI TROTTER, TWI Group Inc Canada
IELA Board member

On the basis of his book, THE TALENT MANIFESTO and using the principles in "The Talent Waltz", RJ showed us **how to maximize business performance through the disruption of talent practices**. He explained **how the pathways must be paved by an unwavering focus on strategy, data, speed and simplicity**.

RJ started the session by explaining **how the highest-performing companies are able to dance "The Talent Waltz"**. Using the principles of this dance, he explained how to maximize business performance through the disruption of talent practices, including:

- Changing hiring methods, including using artificial intelligence.
- Identifying engagement drivers at an individual level, especially for those in the most pivotal roles.
- Changing reward practices.



<https://www.amazon.com/Talent-Manifesto-Disrupting-Strategies-Maximizes/dp/126014254X/>

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ONLINE SESSIONS
APRIL 2021

Tailwind

Heading into March 2021, one year after IELA launched #togetherstrong, it was a year since the World Health Organization declared COVID-19 a pandemic (March 11th). IELA members are nothing if not resilient, and the recovery -bumpy as it may be- had begun.

Plenty of member companies are focusing on other business sectors during this critical period.

After a survey to our members, we have identified the 4 opportunities/logistics areas of most interest for the IELA Membership:

- MAIN TOPICS
- FINE ART LOGISTICS
- SPORTS LOGISTICS
- LIVE EVENT LOGISTICS
- PROJECT LOGISTICS

For this reason, we generated a **networking and discussion platform** for these services and opportunities with a new event in **April 2021** called **TAILWIND**.

Each session included a 15 to 30 minute presentation & group discussions.

WATCH THE REPLAYS
Access your private area
Go to "TAILWIND"
Scroll down to the session recordings.
Please log in to Watch

#1 FINE ART LOGISTICS

on Wednesday March 31st

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SPEAKER RENATA VINHAS, Fink, Brazil

MODERATOR: ORPHEE BEINOGLUO JR, Orphee Beinoglou International Forwarders S.A., Greece

During the session, **Renata & Orphee** shared **Best Practices in Fine Arts** and explained **how IELA Members could benefit from developing a Fine Arts division in their company.**

#2 SPORTS LOGISTICS

on Wednesday April 7th

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SPEAKER ALEXANDRA ERDMANN, Swiss Expo Logistics AG, Switzerland, IELA Board Member

MODERATOR: ORPHEE BEINOGLUO JR, Orphee Beinoglou International Forwarders S.A., Greece

During the session, **Alexandra & Orphee** shared **Best Practices in Sports Logistics** and explained **how IELA Members could benefit from having a sports division in their company.**





#3 LIVE EVENT LOGISTICS

on Wednesday April 21st

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SPEAKERS CLAUDIO MACHADO and MANOLO GUTIERREZ, Fulstandig Shows e Eventos MC Ltda., Brazil

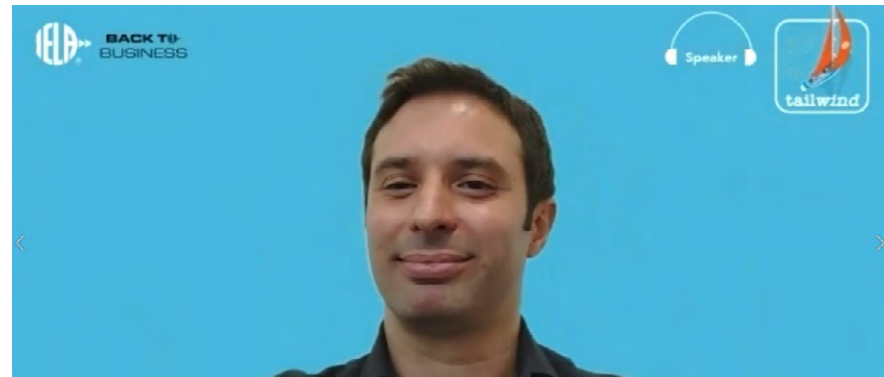
MODERATOR: MARIANE EWBANK, Fulstandig Shows e Eventos MC Ltda., Brazil, IELA Board Member

During the session, **Claudio and Manolo** illustrated **the actual scenario and explained the challenges to confront when getting into the business.**

#4 PROJECT LOGISTICS

on Wednesday April 28th

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SPEAKER NICOLAS CUCIDIS, CEO of Cargolive, S. de R.L. de C.V., Mexico.

During this last session, TAILWIND #4 on PROJECT LOGISTICS, **Nicolas** spoke about **industrial project logistics, project cargo, the current state of affairs** in different sectors in the industry, its **opportunities, its challenges** and **how Cargolive approaches this type of logistics and project management.**

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IELA MEMBER

Find your expert in exhibition & event logistics within the IELA Network:

167 IELA Members

26 affiliates

56 countries

(May, 2021)



THIS IS OUR INDUSTRY, OUR PASSION, OUR WORLD

www.iela.org