



VENICE
2019

34th
IELA CONGRESS
& General Assembly

June 23rd | 26th

8th
PARTNERING EVENT

June 26th | 28th

2019 IELA CONGRESS AND PARTNERING EVENT "UNLOCKING HUMAN POTENTIAL"

Geneva, Switzerland – June 21st 2019 - The **34th IELA Congress** and **8th Partnering Event** will be held from June 23rd to 28th in Venice, Italy. This year, IELA will be explaining and exploring the potential of the Human Factor. The emphasis will be moving from a product-focused to a customer-centric perspective, with discussion sessions made up of small groups and key speakers characterizing how a better understanding of the human factor can transform and impact you, your team, your company and our industry.

Elizabeth Niehaus, IELA Executive Officer explains *"You ask yourself why have we chosen this direction? The answer is that the exhibition & events logistics industry is changing. **The role of its leaders** is to guide and promote the positive changes and developments for us all. We are being confronted by the challenge of communication, by our skill to inform our teams on how the big picture looks and where the company needs to develop. The first step is **to raise awareness, then the next is to build confidence and courage in dealing with change.**"*

The new IELA Forum format, introduced last year, encourages free movement between flows throughout the day: THINK, BREAKFAST BRAINS and STREAM. Our aim this year is to go a step further with EXPLORE, bringing our delegates on board by **imagining novel experimentation-driven perspectives** and **even business models** that will impact all industry players.

Vicki Bedi, IELA Chairman 2018-2020, highlights *"**Leadership development is at the core of my belief and focus at IELA. In this phase of transition we look to build leadership not only at the top but also from the bottom of the pyramid upwards. And with this in mind, exploring and building on the 'Human Factor' is the theme at this Congress for IELA Members as they are the most important asset - Human Capital.**"*



The IELA Forum kicks off with our **Keynote Speaker Mario Pecheny** on **Waiting in a cross-cultural and globalised world.**

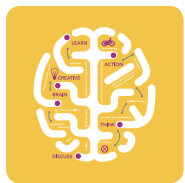


Followed by the #THINK session, Moving From a Product-Focused to a Customer-Centric Perspective including:

- **Laurent Noël**, from Comexposium,
- **Markus Metzmacher**, ifm electronic gmbh
- **Giacomo Lucchini**, UFI Operations & Services Working Group Chair
- and **Giovanni Bifulco**, Italian Trade Agency

Moderator: **Florent Jarry**

To make us #THINK like an **Organiser**, like an **Exhibitor**, like a **Venue Owner**, and like a **Pavilion Organiser**.



This year BREAKFAST BRAIN sessions will actively encourage the exchange of personal experiences to gain tips and support on three topics:

- **Power Up Women Leadership** with **Elizabeth Niehaus**,
- **Digital Transformation** with **Luigi Bianchi**, from Wexlog France,
- and **Airline Changes/Declaration of Dangerous Goods** with **Daniel Mithran**.



Our **Second Keynote Speaker, Sofia Crespi** will launch the #STREAM sessions, **Unlocking Human Potential**. Sofia will also play a leading role in one of the three #STREAM sessions:



- **Unleashing your Organisation's Full Human and Creative Capacity** by **Sofia Crespi**
- **Stress Management: Boost Your Resilience at Work** by **Maria Rosa Rocco**
- and **Reverse Mentoring – Keeping the Boomers Engaged and Millennials Committed** by **Mario Pecheny**.



The new **EXPLORATORY ZONE** will be our playground this year, **enhancing high-quality learning via the means of experience**. This newly added component to the event concept will provide the platform for meaningful discussions, ultimately giving us tools and guidance on creating a positive societal impact in all areas **where WE can make a difference**: whether in our working environment, with our families, friends or in the community.

THE HUMAN FACTOR

The Human Factor has always played a major role at the IELA Partnering Event. This year's 8th edition of our event open to non-IELA Members will not be an exception to the rule! This will be the unprecedented opportunity to meet partners with whom members have only "virtually" worked until now. Finally they will be shaking hands! The IELA Partnering Event is priceless for business in this respect.

This year's edition in Venice is expecting over 400 delegates for intense networking sessions and friendly informal networking events.

The magic of Venice would not be possible without the kind support of our Hosts and Sponsors:



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About the **IELA Congress** - June 23rd-26th 2019 - Venice, Italy



34th

IELA CONGRESS

& General Assembly

June 23rd | 26th

THE HUMAN FACTOR

2019 IELA CONGRESS SPONSORS



Each year, the IELA members gather for the IELA Congress, our association’s annual flagship event. For this 34th edition, 272 delegates from 147 companies from 50 countries will be attending the event.

The IELA Congress is a mix of socialising, sharing knowledge, networking, and strengthening business relationships among members. The event is divided into 4 parts: the General Assembly, the IELA Forum, the Working Group Meetings and the Networking Sessions, along with events like the Welcome Cocktail, the Host Dinner and the Gala & Award Night.





About the **IELA Partnering Event** - June 26th-28th 2019 – Venice, Italy



8th

PARTNERING EVENT

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THE HUMAN FACTOR

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Exhibition Freighting G.S.M.



The Partnering Event, open to non-IELA Members, is the annual Networking Event. This edition is expected to receive approx. 384 delegates from 209 companies from 57 countries. It is designed to enhance and develop business opportunities and provide an introduction to the association. It is the only platform where so many exhibition logistics experts meet under one roof. Each delegate can book 21 meeting slots via our MyAgenda tool.



IELA Upcoming Events



> **2nd IELA Connect**
October 14th 2019 - Marrakech, Morocco



> **3rd IELA Operations Summit**
February 13th - 15th 2020 - Bangkok, Thailand



> **35th IELA Congress & General Assembly**
June 27th - 30th 2020 - Pretoria, South Africa



> **9th IELA Partnering Event**
June 25th - 26th 2020 - Johannesburg, South Africa



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INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATION

About IELA:

The International Exhibition Logistics Association is the global industry network enhancing the professionalism of the transportation logistics and freight handling segments of the exhibition & event industry. IELA works with venue owners, organisers and national associations educating, training and sharing expertise for safe and secure operations around the world. The quality brand IELA is currently represented by 175 members and 31 affiliates in 56 countries.

[For further information contact](#)

IELA, International Exhibition Logistics Association

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