



RELOAD 2.0



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3rd IELA OPERATIONS SUMMIT

Digitalisation of our workplace

→ Rethinking the playbook:

Gaining clarity for the NEW NOW with a Rapid Revenue Recovery mindset

The 3rd Edition "OPERATIONS SUMMIT 2020" went online, re-imagining Event & Exhibition Logistics by engaging a problem-solving objective approach. The IELA training event rewards teamwork & the New Generation's vision of the NEW NOW in the industry.

Geneva, Switzerland – October 1st 2020

Last Wednesday September 30th saw the final session of the **online 2020 IELA Operations Summit** where IELA, the International Exhibition Logistics Association, announced the **winning IELAOS20 Best Performance Team**. Congratulations go to **Eva Kutka**, Agility Fairs & Events Pty Ltd. Australia; **Fabio Dalmo**, Expotrans SpA Italy and **Abhishek Shukla**, PS BEDI & CO PVT LTD India for their great performance, and to their **mentor, Sudhir Dhavan**, R.E. Rogers India Pvt. Ltd.

All students will receive a certificate of attendance and all members of the **winning team, Group 4**, were rewarded with complimentary registration for the 2021 IELA Congress and Partnering Event.



Find the winning team presentation in replay

THE
NEW
NOW



The first IELA **TogetherStrong Red Alert** video featuring the new generation of Exhibition Logistics Freight Forwarders was officially presented to close the session.





Over a period of **two weeks consisting of live and breakout sessions** organised by the IELA Education & Training Working Group chaired by Bas Wiendels, Valverde B.V. The Netherlands, the **74 students** participating in this dedicated **training event for operational exhibitions logistics staff** were divided into 17 groups to **present their vision of the New Now in the exhibition industry** and the **impact of Covid-19 on Operations**.

Inspiration came from our expert **Guest Speakers: Jordi Estruga**, Guest Events Operations Director Fira Barcelona Spain; **Stephan Forseilles**, Head of Technology and Digital Transformation Easyfairs Belgium; **Stefan Koschke**, Director Caravan Salon Messe Düsseldorf, Germany; **Ian Hume**, Director Logistics and Site Service Messe Düsseldorf, Germany; **Claus Hölzer**, Branch Manager DB Schenker Düsseldorf, Germany; **Andreas Simon**, Head of Domestic Fairs & Events DB Schenker Düsseldorf, Germany and **Naud Becker**, Director of Congresses & Associations MCI Amsterdam, The Netherlands. All live sessions were followed by breakout sessions where the students discussed, brainstormed and networked in groups of 3-6 people.

BEST PRACTICE POST COVID-19 FIRA BARCELONA
by **Jordi Estruga**

DIGITAL AND TECHNOLOGY TRANSFORMATION
by **Stephan Forseilles**

BEST PRACTICE POST COVID-19, CARAVAN SALON 2020 by **Stefan Koshke, Ian Hume, Claus Hölzer** and **Andreas Simon**

POST COVID-19 GUIDELINES ANALYSIS OF NEW REGULATIONS & BEST PRACTICES
by **David Palomo**
IELA Standards & Customs Working Group, Chair

TRANSITION TO DIGITAL
by **Naud Becker**



The **final exercise** was for all groups to present live online for **10 minutes** to all students and mentors, mastering the art of the transition to digital. This was usually a face-to-face activity in the past at previous IELA training events.

Following a comprehensive evaluation of the groups by the **15 event mentors**, the Association was proud to congratulate Group 4 for their excellent performance.

Find the winning team presentation on **Rethinking Best Practice: The Impact of Covid-19 on Operations** in replay





Guido Fornelli, IELA Chairperson, congratulates the Winners and all participants by saying *“the Online IELA Operations Summit has been an amazing platform for listening to stimulating talks and analysis on the changes and the future of our industry.*

This event is ideal proof of our resilience as operations people, logisticians, true on-site professionals used to working long hours and tiring days, never losing focus on finding solutions for all our clients, friends always ready to accept new Challenges including adapting to increased digitalisation at work and offering more diversified services as a result of this Covid Pandemic.

Congrats to all the participants, to Bas and Elizabeth who made it happen!”

Bas Wiendels, Chairman of the IELA Education and Training Working Group, stated *“Today about one year ago I came up with the theme for the Operations summit “Digitalisation of our working place”, not knowing and realising the relevancy of it for the time to come.*

When we had to postpone our physical event earlier this year in Bangkok, I thought lets join for the General Assembly in June in Cape Town, still not realising the real impact of it all.

I am a real-life person. I quickly get bored in general, especially online, and even more when it is in real life because you cannot skip the content with the touch of a button.

But honestly speaking, I must say I did enjoy my first live event and Yez - I do believe that this will be an add-on for our industry.

It brings us so much closer in such an easy way.”



In their presentation, the members of the winning **Group 4**, emphasised how this exercise had been a valuable experience for them both personally and professionally: *“It has been such an experience to be part of this first ever digitally organised IELA Operations Summit 2020. We learned from the interesting Guest Speakers, from IELA itself and from our wonderful mentors. We shared experiences with so many people from so many countries and heard many success stories to regain trust in our industry. We also grew fast with the NEW NOW.*

We made friends and connections across the globe, gained new expertise and leave this OS with the knowledge that together and with a positive mindset, we can make tomorrow bright again. The take away of Best practices will not remain limited to the participants but will benefit our entire Logistics World and we are fortunate to have participated and contributed to such an important event. Once again a big thank you to all those involved and to the entire IELA Community, of which we are so proud to be a part.”

Find the winning team presentation on **Rethinking Best Practice: The Impact of Covid-19 on Operations** in replay

Sudhir Dhavan, R.E. Rogers India Pvt. Ltd, mentor of Group 4 warmly congratulated the Team *“for a great first virtual OS’2020. Your hard work as a team was the best example of this success and it sent a strong message.*

Congratulations to the other winning teams and all who participated and shared their expert knowledge. Thank you IELA for this ideal platform to explore and get the best out of each participant”.



Bas Wiendels also announced the **Best Performance: Second** and **Third Place** going to:



Tony Bryant, Agility Fairs & Events Pty Ltd. Australia; **Leslie Lewis**, Airways Freight Corporation USA; **Johanna Romero**, Cargolive S de RL de CV Mexico; **Xochitl Cruz** and **Arturo Ortiz Ríos**, New Age Of International Business SA de CV Mexico.

Lachmini Daehler and **Louis Dodgson**, Agility Fairs & Events Pty Ltd. Australia; **Adil Sekkat** and **Luca Re Depaolini**, Expotrans SpA Italy and **María Pinilla Gómez**, Resa Expo Logistics Spain.

The group was mentored by **Sandi Trotter**, TWI Group Inc. (Canada)

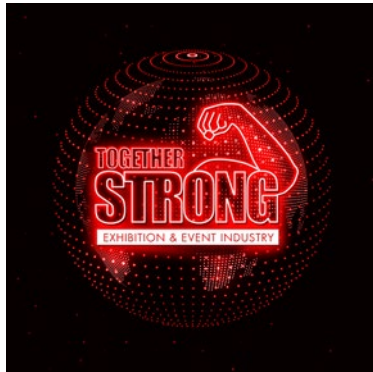
The group was mentored by **Chiara Rossolimo Bergamini**, OTIM Spa, Italy



The **2020 IELA Operations Summit** was a great start for **#IELARELOAD 2.0**. We are looking forward to next week's sessions where the IELA TALK is focused on the situation of Organisers and Venue Owners during the lockdown. With exhibitions facing a re-opening, IELA will offer four IELA TALKS during **RELOAD 2.0**, inviting industry partners to discuss the challenges during the re-opening phase.

- **The NEW NORMAL in a NEW ERA**, co-hosted by **IFES**, with **Torsten Heinze**, IFES Vice President-Strategy & Czarnowski GmbH Managing Director; **Justin Hawes**, IFES Incoming President and Scan Display Solutions Managing Director; **Jacqui Nel**, EF-GSM South Africa Director & IELA Board Member, and **Niseth Boerrigter**, DB Schenker Director Fairs, Events and Special Logistics APAC & IELA Member.
- **WINNING EXHIBITOR CONFIDENCE BACK** with **Jörn Holtmeier**, AUMA CEO.
- **BOLD LEADERS 2020** - Lessons learned from the post COVID-19-2020 re-opening of shows, moderated by **Ravinder Sethi**, IELA Committee Chairperson & CMD R.E. Rogers India with **Wolfram N. Diener**, CEO Messe Düsseldorf; **Klaus Dittrich**, CEO Messe München; **Michael Duck**, Executive Vice President and Informa Markets Group Chief Representative for China; **Douglas Emslie**, Group Managing Director at TarsusGgroup plc; **Kai Hattendorf**, UFI CEO; **Simon Kimble**, Chairman Clarion Events Ltd; **Monika Lee-Müller**, UFI Incoming President 2021-2022 and Managing Director of Hong Kong Convention and Exhibition Centre (Management) Limited (HML) and **Anbu Varathan**, UFI Incoming President 2020-2021 and CEO Bangalore International Exhibition Centre (BIEC).
- **LOOKING AHEAD** - new formats, models and strategies in the Event & Exhibition Industry, co-hosted by **IFES**.





#TogetherSTRONGinRED

IELA and its membership support all Red Alert Campaigns over the world, fighting for the Exhibition and Event Industry to re-open with all security measures for its survival, stating as a unique voice:

“WE LOVE EXHIBITIONS & EVENTS

WE ARE THE NEW GENERATION OF THE INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATION

THIS IS OUR INDUSTRY, **OUR PASSION**, OUR WORLD

OUR FUTURE AND THE ONE OF ALL EVENT PROFESSIONALS RELIES ON THE SURVIVAL OF THE EXHIBITION AND EVENT INDUSTRY

A TRULY GLOBAL INDUSTRY MADE OF **RESILIENT, CREATIVE AND STRONG PEOPLE** SUPPORTING HUNDREDS OF OTHER VERTICAL INDUSTRIES

THE EXHIBITION INDUSTRY REPRESENTS **3.2 MILLION JOBS** WITH A TOTAL IMPACT OF \$325 BILLION IN BUSINESS SALES & \$197 BILLION OF GDP

TOGETHER WE ARE STRONG

WE FOLLOW THE STRICTEST SAFETY AND SECURITY PROTOCOLS

AND **WE ARE READY FOR RE-OPENINGS**

WE MAKE EVENTS

WE ARE THE FUTURE OF THE EXHIBITION LOGISTICS INDUSTRY”



**Make the campaign yours
by sharing this video**

**Use #TogetherSTRONGinRED
in your post!**

#TogetherSTRONG #WeMakeEvents #LightItInRed #NightOfLight #RedAlertRESTART #LightSAred #AlertaRoja #UnlockExpoForSurvival, just to name a few.



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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 168 members and 29 affiliates in 56 countries.

For further information contact

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