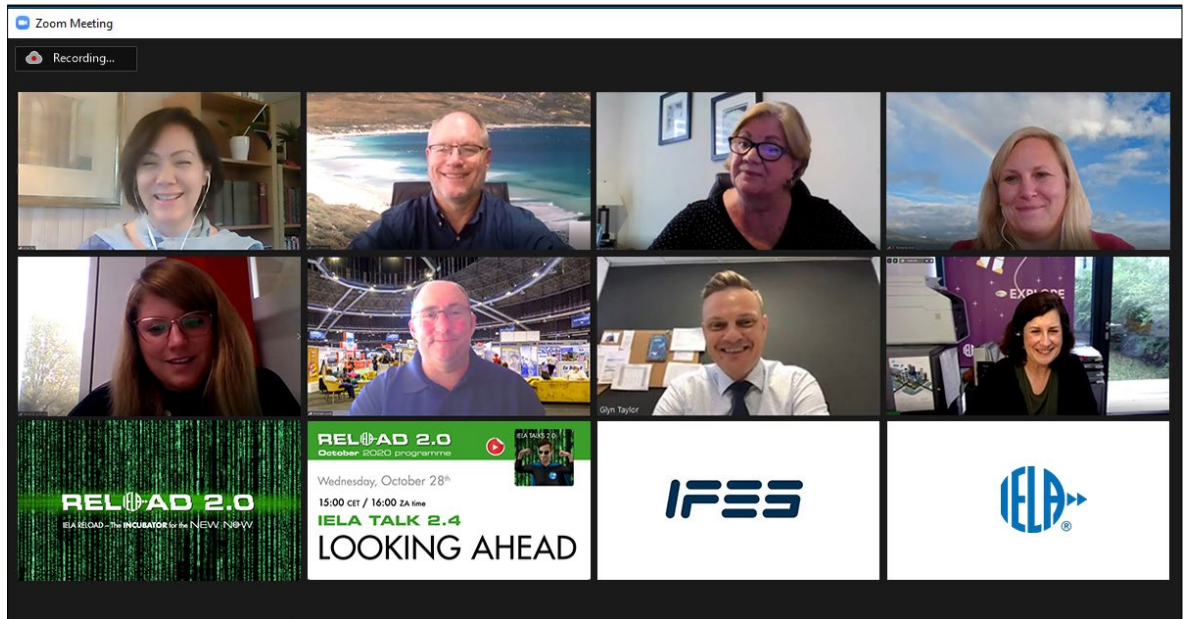




RELOAD 2.4



LOOKING AHEAD as United Front: Organisers, Venues, Suppliers and Associations – **communication, collaboration, commitment**

IELA brought together Organisers, Venues, Suppliers fighting for a central body to regulate the event sector safety protocols – Global ISO Certification needed.

Geneva, Switzerland – October 30th 2020

On **October 28th 2020**, IELA, the International Exhibition Logistics Association, organised the **IELA RELOAD Talk 2.4 LOOKING AHEAD** live session, **co-hosted by IFES**, the International Federation of Exhibition & Event Services. Guest speakers were invited to give **different perspectives over various timeframes**, even going to as far as 10 years.

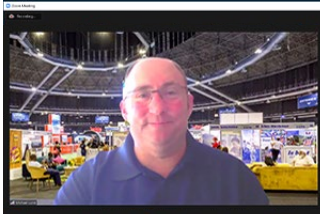
The session moderated by **Jacqui Nel**, IELA Board Member & **Exhibition Freighting GSM South Africa** Director, was opened by **IELA Vice-Chair, Sandi Trotter**, **TWI Group Inc. (Canada)** Director who welcomed all speakers coming from different segments of the exhibition environment.

Joining forces for safe & secure exhibitions

BACK TO BUSINESS

- quick testing
- harmonisation of travel regulations
- winning exhibitors and visitors trust back

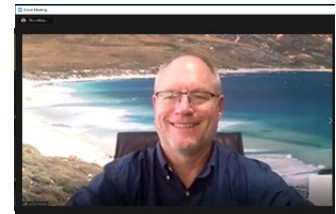
Joining forces for safe & secure exhibitions



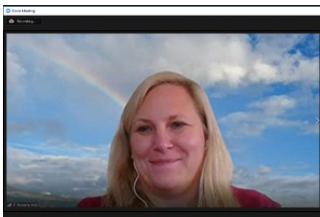
Mike Lord, SA Events Council Board Member & **Alliance Safety** Managing Director, the safety expert perspective, began by saying that the Covid-19 pandemic has drastically increased collaboration within the South African Exhibition Industry. *“I have seen more international discussion about event safety than ever during 20 years in the industry”.*

Mike highlighted the **lack of harmony regarding requirements, regulations and legislation** according to country, region & venues **in the application of law for safety in the event sector.** Covid-19 has brought continents closer together. The Safety Alliance is discussing **how an event safety ISO could regulate event safety sector protocols** on which prevention and control measures to adopt. *“We all have the same issues and if we use the same way to deal with this, we can find solutions”.*

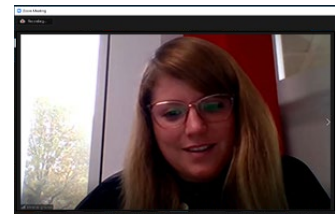
Justin Hawes, IFES Incoming President and **Scan Display Solutions** Managing Director supported Elizabeth’s message by stressing the importance of the **3 “Cs”, Communication, Collaboration & Commitment** and shared the Best Practice of the SA Events Council and the Vilakazi Street, who organised a one day street event pulled up in two weeks.



“We have a great industry, we have a great medium in terms of face to face and I think we must not lose heart...we must keep communicating, keep collaborating and be committed to finding solutions”



From an organiser’s perspective, **Dr. Rowena Arzt, WZF GmbH** Director Exhibitions and **Melanie Ignasiak, Reed Exhibitions Deutschland GmbH** Project Manager were challenged to look ahead ten years, and **look at how a future sustainable trade show industry can be created with a customer centric approach.** They confirmed that the difference is understanding customers’ needs: to meet, network, exchange, experience, do business and be educated, making face-to-face events more important than ever before. All event professionals should have their own **Code of Conduct** of what they want to achieve in the future and where they want to make a difference.



In answer to **“How can we transform and adapt?”**, **Rowena and Melanie highlighted 6 of the UN 17 sustainable development goals as a framework for a sustainable future**, to be attractive to youngsters on the long term and to see what is our legacy:



Goal 3 - Health and Wellbeing as a new significant within the exhibition industry since the pandemic – Exhibitors and visitors need to feel safe.



Goal 5: Reducing Inequalities and changing with society can turn the industry into a role model in gender equality & diversity.



Goal 9: Industry, Innovation & Infrastructure, new technologies & hybrid event are for sure our future with new revenue streams due to digital extensions.

Melanie shared the experience of Reed Deutschland’s first digital trade show, **Global Bar Week**, a combination of 4 events which could not happen this year. A new concept and platform created within 6 months, which gathered, 2 weeks ago, 232 international exhibitors, 6,800 participants, 1.000 one-to-

one video meetings, 100+ sessions and 3.000 viewing hours in content. To get a type of live experience, product samples have been sent out to barman. Feedback from the industry was very positive.



Goal 12: Responsible Consumption and Production, we should rethink our processes on a long term focus to create a better customer experience in a more responsible way



Goal 13: Climate Action, we should refine processes, carefully select materials, and pay attention to supplier selection. "The three "Rs", Reduce, Re-use, Recycle and be brave enough to innovate"



Goal 17: Partnerships for the Goals, we should take a holistic approach and find a win-win situation allowing us to create a more sustainable and attractive exhibition industry to achieve trust and confidence.

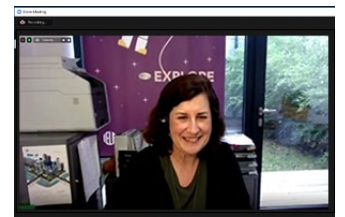


Looking at the future, **Glyn Taylor**, Cape Town **Century City Conference Centre** Joint CEO explained how, from a venue perspective, the pandemic disruption made them think about **how they can get back to moving forward as a venue**. He explained how they gave back to the community to move forward and stay relevant by taking actions like feeding 24.000 people with a food fundraising. Later they **diversified into creating a virtual conference centre** and 43 virtual events to date (18 were hybrid) and **offering a turnkey solution to create a new revenue stream**. An extensive survey of the South African Corporate sector concluded that 80% of corporates intended to decrease by 50% face-to-face engagements for 2021. Now we have to make sure every sqm delivers a return and that face-to-face secures its place, although on a less regular basis.

"We are looking at a 2-4 year recovery plan.....2022 the consolidation year, 2023 the recovery year and 2024 will become a year of prosperity." He added that larger conference centres and hotels will need to reengineer themselves in terms of accessibility.

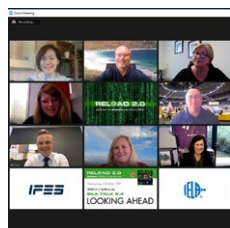
Elizabeth Niehaus, IELA Executive Officer, addressed **LOOKING AHEAD** from the supplier perspective: "How can we bring our industry back to business? **LOOKING AHEAD** means:

1. How can we help the industry to become more resilient?
2. How can we help every single member to learn from this specific crisis?
3. How can we **ADAPT** faster and enable a **RAPID REVENUE RECOVERY**?



Collaboration within the venue chain is imperative to navigate better through the crisis. Visibility creates resilience and adaptability to remain competitive. "I believe we also have to be pragmatic, to identify what's achievable on a practical note. It is really important to understand what we can do now and what we can plan now for tomorrow".

Pushing for perseverance and patience in our advocacy efforts is fundamental according to Elizabeth. "We need to prepare our tomorrow now. Associations have a crucial role to play, in a consistent way, bringing the right tools, the right perspectives and the right network. A united front is what makes the difference in a crisis".



This live session was the last of **RELOAD 2.0**

Watch the full replay: <https://youtu.be/ejCnrZyzXKw> and previous session at <https://www.youtube.com/channel/UCPzRu9orpGStoYjVHXOWANQ>





RELOAD 2.0



RELOAD 2.0



#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!

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

#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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