



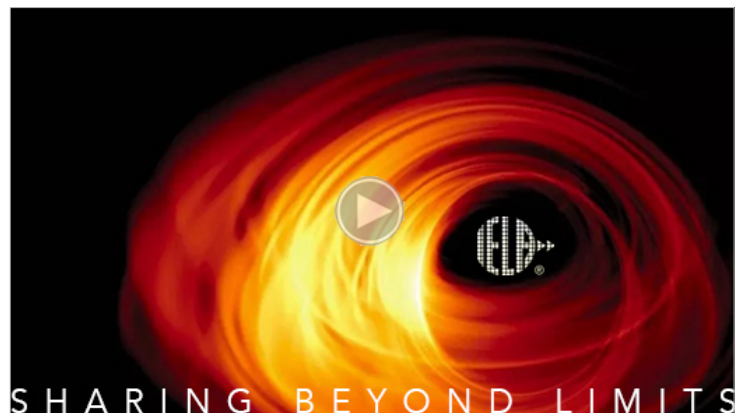
INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATION





GLOBAL EXHIBITIONS DAY #GED19

## TOP INDUSTRY INFLUENCER: #GED19 SCALED IELA BEYOND LIMITS

IELA wins Exhibition World and UFI GED Award for the category “Highest Profile Online Activity” thanks to its members’ involvement in enforcing the vital role of logistics in the exhibition industry.



Geneva, Switzerland, July 12<sup>th</sup>, 2019 - GED is open to all those interested in increasing the visibility of the Exhibition Industry, not only on a regional perspective but on a global scale. The fourth edition of **Global Exhibitions Day** generated huge interest this year as industry professionals from as far apart as Australia and Argentina, Norway and South Africa, joined in with the celebrations, driven and supported by the 41 partner associations.

IELA organised their **Event Logistics Horizon Project**, a campaign for active data collection. This project aims to **boost industry statistics and knowledge** and the accompanying **Voices of the Exhibition Industry** messages promoting the outstanding potential and career opportunities in event logistics. Explore the reasons why it’s worth considering a career in Exhibition Logistics at  or find inspiration for your own career path at 





On June 5<sup>th</sup> IELA Members from 42 countries participated in our global combined activity to celebrate the Exhibitions and Events Industry. 66 IELA Members took part in our #GED19 Event Logistics Horizon and 20 participated in the #GED19 Voices of the Exhibition Logistics Industry.

According to the [Connected Action NodeXL-Reports](#) about #GED19, @IELAWORLD **was ranked Top 5 Influencer**, Top 4 by Mentions and among the Top 10 Hashtag including #IELAmember, #sharingbeyondlimits, #exhibitionlogistics #commongoals #datacollection and #sharingdata. All 6 of them were part of IELA's #GED19 campaign!

*"GED is a perfect symbol for our industry – it's a huge success that is based on teamwork, trust, and collaboration", says UFI President Craig Newman. "No-one can succeed alone in our industry. It is great to see everyone working in this industry getting involved and coming up with a range of interesting and unusual activities to promote exhibitions. Seeing the action unfold has made me feel proud to be a member of such an innovative and inspirational community."*

### The idea behind the IELA GED19 Event Logistics Horizon project:

IELA launched this initiative following in the steps of international scientists who succeeded in identifying the first image of a black hole.

This scientific project merged telescopes from all over the world and used them as one giant telescope. Incredible amounts of data were collected to finally achieve what was seen previously as the impossible. IELA saw its initiative, the Event Logistics Horizon Project, as the starting point of its **2020 IELA DATA ROOM**. This is a vast project of comprehensive data collection on worldwide exhibition logistics which will contribute greatly to effectively sharing data and working closely together with the **common goal of taking the industry beyond current limits**.

Follow us and check out our actions on:



Search for **#sharingbeyondlimits**



**Global Exhibition Day Facebook Group**



**Scroll down IELA Instagram wall**



**Article about Why Consider a Career in Exhibition Logistics**

(extracts from our GED Voices of the Exhibition Logistics Industry)



**Full video of the IELA Event Logistics Horizon Project**

Thank you for #sharingbeyondlimits! [www.iela.org](http://www.iela.org)

We will be ready for GED 2020 to be held on June 3<sup>rd</sup> 2020!



## IELA Upcoming Events



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



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



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



> **35<sup>th</sup> IELA Congress & General Assembly**  
June 27<sup>th</sup> - 30<sup>th</sup> 2020 - Limpopo, 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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