



# IELA RELOAD Programme: It's now all about bouncing back to "out of the ordinary" normality in the exhibition logistics industry

# The new IELA RELOAD Programme creates a global advocacy platform for faster industry recovery

## Geneva, Switzerland – April 30th 2020

Exhibition logistics suppliers are getting prepared for **the NEW NOW** in the Exhibition Industry by joining the **new IELA RELOAD Programme** to be launched on **May 4<sup>th</sup> 2020 to address and adapt to the fast-changing and still uncertain rules regarding international forwarding**.

- With 173 Member companies from over 56 countries, IELA is in possession of comprehensive data resulting from the **IELA COVID19 IMPACT SURVEY**, a means of preparation for global recovery planning.
- IELA RELOAD provides IELA Members with an **advocacy platform** to share, conceive and initiate best practices in the **NEW NOW**.
- Activities include e-learning, recovery talks and regional sessions which focus on successfully rebounding by limiting losses and increasing strengths in profitable service areas.

As a major tool in its #togetherSTRONG Campaign, IELA has created a **new advocacy platform** for its members to exchange on the **expectations and foreseeable needs to be addressed** in order to achieve a **faster global recovery in the exhibition and event logistics industry**.





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From Monday to Thursday, the IELA RELOAD Programme will propose a diversified programme of e-learning seminars, regional sessions and recovery talks, with a highlight on particular content to **support the IELA membership in implementing successful and effective business measures** in order to navigate through the shutdown and rebound periods.



The goal of IELA is not only to overcome this global health and economic crisis as a unified association, but to emerge from the experience even stronger than before and with greater solidarity from both an individual perspective as well as with regard to its network.

During May 2020 there will be weekly RECOVERY TALK sessions,

overseen by **Sandi Trotter**, IELA Board Member and Director TWI Group, Inc., Canada in the spirit of a **Global Brainstorming Captain**.

The first online session taking place on May 6<sup>th</sup> will be **RECOVERY TALK 1: Coping with the new** scenarios, implementing damage limitation measures. It will be moderated by Mariane Ewbank, IELA Board Member and Director of Fulstandig Shows e Eventos MC Ltda Brazil. The discussion will address how the exhibition logistics industry should cope with 6, 9 or 12 months without shows actually taking place.

The sessions currently programmed are then :

 May 13<sup>th</sup>: RECOVERY TALK 2 "Special Logistics, Leading Operations, Managing Supply Chains: How to navigate through the shutdown and rebound?" – moderated by Guido Fornelli, IELA Board Member and Director of Expotrans S.p.A. Italy and Claudia Leoni, Marketing Manager at Expotrans.
May 20<sup>th</sup>: RECOVERY TALK 3 "Contingency Plan for the New Now"– Moderated by Niseth Boerrigter, Director Fairs, Events and Special Logistics APAC DB Schenker

• May 27<sup>th</sup>: **RECOVERY TALK 4"Why only "back to normal", why not back to better?"**– Moderated by **Garcia Newell**, Regional Business Development Director - Fairs & Events Europe, Agility Fairs & Events Logistics Ltd.



With the goal of promoting best practices, the IELA RELOAD Programme is comprised of **REGIONAL** and **WORKING GROUP TALKS**. IELA invites industry partners to participate and exchange on their experience and possible solutions strategies. It will be of great importance to learn from colleagues beyond national borders in order to be able to create the global picture on differing frameworks and situations at both regional and national levels.

As the industry representative of global exhibition logistics, IELA will hold these regional talks to reinforce the connection between stakeholders of the industry and its partners. By giving a voice to all concerned, considerable local awareness can be boosted to identify viable solutions during this critical time.









Specialising in experience at a global level, the first two regional talks will take a look at Asia Pacific and Europe. IELA invites industry partners from these regions to join the sessions.

The **IELA TALK ASIA PACIFIC** will be moderated by **Ravinder Sethi**, Chair of the IELA Committee, Executive Member & International Ambassador of the Indian Exhibition Industry Association, and Chairman & Managing Director of R.E. Rogers India Pvt. Ltd.

**IELA TALK EUROPE & IELA TALK LATIN AMERICA** will feature **Barbara Weizsaecker**, Secretary General EEIA, European Exhibition Industry Alliance, and **Ana Maria Arango**, Regional Manager LatAm at UFI, Global Association of the Exhibition Industry as speakers.

The sessions will be live online via videoconference. All IELA members' staff can attend the session via the private area. Industry partners wanting to join the session should contact the IELA Secretariat (www.iela.org/contact/contact.html)

More information about the IELA RELOAD May 2020 programme on bit.ly/IELAreloadMay2020



#### About #togetherSTRONG Campaign:

IELA, the International Exhibition Logistics Association, launched the campaign TOGETHER STRONG campaign on March 5<sup>th</sup> 2020, honouring and giving support to every single individual in the exhibition and event industry during this period of uncertainty, which fosters business in thousands of vertical industries all over the world.

Together with associations, organisers, venues and service providers etc., we are building the contingency network to cater to the industry's needs. For this reason, and due to the nature of home office participation which offers unrelenting flexibility to combat the loss of cancelled activities, IELA invites all event professionals to join the initiative TOGETHER STRONG and support the Global Exhibitions Day, TOGETHER and STRONG!

#### 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 173 members and 31 affiliates in 56 countries.



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