

IELA WINTER SEMINAR

WS
2015

BUILDING THE FUTURE



January 14th-18th 2015
ZURICH

The major participant's benefits:

- ▶ An excellent networking opportunity
- ▶ The possibility to carry out "benchmarking" with competitors and the industry as a whole
- ▶ To receive a unique training on the subject of exhibition logistics
- ▶ Focus on the actual work of freight forwarders and the competencies of the IELA e.g. marketing, on-site operations etc.
- ▶ Take advantage of the professional environment to enhance your team-building qualities

IELA Winter Seminar 2015

Zurich, Switzerland

The **IELA Winter Seminar** is an exclusive program dedicated to the complex issues and procedures in the exhibition handling and logistics sector of the industry. The networking opportunities alone for the participants will add valuable contacts to their professional relationship network.

The **IELA Winter Seminar** is suitable for new employees (forwarders, on-site personnel, sales & marketing), experienced employees from new IELA member companies and all employees who seek more knowledge for the daily basis.

While the classroom environment is friendly and fun, the program content is intense: More than 20 hours of instruction and interaction planned for the students over a 3-day period.

When leaving the **Winter Seminar** students will be more aware of the processes that are current and active in our industry. This includes not only the nuts and bolts of our own trade but also a growing awareness of the demands of exhibitors and organisers. Clearly, the winners are the students with an increased level of professionalism and competence as well as their employers who benefit from these skills and newly-established networking connections.

Training is becoming increasingly important for member companies in their efforts to increase business and create efficient service processes. ◀

▶▶ For more information
Registration form



Provisional Programme



Testimonials



"I thoroughly enjoyed the Seminar. It has been a while since I had attended a training, but the experience was refreshing and excellent. I learned a lot, particularly via the practical exercises, and by shared experience from all the trainers / lecturers. I believe every operation personnel should attend this. All the lecturers were phenomenal, well experienced and certainly created a very nice learning environment. The seminar has presented a wealth of knowledge in an easy to digest format.

At the end of the day, not only did we gain the knowledge but also made new friends and new business connections with all the participants. I would strongly recommend this course to both novice and experienced operational people in our industry. And in addition much of the knowledge gained has been passed on to the staff in my department."

Mohd Rasyid Bin Abdullah | Best Student 2013 |
R.E.Rogers (Malaysia) Sdn Bhd, Malaysia



"I really enjoyed the experience the speakers shared with us. It was great to get an in depth look at different aspects of what we do, and also a glimpse into areas we may not directly be involved in.

I especially enjoyed the visit by the organizer. This really helped me to better understand the process and how it affects the shows and agents.

It was also beneficial to hear from people just like you, involved in the day to day tasks and solutions they offered for different scenarios. Practical and usable information.

I truly enjoyed this experience and made some new friends, can't have too many of those!

It was nice to spend time outside of class, socializing and getting to know people you may work with many miles away."

Jennifer Harris | TWI Group Inc., USA

"The IELA Winter Seminar is one of the key most important benefits of IELA that I support with both anticipation and urgency. I always want to reserve two spaces no matter if I even know who yet will attend. I even redistribute projects so that the key TWI staff that I want to send can attend this Seminar. In essence, you will never hear an excuse from TWI why someone cannot attend. The Winter Seminar is a key part of my strategy built around my most important resource, and this is my staff. I enjoy sending key operational people to the Seminar who are candidates for future leadership within our organization. The benefits are networking, learning, and peer to peer discussions which strengthens our relationships and improves our ability to be leaders in our industry. For me, the Winter Seminar is an investment in our staff's future. My only wish is that it was a yearly event instead of every other year."

Gregory Keh | Chief Operating Officer | TWI Group Inc., USA



"I thoroughly enjoyed my opportunity to participate in the IELA 2013 Winter Seminar. The course outline was great and the lecturers were all captivating. The knowledge and different perspective I was able to gain during this course has definitely helped further my confidence within the industry - this was also a wonderful opportunity to meet my peers and develop my network within the Exhibition Freight Forwarding Industry."

Shanade Collins | Agility - Fairs & Events, Australia



I found the Winter Seminar 2013 a very enjoyable experience, meet some great contacts and learnt many valuable things that are and will continue to be of great benefit to both my employer and my career.

I did have a reasonable amount of industry knowledge prior to attending the seminar but though the training groups I was able to build on this knowledge and become a lot more confident in the decisions I make."

Christian Andrews | European International Fairs Ltd., UK



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SAVE THE DATE: January 14th • 18th 2015!

►► For more information please contact
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