

PROGRAMME

Prague 2017

32nd IELA CONGRESS
& General Assembly

June 24th | June 27th 2017 | Hilton Prague Hotel



ON THE THRESHOLD OF A NEW AGE



HOST MEMBER

 **CENTRUMSPED**



INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATION



June 24th • 27th 2017, Prague
Hilton Prague Hotel

Welcome

to the 32nd IELA Congress!

ON THE THRESHOLD OF A NEW AGE

Prague 2017

32nd IELA CONGRESS
& General Assembly

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ON THE THRESHOLD OF A NEW AGE

RECORDS ON REGISTRATIONS!
IELA
CONGRESS 2017
260
Congress registrations

RECORDS ON MY AGENDA!
IELA
CONGRESS 2017
1.275
pre-arranged meetings

HOST MEMBER

 **CENTRUMSPED**

2017 IELA CONGRESS SPONSORS



» CHAIRWOMAN
MARIANE EW BANK

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Dear IELA Members,

Welcome to our 32nd IELA annual Congress in the historic city of Prague!

We have been working hard to create the best atmosphere to catch up with old friends, meet new ones and create lasting partnerships.

The intense agenda covers not only important decisions at the General Assembly to shape the path of IELA and the fruitful discussions by the Working Groups, but also our dynamic 1-2-1 meetings. Of course there is also space for fun and relaxing time! We are looking forward to fruitful chats, great hospitality and drinks at the Welcome Cocktail, the Host Dinner and Gala Dinner.

You will also have a lot of fun on our Day Out!

Under the theme "On the Threshold of a New Age" we developed another strong IELA Forum with key representatives of the whole industry to discuss the integration of our role within the event service. After all we are not alone on this road.

Let's make every minute count we have together to network, to do business, to have fun and contribute to our IELA's continuing service for you, the entire membership. We are an active Association with engaged members who are the elite of the event logistics. ◀

Cheers,


Mariane Ewbank

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ON THE THRESHOLD OF A NEW AGE

32nd IELA CONGRESS • June 24th • 27th 2017, Prague



ON THE THRESHOLD OF A NEW AGE

32nd IELA CONGRESS PROGRAMME & GENERAL ASSEMBLY

SATURDAY, JUNE 24 TH	12:00-20:00	Congress Registration <i>Hotel Lobby, Ground Floor</i>
	17:00-18:00	Induction Meeting by Achim Lotzwick and David Palomo <i>Introduction to First Time Participants & New Members</i> <i>Chez Louis Salon, Mezzanine</i>
	18:00-20:00	Photoshoot IELA Portraits <i>Entrance Sky-bar Cloud 9 - 9th Floor</i>
	19:00-21:00	Welcome Cocktail IELA Congress <i>Sky-bar Cloud 9, Hilton Hotel</i> ↳ sponsored by R.E. Rogers India Pvt. Ltd, India
SUNDAY, JUNE 25 TH	07:00-08:00	Breakfast for Delegates & Companions staying at Hilton Prague Hotel <i>Atrium Restaurant, Lobby</i>
	08:00-08:30	Registration to the General Assembly <i>Congress Hall Foyer, Lower Lobby</i>
	08:30-09:00	Welcome & New Members Introduction <i>Congress Hall 2+3, Lower Lobby</i>
	09:00-11:00	 General Assembly <i>Congress Hall 2+3, Lower Lobby</i>
	11:00-11:15	Coffee Break <i>Congress Hall Foyer, Lower Lobby</i> ↳ sponsored by Bridgeway Shipping & Clearing Services LLC., UAE
	11:15-12:45	Working Group Sessions <i>Karlin 1 + 2 + 3, Hercovka, and Rokoska</i>
	12:45-13:00	General Assembly Closing <i>Congress Hall 2+3, Lower Lobby</i>
	13:00-14:00	Lunch <i>Congress Hall 1, Lower Lobby</i> ↳ sponsored by Transit Air Cargo, Inc., USA
	14:00-16:00	Formal Networking Sessions Part 1 - 6 Slots <i>Congress Hall 2+3, Lower Lobby</i>
	16:00-16:30	Coffee Break <i>Congress Hall Foyer, Lower Lobby</i> ↳ sponsored by KEMI-LEE Co., Ltd., Korea
	16:30-18:30	Formal Networking Sessions Part 2 - 6 Slots <i>Congress Hall 2+3, Lower Lobby</i>
	19:15-19:30	Bus Departure to Host Dinner <i>Meeting Point: Hotel Lower Lobby</i>
	19:30-23:00	Host Dinner <i>Prague Boats</i> <i>Dress Code: Casual</i> ↳ hosted by Centrumsped S.R.O., Czech Republic

MONDAY, JUNE 26TH

07:00-09:00	Breakfast for Delegates & Companions staying at Hilton Prague Hotel <i>Atrium Restaurant, Lobby</i>
09:00-10:45	Working Group Reports 09:00-09:20 Industry Relations 09:20-09:40 Membership 09:40-10:00 Standards & Customs 10:00-10:20 Think Tank 10:20-10:45 Education & Training Programme <i>Congress Hall 2+3, Lower Lobby</i>
10:45-11:15	Coffee Break <i>Congress Hall Foyer, Lower Lobby</i> ↳ sponsored by Samehco Intl. Forwarding & Exhibition Services Co., Egypt
11:15-11:30	33rd IELA Congress, San Francisco 2018 <i>Congress Hall 2+3, Lower Lobby</i>
11:30-12:00	 2019 Congress & PE Candidates Presentations & Voting <i>Congress Hall 2+3, Lower Lobby</i>
12:00-13:00	Lunch <i>Congress Hall 1, Lower Lobby</i> ↳ R.E. Rogers India Pvt Ltd, India
13:00-14:00	Keynote Speaker: Mr. René Boender <i>SHOW(case) your SERVICE and SMILE!</i> <i>The latest trends - Be ambitious and the future is ours....</i> <i>Congress Hall 2+3, Lower Lobby</i>
14:00-15:00	IELA Forum 2017: SERVICE - ON THE THRESHOLD OF A NEW AGE - Part 1 14:00 - 14:30 David Dubois, IAEE 14:30 - 15:00 Kai Hattendorf, UFI <i>Congress Hall 2+3, Lower Lobby</i>
15:00-15:30	Coffee Break <i>Congress Hall Foyer, Lower Lobby</i> ↳ sponsored by PS Bedi Group, India
15:30-17:00	IELA Forum 2017: SERVICE - ON THE THRESHOLD OF A NEW AGE - Part 2 15:30 - 15:45 Udo Schürtzmann, ITE India 15:45 - 16:00 Torsten Heinze, Czarnowski 16:00 - 16:30 Rowena Arzt, WITZ Director Exhibitions 16:30 - 17:00 Panel Discussion and closing <i>Congress Hall 2+3, Lower Lobby</i>
17:00-17:15	Congress closing by IELA Chair <i>Congress Hall 2+3, Lower Lobby</i>
17:30-18:30	IELA ROAD RUNNERS <i>Around Prague City</i> Meeting Point: Hotel Lobby ↳ sponsored by Airways Freight Corporation, USA
19:30-19:45	Bus Departure to Gala Dinner & Award Night <i>Meeting Point: Hotel Lower Lobby</i>
19:45-24:00	Gala Dinner & Award Night <i>Zofin Palace</i> <i>Dress Code: Dark Lounge suit / Dinner Jacket & Cocktail dress</i> ↳ sponsored by Schenker Deutschland AG, Germany

ON THE THRESHOLD OF A NEW AGE

32nd IELA CONGRESS PROGRAMME & GENERAL ASSEMBLY

TUESDAY, JUNE 27 TH	09:30	Bus Departure to DAY OUT <i>Meeting Point: Hotel Lower Lobby</i>
	10:00-15:30	DAY OUT <i>Dragon Boats Competition & Old Town Guided Tour ↳ sponsored by FINK Mobility, Brazil</i>
	19:00-21:00	Welcome Cocktail Partnering Event <i>Congress Hall 1+2+3, Lower Lobby</i>

Companion Programme 32nd IELA Congress

SUNDAY, JUNE 25 TH	09:15-09:30	Bus Departure to Glasstar Glass Factory + Karlštejn Castle <i>Meeting Point: Hotel Lower Lobby</i>
	DAY 1	
	Morning	Visit of the Glass Factory in Nenačovice
	Lunch	Lunch in the Karlštejn village
	Afternoon	Tour of Karlštejn castle
	17:00	Return to the Hotel Hilton Prague
MONDAY, JUNE 26 TH	09:15-09:30	Bus Departure to Kutná Hora <i>Meeting Point: Hotel Lower Lobby</i>
	DAY 2	
	Morning	Visit of the Ossuary in Sedlec and St. Barbara's Church in Kutná Hora
	Lunch	Lunch in Kutná Hora
	Afternoon	Visit of the Museum of Silver
	17:00	Return to the Hotel Hilton Prague

Companion Programme 2017



KARLŠTEJN CASTLE

SUNDAY, JUNE 25TH GLASSTAR GLASS FACTORY + KARLŠTEJN

- Are you fascinated by the beauty of Czech crystal?
- Would you like to learn more about how it is made?

Part of this tour will be an excursion to a small family glass factory, concentrating on small-scale production. You will visit the production area where you can admire the craftsmanship of the local blowers and cutters. Each person can try it themselves and as a present everybody also gets a glass bonbon. After this excursion our bus will transfer you to Karlštejn where you will enjoy tasty lunch, followed by excursion of Karlštejn Castle.

Karlštejn Castle is one of the most visited castles in the Czech Republic. Built by Charles IV between 1348 and 1355, it originally served to safeguard the imperial and royal treasure and the Crown jewels and served also as the archive of state documents.

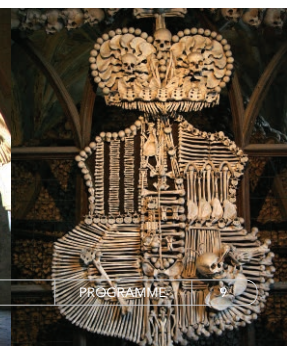
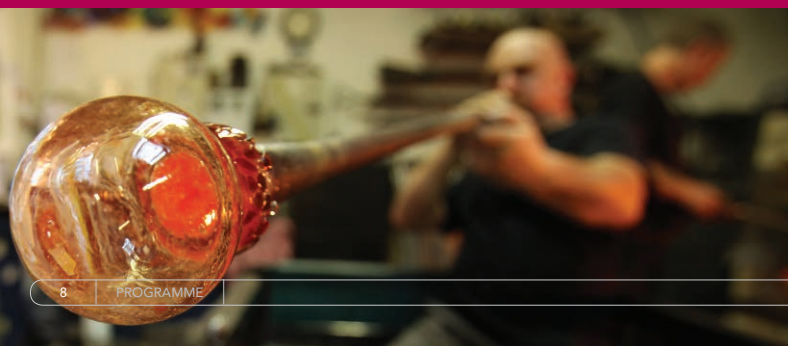
This gothic castle, enchanting you with its monumental architecture is situated about 38 km southwest of Prague. After climbing the hill, an hour lasting tour of the interiors awaits you. Your guide will acquaint you with not only the history of the castle, but also with the life of Charles IV and fine arts during his reign.

MONDAY, JUNE 26TH KUTNÁ HORA

Kutná Hora a medieval centre of silver-mining, was the second richest town of Bohemian Kingdom. The variety of Kutná Hora architectural monuments and its well preserved structure of town centre reflects its ancient fame and wealth until present. Kutná Hora town has been registered at UNESCO heritage list since 1995.

There is one of the most interesting burial places in the world called Kostnice (Ossuary) in a small nearby village Sedlec. This chapel is decorated by more than 40.000 human bones, including e.g. a chandelier or the coat-of-arms of the noble family Schwarzenberg.

During your walk in Kutná Hora you will visit the gothic St. Barbara's Church and Italian Court-originally a Royal Mint. You will no less admire the other beautiful gothic, renaissance and baroque burgher houses or the unique stone well from 15th century.





ON THE THRESHOLD OF A NEW AGE

32nd IELA GENERAL ASSEMBLY / WORKING GROUP SESSIONS

General Assembly & Elections

Sunday, June 25th 2017 - Congress Hall 3 & 2, Lower Lobby, Hilton Prague



The **registration for the General Assembly** will begin on the same morning, from 08:00 to 08:30 at the entrance of the Hall 3 & 2 in the Lower Lobby.

Just after the welcome and introduction of our new members (8:30) we will start the General Assembly and the voting at 8:45.

For those who have been named as proxy for another member, please remember to bring the proxy form as it is required to register.

During the voting section, all IELA members will vote for:

- a) **New members of the Committee**
(Show of hands).
- b) **New members of the Board of Management**
(voting cards by giving each delegate a maximum of four votes).
- c) **External Auditor**
(Show of hands).
- d) **Chair of the Board of Management**
(PowerVote). ◀

Elections of:

- ▶ New members of the Committee
- ▶ New members of the Board of Management
- ▶ External Auditor
- ▶ Chair of the Board of Management



About PowerVote



PowerVote is the **fun way to vote**. Making things easier for you and giving us an **immediate interactive response** in a lively environment. Everyone will receive an instruction guide before we begin to vote and we will have a short amusing practice session before we begin the actual voting.

PowerVote system will be used for the following events:

- ▶ the General Assembly
- ▶ Voting for Congress 2019 location

After this time please return the device to us at the exit to Congress Hall Foyer. ◀



General Assembly / Powervote / Working Group Sessions

Working Group Sessions

Sunday, June 25th 2017

11:15 - 12:45 Working Group Sessions

Karlin 1 + 2 + 3, Hercovka, and Rokoska

- Karlin 1 - Standards & Customs Working Group
- Karlin 2 - Think Tank Working Group
- Karlin 3 - Industry Relations Working Group
- Hercovka - Education & Training Programme Working Group
- Rokoska - Membership Working Group

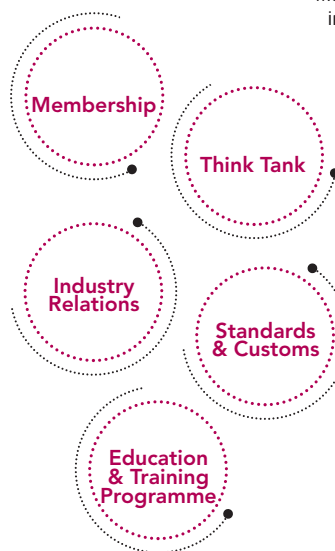
On June 25th starting from 11:15 to 12:45 the **Working Group Sessions** will take place in the above mentioned rooms. This is the chance for Members to contribute their opinions on important matters concerning IELA's future plans and projects. Don't miss it!

All five Working Groups will meet each other in order to brainstorm about activities, as well as to discuss IELA's priorities for 2017 and 2018, giving way to new ideas to further the association and members benefits.

Chairing the Working Group discussions are: **Ravinder Sethi** for **Membership**, **Guido Fornelli** for **Industry Relations**, **Tania Kodhayer** for **Think Tank**, **Dominique Geiser** for **Standards & Customs**, and **Emmanuel Pitchelu** for **Education & Training Programme** Working Groups.

This is the brainstorming platform, so give your voice! The breakout session in Prague will enable the development of tighter Working Groups, which are the very core of our association.

Your participation is important and we look forward to seeing you all at the Working Group Sessions in Prague! ◀





ON THE THRESHOLD OF A NEW AGE

BOM CANDIDATES 2017

Next Sunday June 25th 2017, the elections for the four seats available in the Board of Management of IELA will take place during our General Assembly. We introduce below the seven candidates for a new two-years mandate, in alphabetical order:



Jeff Broom

Europa Showfreight, United Kingdom

In 1985 I was working with TNT on their express parcels side in Llantrisant, South Wales when I saw an advert showing an internal vacancy for a new division called TNT Exposervice based in Birmingham. I thought that sounds interesting and decided to apply. In November of that year I was interviewed for the position of Expo Co-Ordinator and I always remembered what my future boss said to me at the time, his words were "The exhibition industry is

something you'll either love or hate and you'll know very quickly, it's a beast of a game if the beast gets in you, it never leaves" how true those words were.

After a few years I moved on to join a company called Scott Hammond Limited but unfortunately after a few years due to a recession I was made redundant but the beast was in me. In 1998 I went for an interview with Europa European Express within their European Road Network but the job did not inspire me and at the end of the interview the General Manager of the depot said "So then Jeff where's your heart?" to which my reply was simple "It's in Exhibitions and not in your European Road Department. To my surprise he said to me "We might just have the job for you, as we are looking for someone to run our exhibitions department.

When I took over the exhibitions department I felt at home from day one. I was back where I wanted to be. My old boss was right if you love exhibitions that's it you'll never want to do anything else.

So what are my reasons for wanting to join the Board of Management, well I always believe that when you join any Trade Association/Body or Club you should always contribute something extra, not just sit back and watch others do the work. You get out of life what you put in and IELA is no different. I see IELA as something that needs to evolve rather than change, this can be a natural process and not something you have to force or push.

IELA is exciting and it has a heart which beats strongly. ◀



Rene Carvajal

New Age of International Business (NAIB Group), Mexico

Business Administrator, **Rene** started in the Industry in 1998 at AESI (first logistic exhibition company in Mexico) from the bottom of the organisation up to become Operation Manager and in 2002 started his own company with Edgar Gonzalez - NAIB Group.

At the beginning some people did not believe the company would live more than 3 months but thanks to

BOM CANDIDATES 2017

the hard work, the professionalism and moving their cards properly little by little they started to become the favorite company of organisers, government and foreign companies.

He held legal judgments against the Mexican government to avoid the VAT for foreign agents and gave a legal solution for the change of import status on exhibitions, he worked together with them for performing the first ATA operation in the country. Now days NAIB handle more than 120 exhibitions per year and it has diversified to concerts, broadcasting, museums, sports and events. Recently he opened a third company specialized on creating software focus on improving the international logistic operations.

At the beginning our goal was just to get the company to survive, however we got used to improve ourselves and becoming real competitive. As a result, we now understand that we had never forget who we are: *"We are simple people giving the best of us to the industry for getting back - not just the economic or professional satisfaction- but creating strong friendship ties that generate wealth for everyone, this is also the IELA heart". ◀*



Mariane Ewbank

Fulstandig Shows e Eventos MC Ltda, Brazil

Mariane Ewbank, Director of Fulstandig Shows e Eventos, had been working on the event marketplace for a number of years as an exhibitor when she made the move and switched to conference and show management for an additional period of 10 years. Her combined experience as both an exhibitor and organiser has been a tremendous asset in developing and managing Fulstandig where her main focus now lies in fulfilling the needs of her exhibition clients and guaranteeing success.

During the first year as IELA member in 2009, Mariane joined the Standards and Customs Working Group. Due to her dedication to the WG, Mariane became Chairperson of this WG during the Barcelona Congress in 2012. During the period leading up the WG, the Survey system was improved and the number of Survey answers has increased. Another important accomplishment was the development together with the WG of IELA OH&S guidelines launched in 2016.

Being motivated by the desire to do more for IELA and its members, Mariane was elected a Board Member in 2015. The desire became a passion. After years of learning how IELA works and devoting a great deal of personal and company time, Mariane assumed an even larger commitment when elected Chairwoman in 2016.

In less than a year occupying the head of the Association, Mariane launched IELA Webinars, enhanced the relationship and partnerships with other Associations from the industry in order to both strengthen IELA awareness as well as take the IELA brand to unexplored territories. Considering the inevitable changes in the industry and to prepare members for the future, Mariane re-organised the Working Groups. Her passion for making IELA stronger and to deliver more benefits to its members in educational, training and business opportunities gives Mariane the necessary energy and determination to be a candidate for the Board of Management.

Mariane has even more potential to offer IELA and its members. ◀



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BOM CANDIDATES 2017



Jim Kelty
Airways Freight Corporation, USA

Jim Kelty started his exhibition industry career in 1976 in Indiana as the manager for Hardware Wholesaler's semi-annual trade shows. After HWI, Jim moved to Chicago, Illinois to manage the Mid-American Horticultural Trade Show. He also served as managing director of the National Trade Show Exhibitors Association and managed its TS-2 exhibition.

After moving to California in 1981, Jim has worked exclusively in the international transportation and logistics segment of the exhibition industry. He joined the Airways Freight team in 2002. Throughout his career, Jim has been involved in all aspects of the exhibition logistics business - from operations and customer service to business development and executive management.

Jim has been a member of several exhibition industry trade associations including: IAEM/IAEE (international committee chairman, external education committee member, and IAEM foundation trustee); EDPA; EACA (on the board of directors) NTSEA/TSEA (northern California chapter chairman); and the EXHIBITOR SHOW (exhibitor advisory committee member).

Jim attended IELA's first General Assembly and Congress, was IELA's first PR committee chairman and assisted in the development of the organisation's first publication, now known as IELA World. Jim has served as the chairman of the IELA Training Working Group and has been instrumental in the production of the last four Winter Training Seminars in Zurich. He has been a member of the IELA Board of Management for the past two years. ◀



Ulrich Manten
Schenker Deutschland AG, Germany

After finishing his apprenticeship with Schenker in 1982, **Ulrich Manten** started his working life in the Global Projects Dept. of Schenker, Duesseldorf.

In 1983 he changed into the newly formed Overseas Fairs & Exhibition Dept, where he worked up to 2002 in different positions up to Head F&E Overseas.

In 2002 he looked for a new challenge in the industry and changed to K+N for a short time. In the second half of 2003 he returned to Schenker Deutschland AG as Branch manager in Duesseldorf, where he was appointed in 2011 as SVP Region North. In his actual position, he is responsible for Fairs, Events, Special Transports, Removals and Fine Arts. In total he is working for over 34 years in the F&E industry and his original focus is on overseas shows, where he did a lot of travel and onsite work worldwide since the end of the 80's. ◀

Emmanuel Pitchelu
E.S.I. Expo Services International, France

Emmanuel Pitchelu is the Director of ESI Group in Paris, one of the leaders in the exhibition freight forwarders sector in France.

In his early years following high school, he travelled a great deal throughout the

BOM CANDIDATES 2017



world to learn about life before returning home to obtain a degree in International Commerce. After spending a few years in the airfreight industry learning the basics of transport and customs, Emmanuel was hired by an exhibition freight forwarder who was searching for young "fearless people" to join them.

Emmanuel has now been in the exhibition forwarding business for over 25 years. During those years he worked with some of the major French contractors in this field, including: Lep Expo/Geologistics as a project Manager, Panalpina/Panfairs as Exhibition Director, Clamageran Foireexpo as Sales and Development Director for almost a decade. Since 2010 he acts as Director and covers all operations in Paris and France with his Import Department.

Emmanuel is recognized as a French specialist for onsite operations, especially in convention centres and outdoor venues. He handles basically all business from the small congress to the full-blown international exhibition in all types of industries.

Always passionate about his job, he has always been eager to pass on his know-how to future generations over the years by training a high number of young people in the companies he has worked for. This has given him a real taste for education and has led to him being lecturer and chairman of the training working group (which is now more globally called the Educational working group) for a good eight years now.

His other passion is playing Pop/rock Music but that is another story.... ▶



Ravinder Sethi
R.E. Rogers India Pvt. Ltd., India

Born in Cairo, **Ravinder** is the son of an Indian career diplomat. Having spent most of his early life around the world, he ended up doing his Bachelors in Economics (Hons) and Masters in Business Economics from Delhi School of Economics, University of Delhi.

He got into exhibition logistics arena in 1977, and in 1986, established along with his wife, Kiran, R.E. Rogers India (RERI). Having completed thirty years, RERI have established themselves as market leaders. Providing state-of-the-art services, they are accredited with quality, environment, and health & safety certifications.

RERI became members of IELA in June, 1994. Since inception, both Ravinder and RERI have been active members. He was a member of the Organiser and Training Committees (now known as Working Groups) and in subsequent years headed both of these. In 2005, he became Chairman of IELA. After finishing his tenure, he again got re-elected to the Board in 2013, a position he holds till date.

Ravinder is founder member and Executive Committee member of the IEIA (Indian Exhibition Industry Association); member of the Board of AFECA (Asian Federation of Exhibition and Convention Associations); member of IAEE (International Association of Exhibition & Events); and most important, member of the Executive Committee of UFI (The Global Association of the Exhibition Industry).

Ravinder is married for 36 years, has two daughters, and is a proud grand-dad of two girls! ▶

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IELA COMMITTEE CANDIDATES:

The Committee is composed of **three members** elected by the General Assembly for a **two year term**. It designates its Chairperson and organises itself.

The Committee is responsible for verifying and preparing:

- a) that the decisions of the Board are in accordance with the provisions of the Articles;
- b) that the financial status of IELA keeps in line with the principles established by the General Assembly;
- c) that the accounts of IELA are managed in a true and faithful way, in accordance with the generally accepted accounting principles;
- d) that the list of the candidates standing for elections to be organised by the GA Meeting.

This year, two Committee Candidates stand for election:



Mr. Bas Oversier
(Re-election),
Hudig Veder Forwarding B.V.
The Netherlands



Vincenzo Scudato
(New candidate),
DHL Trade Fairs & Events,
Germany



ELECTION of EXTERNAL AUDITOR:

AUDICONSULT Geneva stays for re-election as IELA's External Auditor

But what does it mean exactly? Why do we, as an association, require an External Auditor?

Auditors are used to ensure that organisations are maintaining accurate and honest financial records and statements. An External Auditor is someone who **examines the financial records and business transactions** of an Association that he or she is not affiliated with.

An External Auditor is typically used to **avoid conflicts of interest** and to **ensure the integrity of the auditing process**. When an audit is performed, it is the financial auditor's responsibility to make sure that records are examined in an honest, professional and forthright manner. ◀



ON THE THRESHOLD OF A NEW AGE

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IELA CONGRESS 2017 HIGHLIGHT / IELA FORUM 2017

ON THE THRESHOLD OF A NEW AGE

Since 2014 IELA organises a Forum during its annual congress addressing important issues of our industry. Why? The Exhibition Industry functions only if all partners cooperate hand in hand. It is therefore our obligation to shape and to strengthen this cooperation through substantive discussions.

IELA sees this task as a primary commitment. This is the guiding principle of the annual IELA FORUM: The creation of a brainstorming environment with a new approach, where stakeholders understand how to both address and solve challenges together in order to offer appropriate integrated solutions.

Last year the topic was SECURITY. **This year focus will be on SERVICE.**

The Spirit behind the 2017 IELA FORUM

- ▶ Even beyond providing great service to our clients, **why do we really do the work we do?** We believe that understanding the real human reason behind the contribution from every one of us can dramatically shift our perspective and truly inspire others (clients, partners, team-members).
- ▶ If we start listening and understanding, **we will be able to gain a greater sense of purpose with our customers**, within our organisations, contributing who we are at our best, driving value and guiding principles,
- ▶ Customer first-SERVICE attitude based on a palpable concern for others. Reciprocity is actually pretty simple: **people will always come back if you have given first.**
- ▶ Consistency: in the SERVICE industry how can we align what we want with what the customers want? We need to be authentic and to have a sense of SERVICE. **Trust is the foundation for a SERVICE relationship.**
- ▶ **We need to learn to communicate effectively.** New generations have another way to see the world. Their needs are different, and these will be the customers and decision-makers in 2020. As long as we cannot put into words what we have to offer, it will be very difficult to put our SERVICE and ADDED VALUE into action and it will be nearly impossible to scale.
- ▶ Last but not least: **How we can inspire action and bring teams together to achieve remarkable results?**

▶Where: Congress Hall 2+3, Lower Lobby

▶When: Monday, June 26th

▶Schedule: Part 1: 14:00 - 15:00 hs • Part 2: 15:30 - 17:00 hs

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32nd IELA CONGRESS & General Assembly

June 24th | June 27th 2017 | Hilton Prague Hotel



PRAGUE

IELA FORUM 2017: Service



▶▶Ravinder Sethi

IELA Board Member
IELA Forum Moderator

The FORUM Speakers

IELA is proud to welcome key industry players to our Congress in Prague to discuss what we need to do differently, giving customers **the SERVICE that has become vital and essential:**



▶▶David DuBois

IAEE
President & CEO

David DuBois, CMP, CAE, FASAE, CTA

David DuBois is the President and CEO of the International Association of Exhibitions and Events™ (IAEE). As IAEE's president, DuBois is responsible for the management of 23 full-time professional staff, producing the annual business operating plan and budget, overseeing the support of all meetings of governance units, leading business development, directing fund raising efforts, advocating for the industry and the organization's members, providing organizational leadership and strategic counsel to the board. Also, he serves as the association's representative with industry coalitions, partner organizations and strategic alliances.

▶▶Schedule:
at 14:00 hs

DuBois began his career with Sheraton Corporation in various sales positions including Regional Director of Sales and the Director of Marketing Programs. He has served as both President and CEO, and Senior Vice President at the Professional Convention Management Association (PCMA) where he was responsible for all operations and a \$7 million budget. As Senior Vice President he managed the development of 15 new chapters and was responsible for magazine advertising sales and membership recruitment and retention.

DuBois has also served as both the Chief Operating Officer at Meeting Professionals International (MPI) from 1996-2000. During this time, he supported programs and services for more than 16,000 members worldwide, and served as the Executive Vice President of the MPI Foundation. David has also served as MPI's Vice President of Sales and Key Account Management and Vice President of Corporate Services.

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Most recently, DuBois has served as President and Chief Executive Officer of the Fort Worth Convention and Visitors Bureau where he had oversight and full responsibility of 42 staff, with the responsibility of attracting convention and tourism business with a \$8.5 million budget.

DuBois has also served as a board member of the American Society of Association Executives (ASAE); Chairman of the Board of Directors for the Texas Society of Association Executives; board member and Chairman of the Dallas-Fort Worth Tourism Council; board member of the Fort Worth Chamber of Commerce; and Past Chairman of the Board of Directors for the Convention Industry Council (CIC). He also serves on the Board of Directors for the Meetings Mean Business Coalition and the U.S. Travel Association. ◀



▶▶ Kai Hattendorf

UFI
Managing Director/
CEO

▶▶ Schedule:
at 14:30 hs

Kai Hattendorf

Kai Hattendorf is Managing Director / CEO of UFI, the Global Association of the Exhibition Industry, since 2015. As such, he is responsible for all UFI activities and events, as well as the operation of its three offices in Paris, Hong Kong and Sharjah.

Prior to his current role, Kai worked in the exhibition industry for a number of years in senior management positions at Messe Frankfurt's global headquarters, focusing on transformational issues ranging from digitisation to marketing and communications.

His previous career also includes leadership positions in marketing/strategic communications as well as in strategy and product development in the ITC and Media Industry for the Deutsche Telekom Group, the dpa Group (the German Press Agency), and a start-up.

A journalist by education, Kai has internationally reported and worked for the WDR and Radio Bremen broadcasters in Germany, at Euronews in France, the BBC in the UK, and the Voice of America. He holds a Master's degree from the American University, Washington, DC. He also studied in Dortmund and Edinburgh. ◀

Prague 2017

32nd IELA CONGRESS & General Assembly

June 24th | June 27th 2017 | Hilton Prague Hotel



PRAGUE

IELA FORUM 2017: Service



▶▶ Udo Schürtzmann

ITE India
Managing Director

▶▶ Schedule:
at 15:30 hs

Udo Schürtzmann

Udo Schürtzmann started his career in the Exhibition Industry in 1992 as stand builder.

In 1998 he joined Miller Freeman, being responsible for three shows and one country pavilion in Moscow. As Miller Freeman became part of Reed Exhibitions, he took over the responsibilities for a new launch: Infosecurity Germany.

From 2003 until 2005 he worked for Messe Frankfurt Russia as General Manager and Interim General Director.

Back to Reed, from 2006 until 2007 he acted as a consultant for establishing Reed Exhibitions in Russia, launching a new event and supporting outbound business development.

Since 2007 Udo moved to Delhi, working first as Messe Düsseldorf India's Managing Director.

In May 2015 he took over the responsibilities of ITE India.

Udo will share with us his SERVICE experience in three different worlds: Germany, Russia and India. ◀

Czarnowski



▶▶ Torsten Heinze

Czarnowski GmbH
Managing Director

▶▶ Schedule:
at 15:45 hs

Torsten Heinze

The Managing Director of Czarnowski GmbH, located in Cologne, Germany, **Torsten Heinze** has spent more than 21 years managing global business in the exhibition industry.

Czarnowski Cologne is responsible for all Czarnowski projects outside North America, delivering around 180 projects a year. Clients include: Philips, General Motors, Thermo Fisher, General Dynamics, Gulfstream, Bosch, BMW and US Postal.

Heinze was formally the Chairman of the International Chapter of FAMAB for six years and currently serves on the Executive Board of IFES where he is responsible for the association's strategy and planning. ◀



ON THE THRESHOLD OF A NEW AGE

IELA CONGRESS 2017 HIGHLIGHT / IELA FORUM 2017



Dr. Rowena Arzt

Dr. Rowena Arzt earned a Masters Degree in Business Administration and a PhD specializing in international exhibition management at the University of Cologne.

Her industry career started at the Institute of Trade Fair Management (University of Cologne) where she worked for 7 years. There, she completed a variety of research and teaching activities and was the responsible manager for several consulting projects with exhibitors, exhibition organisers and service contractors. Rowena was in charge of the UFI European Benchmark Study, a unique project comparing the competitiveness of 22 European exhibition organisers.

Her career took her to Koelnmesse, where she was appointed as Corporate Development Manager. Besides the development of new business opportunities for Koelnmesse, she was responsible for consulting one of Koelnmesse's business sectors.

From 2008 to 2016, Ms Arzt worked with UFI, the Global Association of the Exhibition Industry, in Paris as Director of Business Development. As member of the senior management team she handled the association's event and education programmes, the development of services for UFI's members and government liaison.

On 1st October 2016 Rowena has joined WZF in Wiesbaden with the aim to further develop the association's exhibition programme and portfolio around the world leading fair Interzoo. In this new position, she combines two of her passions: animals and fairs. ◀

▶▶ **Dr. Rowena Arzt**
WZF GmbH
Director of Exhibitions

▶▶ **Schedule:**
at 16:00 hs

Keynote Speaker's Biography



René Boender

The world is his playground (Sydney, Auckland, Valencia, Dubai, Monaco, NY, LA, Perth, Milan, Davos). **René Boender** is as brain-agent involved in precious and exiting projects around the globe. He is the author of the bestsellers Great to Cool, Generation Z and Cool is Hot.

René believes that everything's stands with the (honest)power of communication. He is a fountain of energy and inspiration and knows how to strike the social media cord as Twitter and Facebook. His brain candies, founder of the ISP (Inspirational Selling Point), the 3"12" Eternity rule and more, are real eye openers and for many the starting point to change. He knows how to reach out and touch the 'marketers' around the globe.

His storytelling capabilities are energetic, enthusiastic and most of all: creative. Some may remember Jerry Della Femina, who became something of a celebrity when he and his cohorts turned Madison Avenue topsy-turvy in the 70's and he authored the bestselling book "From those Wonderful Folks who gave you Pearl Harbor." Or Mad Man, the hit series. René is this generation's advocate of creative thinking in innovation, marketing and advertising, and a well-versed adviser to the world's top companies of how to make the most of the tools that are now available.

He loves to speak about our future. And knows our business and visit all kind of trade shows around the globe! His advice: **SHOW(case) your SERVICE & smile! The latest trends - Be ambitious and the future is ours...**

And you will say that too after the keynote. 100% sure! ◀

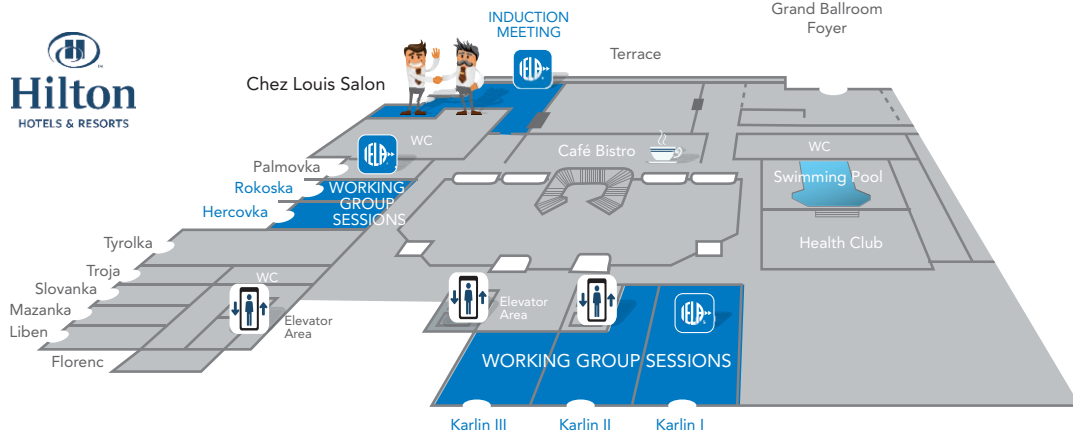
▶▶ **René C.W. Boender**

Brain agent,
innovator & author

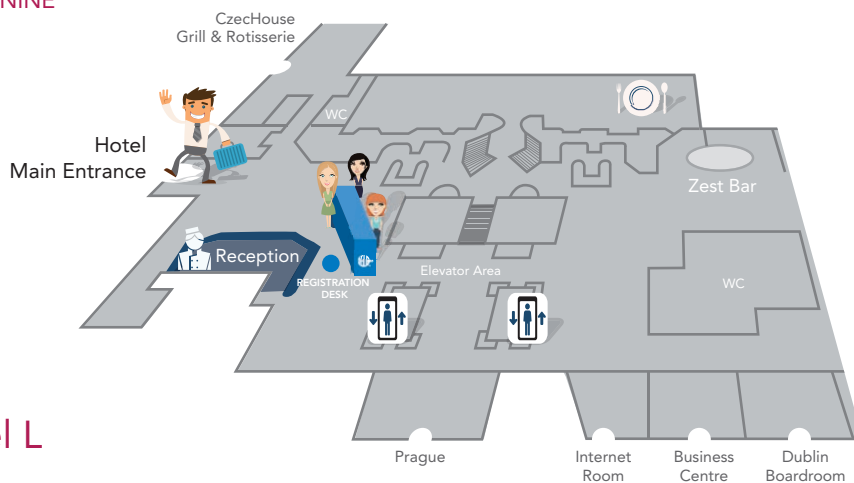
▶▶ **Where:**
Congress Hall 2+3,
Lower Lobby

▶▶ **When:**
Monday, June 26th

▶▶ **Schedule:**
at 13:00 hs



Level M
MEZZANINE



Level L
LOBBY





»Hilton Prague Hotel

»WELCOME COCKTAIL CONGRESS 2017

- »Where: Skybar Cloud 9
- »When: Saturday, June 24th 2017
- »Schedule: at 19:00 hs

Dress Code: Smart Casual



»The IEA Congress Welcome Cocktail is kindly sponsored by **R.E. Rogers India Pvt. Ltd India**



»Prague Boats

»HOST DINNER

- »Where: Prague Boats
- »When: Sunday, June 25th 2017
- »Meeting Point: Hotel Lower Lobby
- »Bus departure: between 19:15 and 19:30 hs

Dress Code: Casual



»Tomas Dospisil



»The Host Member of our 32nd Congress is the Czech company **Centrumsped SRO Czech Republic**



»IEA ROAD RUNNERS 2017

- »Where: Around Prague City
- »When: Monday, June 26th 2017
- »Meeting Point: Hotel Entrance at 17:30 hs
- »Time of run: 1 hour



»The IEA Road Runners 2017 are kindly sponsored by **Airways Freight Corporation USA**



»Zofin Palace

»GALA DINNER & AWARDS NIGHT

- »Where: Zofin Palace
- »When: Monday, June 26th 2017
- »Meeting Point: Hotel Lower Lobby
- »Bus Departure: between 19:30 and 19:45 hs

Dress Code: Dark Lounge suit / Dinner Jacket & Cocktail dress



»The IEA Gala Dinner & Awards Night is kindly sponsored by **Schenker Deutschland AG Germany**



»Dragon Boats Competition

»DAY OUT: DRAGON BOATS RACE

- »Where: Vltava River
- »When: Tuesday, June 27th 2017
- »Meeting Point: Hotel Lower Lobby
- »Bus Departure: at 9:30 hs



»The IEA Day Out is kindly sponsored by **FINK Mobility Brazil**





1
HILTON PRAGUE HOTEL –
OFFICIAL EVENT VENUE
2017



2
HILTON PRAGUE
SKYBAR CLOUD 9
WELCOME COCKTAIL
CONGRESS



3
HILTON PRAGUE
LOWER LOBBY
GENERAL ASSEMBLY,
NETWORKING SESSIONS
& IELA FORUM



4
CITY OF PRAGUE
IELA ROAD RUNNERS



5
PRAGUE BOATS
HOST DINNER



6
ZOFIN PALACE
GALA DINNER &
AWARD NIGHT



7
DRAGON BOATS
DAY OUT



8
HILTON PRAGUE
CONGRESS HALL 1-3
WELCOME COCKTAIL
PARTNERING EVENT



9
NÁRODNÍ DUM NA
VINOHRADĚCH /
NATIONAL HOUSE OF
VINOHRADY
PARTNERING EVENT
NIGHT



10
ALBATROSS GOLF RESORT
IELA GOLF TOURNAMENT



11
PVA EXPO PRAGUE
TOUR TO THE
FAIRGROUND



Congress Delegates

- ▶ No. of registered delegates (status 13.06.2017): 260
- ▶ No. of represented members so far: 137
- ▶ No. of countries represented so far: 47



Ms. Fiona Ostoja
Agility Fairs & Events
Australia
AUSTRALIA



Ms. Renata Vinhas
FINK Mobility
BRAZIL



Mr. Jim Pantopolis
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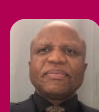
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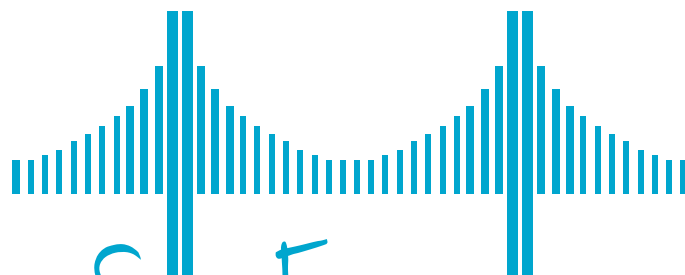
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