

PROGRAMME



VENICE
2019

34th
IELA CONGRESS
& General Assembly

June 23rd | 26th



THE HUMAN FACTOR



INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATION



VENICE

2019 PREMIUM SPONSORS



2019 IELA CONGRESS SPONSORS



2019 PROUD HOSTS



UNLOCKING HUMAN POTENTIAL



June 23rd • 26th 2019, Venice

Official Event Hotel: Hilton Molino Stucky Venice, Italy

Welcome to the 34th IELA Congress!

THE HUMAN FACTOR

Dear IELA Members,

Welcome to the **34th IELA Annual Congress in Venice** - "Queen of the Adriatic", "The Floating City", "City of Canals" and with many other names.

In this delightful setting, IELA offers again an opportunity to meet friends, make connections and build new business globally.

With a focus on The Human Factor, we advance further after last year's launch of the new Congress concept. You will again experience the 3 Pillars of IELA Forum - **Think Campus, Breakfast Brains and Stream to Action**. Each of these will not only provide a window for sharing and discussing current challenges, but also tools for understanding customer needs for customising value-added solutions. Here you can be a part of our Industry's future through active participation.

You will also have extensive opportunities for networking, not only during one-to-one meetings, and of course the bar, but also during the Host Dinner, Venetian Gala Dinner and the Day Out. Each of these activities has been carefully curated to give you an exceptional experience.

On behalf of the entire IELA Board, Secretariat Team and our Italian Hosts, I assure you a memorable Venetian Congress. ◀

Regards,

Vicki Bedi

IELA CHAIRMAN 2018-2020



IELA CHAIRMAN
Vicki Bedi

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E. hsbedi@psbedi.com



VENICE 2019

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CONGRESS & GENERAL ASSEMBLY PROGRAMME

Official Event Hotel: Hilton Molino Stucky Venice, Italy
June 23rd • 26th 2019, Venice

Sunday, June 23rd

12:00-20:00

Congress Registration & Discover the Exploratory Zone

(Venetian Foyer, Ground Floor)



17:00-18:00

Induction Meeting

Introduction to First Time Participants & New Members
(Casanova, First Floor)

18:00-20:00

Photoshoot IELA Portraits

Think about your LinkedIn profile!
Our photographer can take a great professional portrait of you!
(Skyline Rooftop Bar by the pool, Hilton Molino Stucky)



19:00-22:00

Welcome Cocktail IELA Congress



kindly sponsored by
R.E. Rogers India Pvt. Ltd.,
India

Dress Code: Smart Casual
(Skyline Rooftop Bar by the pool, Hilton Molino Stucky)



VENICE
2019

34th

IELA CONGRESS

& General Assembly

Monday, June 24th

08:00-08:30

Registration to the General Assembly

Compulsory for all voters

(Venetian Foyer, Ground Floor)

08:30-09:00

Welcome & New Member Introduction

(Venetian Ballroom, Ground Floor)

09:00-11:00

General Assembly

(Venetian Ballroom, Ground Floor)

11:00-11:30

Coffee Break

kindly sponsored by
Masterpiece International, USA

(Venetian Foyer, Ground Floor)

11:30-12:00

Keynote "WAITING in a cross-cultural and globalised world"

by **Mario Pecheny**

(Venetian Ballroom, Ground Floor)



12:00-13:00

IELA Forum - Think Campus: Moving from a product-focused to a customer-centric perspective

#THINK like an Organiser

with **Laurent Noël**, Comexposium, France

#THINK like an Exhibitor

with **Markus Metzmacher**, ifm electronic gmbh, Germany

#THINK like a Venue Owner

with **Giacomo Lucchini**, UFI, Operations and Services

#THINK like a Pavilion Organiser

with **Giovanni Bifulco**, Italian Trade Agency, Italy

Moderator with **Florent Jarry**

AMR International Limited, France
(Venetian Ballroom, Ground Floor)





13:00 **General Assembly Closing**
(Venetian Ballroom, Ground Floor)

13:15-14:00 **Lunch Break**
kindly sponsored by **Transit Air Cargo**
(Molino Restaurant, Ground Floor)



14:00-16:00 **Formal Networking Session Part 1**
6 Slots
(Venetian Ballroom, Ground Floor)

16:00-16:30 **Coffee Break**
kindly sponsored by **KEMI-LEE,**
Korea
(Venetian Foyer, Ground Floor)



16:30-18:30 **Formal Networking Sessions Part 2**
6 Slots
(Venetian Ballroom, Ground Floor)

19:10 **Departure to Host Dinner (20' walk)**
(Meeting Point: Hotel Foyer, Ground Floor)



19:30-23:00 **Host Dinner**
Dress Code: Casual
No high heels. Flat shoes recommended.
(Belmond Cipriani, Giudecca)



Tuesday, June 25th

08:00-08:45 **Breakfast Brains**

#BRAIN 1: Power Up
by **Elizabeth Niehaus**
(Goldoni, First Floor)

#BRAIN 2: Digital Transformation
by **Luigi Bianchi, Wexlog France**
(Vivaldi, First Floor)

#BRAIN 3: Airline Charges/Declaration of Dangerous Goods
by **Daniel Mithran**
(Pisani, First Floor)



09:00-10:00 **Keynote "Unlocking Human Potential"**
by **Sofia Crespi**
(Venetian Ballroom, Ground Floor)



10:00-10:30 **Coffee Break**
kindly sponsored by **Samehco Intl Forwarding & Exhibition Services Co.,**
Egypt
(Venetian Foyer, Ground Floor)



10:30-11:30 **IELA Forum - Stream to Action**

#STREAM 1: Unleash your Organisation's Full Human and Creative Capacity
by **Sofia Crespi**
(Goldoni, First Floor)

#STREAM 2: Stress Management: Boost Your Resilience at Work
by **Maria Rosa Rocco**
(Pisani, First Floor)

#STREAM 3: Reverse Mentoring: Keeping the boomers engaged and millennials committed
by **Mario Pecheny**
(Casanova, First Floor)





11:35-11:45 **35th IELA Congress 2020**
(Venetian Ballroom, Ground Floor)

11:45-12:00 **2021 Candidate Presentations & Voting**
(Venetian Ballroom, Ground Floor)

12:00-13:00 **Lunch Break**
(Molino Restaurant, Ground Floor)



kindly sponsored by **Wexlog**,
France

13:00-14:45 **Working Group Sessions**



• **Membership WG**
(Goldoni, First Floor)



• **Industry Relations WG**
(Vivaldi, First Floor)



• **Think Tank WG**
(Palladio, First Floor)



• **Standards & Customs WG**
(Casanova, First Floor)



• **Education & Training WG**
(Pisani, First Floor)

14:45-15:15 **Coffee Break**
kindly sponsored by **MTS ExpoLogistics**,
Greece
(Venetian Foyer, Ground Floor)



15:15-17:00 **Working Group Outcomes**
(Venetian Ballroom, Ground Floor)



17:00-17:15 **Congress Closure by the IELA Chair**
(Venetian Ballroom, Ground Floor)

17:30-18:30 **IELA Road Runners**
(Meeting Point: Hotel Foyer, Ground Floor)



19:00-19:15 **Boat Departure* to Gala Dinner & Award Night**
(Meeting Point: Hotel Foyer, Ground Floor)
*Extra transport for the IELA Runners at 19:20

19:30-24:00 **Venetian Gala Dinner & Award Night**
kindly sponsored by **Gondrand by Fercam**,
Italy
Dress Code: Dark lounge suit & cocktail dress.
Flat shoes recommended.
(Scuola Grande San Giovanni Evangelista di Venezia)



Wednesday, June 26th

08:30 **Boat Departure to DAY OUT**
(Meeting Point: Hotel Foyer, Ground Floor)

09:30-13:00 **DAY OUT - TREASURE HUNT**
CASANOVA'S FOOTSTEPS

19:00-22:00 **Welcome Cocktail Partnering Event**
kindly sponsored by **Schenker Deutschland AG**,
Germany
Dress Code: Smart Casual
(Hilton Molino Stucky, Aromi and Bacromi Terrace,
Ground Floor)



GENERAL ASSEMBLY & ELECTIONS

Monday, June 24th 2019



Having registered for the Congress on Sunday June 23rd, it is imperative that all participants for the **General Assembly & Elections** register themselves additionally for the General Assembly, from 08:00 - 08:30 in the Venetian Foyer (ground floor) at the registration desk. Registration only for the Congress does not deliver the "voting power" for the GA.

Please remember to bring along the signed proxy form for those who have been named by another member. Registration is not possible without this document.

The day's programme will start at 08:30 with the Welcome Address and the New Members Introduction. The General Assembly and the voting will begin at 09:00.

All IELA Members will vote the following:

a) **New Members of the Committee**
(by secret ballot)

b) **New Members of the Board of Management**
(on-block, by show of hands)

c) **External Auditor**
(by show of hands)

ELECTION of EXTERNAL AUDITOR:

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



Why do we, as an association, require an External Auditor?

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

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. ◀

»Where: Venetian Ballroom, Ground Floor, Hilton Molino Stucky, Venice

»When: Monday, June 24th

»Schedule: 09:00

IELA COMMITTEE CANDIDATES

Monday, June 24th 2019

Since the 2012 Barcelona edition, the Committee is composed of three members, each elected by the General Assembly for a two-year term. The Committee designates its Chairperson and is self-organisatory.

The Committee is responsible for verifying and preparing that:

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

Last year, the Membership re-elected **Markus Eichenberger**, BTG Suisse Ltd., Switzerland, for another two-year term. ◀

»Where: Venetian Ballroom, Ground Floor, Hilton Molino Stucky, Venice

»When: Monday, June 24th

»Schedule: 09:00



This year, four candidates are standing for the election of Members of the Committee, for a two-year term:



Greg Keh

TWI GROUP INC., USA
E: gkeh@twigroup.com
W: www.twigroup.com



Roland Kreitmayr

SCHENKER DEUTSCHLAND AG, GERMANY
E: roland.kreitmayr@dbschenker.com
W: www.dbschenker.com



Achim Lotzwick

CRETSCHMAR MESSECARGO GMBH, GERMANY
E: achim.lotzwick@cretschmar.de
W: www.creditschmar-messeccargo.de



Ravinder Sethi

R.E. ROGERS INDIA PVT. LTD., INDIA
E: ravi@rogersworldwideindia.com
W: www.rogersworldwideindia.com



CANDIDATES TO BOM ELECTIONS 2019

On Monday June 24th, the elections for the five seats available on the **IELA Board of Management** will take place during the General Assembly.

We are glad to present the five candidates, in alphabetical order, standing for election for a two-year term.

Mariane Ewbank

Mariane Ewbank, Director of **Fulstandig Shows e Eventos MC Ltda.**, Brazil, was employed in the events marketplace for a number of years as an exhibitor, after which she moved over to the organiser side of the industry for a further decade.

From 2012 until 2017 Mariane was the Chair Person of the Standards and Customs Working Group. In 2016 she was elected Chairwoman of IELA until 2018. During her Chairmanship, important projects went live: IELA Training Manual, IELA Security Guidelines, IELA Webinars, implementation of GDPR and The Bridge. Within 2 years, the IELA flag was flying at major industry events, bringing recognition to our Association and members.

For Mariane the duties of a Board Member are: to represent every Member despite company size, origin and gender; to enhance the skills of our members through training and various actions which give its members visibility and increase business.

"My pillars: passion, trust in IELA Standards and the needs of the members". ◀



FULSTANDIG SHOWS E EVENTOS MC LTDA, BRAZIL
E. mewbank@fulstandig.com.br



Monday, June 24th 2019

Venetian Ballroom, Ground Floor, Hilton Molino Stucky Venice

Jim Kelty

Having started his exhibition industry career in 1976 as Manager for Hardware Wholesalers' semi-annual trade shows, **Jim Kelty** moved to Chicago to manage the Mid-America Horticultural Trade Show and the Trade Show About Trade Shows (TS-2).

In 1981, **Jim** worked exclusively in the international transportation and logistics segment of the exhibition industry in California and joined the **Airways Freight Corp.** team in 2002. Jim has been a member of several U.S. exhibition industry trade associations including IAEM/IAEE, the IAEM foundation, EDPA, EACA, NTSEA, as well as the EXHIBITOR SHOW's exhibitor advisory committee.

As the first IELA PR Committee Chairman, Jim then served as Chairman of the IELA Training Working Group and its activities like the last Winter Seminar and Operations Summit events. Jim has been a member of the IELA Board and served as Vice Chairman. ◀



AIRWAYS FREIGHT CORPORATION, USA
E. jimkelty@airwaysfreight.com

CANDIDATES TO BOM ELECTIONS 2019



Monday, June 24th 2019

Venetian Ballroom, Ground Floor, Hilton Molino Stucky Venice, Italy

Priscilla Leong

Priscilla Leong is a certified Chartered Accountant. Before joining **Agility Fairs & Events Logistics** in 2004, she held senior finance positions in venture capital management, banking, ship management and security.

She is currently the Global COO & Finance of Agility Fairs & Events and concurrently the MD of Agility Fairs & Events Logistics in Singapore. Priscilla has been serving on the EXCO of SACEOS since 2011 in positions as Hon. Treasurer, Hon. Secretary and newly minted as VP – Community. She has been an active member of the Industry Relations WG for the past 9 years.

For Priscilla, her hopes are to increase diversity on the IELA Board as well as promote women leadership.

Priscilla brings a different perspective into the team due to her varied training and career background. Her objective is to work closely with fellow members to make IELA more recognised and respected as a leader in driving change in the industry. ◀



AGILITY FAIRS & EVENTS LOGISTICS PTE LTD, SINGAPORE
E. PLeong@agility.com

Emmanuel Pitchelu

Aged 53, married, father of a 21 year old daughter and nicknamed EP, **Emmanuel Pitchelu** is a well-known player in our Industry. He would like to continue his task as BOM member to integrate further his passion, energy, ideas and expertise into IELA!

Emmanuel is Head of Imports for **ESI Group**, one of the French leaders in the Exhibition Industry and one of the most experienced specialists on the French market. He has worked non-stop for 28 years in the exhibition business and has been involved for 9 years in the IELA Education and Training Working Group as Chair and lecturer.

Last but not least, Emmanuel has 2 years of experience as an active member and is a real source for proposals within the IELA Board of Management. ◀



E.S.I. EXPO SERVICES INTERNATIONAL, FRANCE
E. emmanuel.pitchelu@group-esi.com

CANDIDATES TO BOM ELECTIONS 2019

Sandi Trotter

Sandi Trotter began her career in exhibition logistics in 1993 with **TWI Group Inc.** and remains there today as a member of the TWI Management Team.

In 2014, Sandi directed the expansion of the company to include Canadian domestic shows and become a licensed Canada Customs Broker, which have been highly successful initiatives.

Over the years, Sandi has been fortunate to acquire knowledge from some of the best in our industry including some of IELA's founding fathers. At the same time, Sandi has encouraged and supported new members to our association.

"IELA's history, success and reputation is world-renowned. As a long-term member, it is time for me to give back and I believe I can make a great contribution to our growth and sustainability".



Sandi has been a member of the Canadian Exhibition Logistics Association (CAEM) for over 15 years. She is currently the Chairperson of the IELA Membership Working Group. ◀



TWI GROUP INC. (CANADA), CANADA
E. strotter@twigroup.com

VENICE 2019



IELA FORUM

UNLOCKING HUMAN POTENTIAL

THE HUMAN FACTOR

This year IELA invites the leaders of the Exhibition Logistics Industry to Venice and this time the focus of our Forum will be on YOU.



Monday, June 24th

12:00-13:00

(Venetian Ballroom, Ground Floor)

Think Campus

Moving from a product-focused to a customer-centric perspective



#THINK like an Organiser

with **Laurent Noël**,
Comexposium, France

Laurent Noël has 20 years of experience in the media and trade show industry. He began in the industry as General Manager and partner of one of the most successful Czech B2B publishing groups in Prague, followed by international development and portfolio director roles at Reed Exhibitions in France and in the USA. He then moved to ITE Group plc in London to take on the responsibility as Deputy Head of Verticals and Industry Director.

In 2017, Laurent joined Comexposium as Director of Strategy and Integration. After one successful year in integrating acquisitions and implementing new strategic processes, he took on the role of Managing Director of the Agribusiness, Food, Wine & Construction division, where he looks after a global network of events across five continents. ◀



#THINK like an Exhibitor

with **Markus Metzmacher**,
ifm electronic gmbh, Germany

In the event industry since 2003, **Markus** has seen the industry from basically every angle. Having served as an Armed Forces Event technician, he then worked in stand-building and organisation for Marketing Research Shows of German car brands. His valuable experience at TradeQ and IELA led him to his current position as Marketing Manager Tradeshow at ifm electronic gmbh - a hidden champion within the industrial automation and Industry 4.0

Coming to an IELA Congress is like coming home - yet in a different role: Markus is now responsible for both ifm international trade shows in Europe and logistics planning for overseas participations. He has now a customer standpoint in terms of the human factor, priorities and expectations. Markus is looking forward to taking us on an eye-opening journey from the customer's perspective! ▶



#THINK like a Venue Owner

with **Giacomo Lucchini**,
UFI Operations & Services
Working Group Chair, Italy

Giacomo Lucchini graduated in Economics and Commerce from the Catholic University of Milan. He is a leader in high complexity organisations and change management projects. He is experienced in activities organisation and process re-engineering & improvement, with a special focus on human resources management and engagement.

After more than ten years as Director in health and long-term care organisations, he joined Fiera Milano in 2007 as Chief Operating Officer. Now he is Service Division Director at Fiera Milano and CEO of Fiera Milano Nolostand, a stand-fitting and service-providing company of Fiera Milano Group.

He is Chairman of the Operation & Services Committee in UFI, the Global Association of the Exhibition Industry. ▶



Monday, June 24th

12:00-13:00

(Venetian Ballroom, Ground Floor)

Think Campus



#THINK like a Pavilion Organiser

with **Giovanni Bifulco**,

Italian Trade Agency, Italy

The Italian Trade Agency (www.ice.it) is the government institution entrusted by the Ministry of Economic Development with the task of promoting Italian exports worldwide. The Agency operates a network of 78 offices abroad and organises around 800 events annually, aimed at supporting Italian products on international markets. **Giovanni Bifulco** has served as an officer since 1992 in various positions at the head office in Rome and abroad. He was appointed deputy trade commissioner in New York and later became manager of the offices located in Atlanta (USA) and Casablanca (Morocco). During his career, he has organised many trade exhibitions abroad, coordinating contacts with fair managers, participating companies, manufacturers' associations, pavilion contractors, freight forwarders, customs authorities, media outlets and institutions. He is fully aware of the central role that logistics play not only in the organisation of successful trade events but also as a crucial part of the customer care process. Delivering high – quality products on time is undoubtedly a proof of the reputation that "Made in Italy" holds on international markets. ◀



MODERATOR #THINK CAMPUS

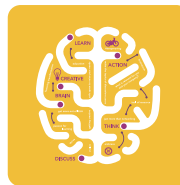
Florent Jarry

AMR International Limited, France

Florent is Partner at AMR International, the leading international strategy consulting firm for the Events industry.

He has 20 years' experience in advising organisations (SMEs, multinationals and private equity funds) on strategic growth issues, performance improvement, commercial due diligence and strategy formulation. His work has spanned many industries, with particular expertise across the events value chain. His current focus is on supporting organisers and venues on the journey towards Exhibition 2.0, AMR's blueprint for the exhibitions industry of tomorrow.

Florent has a degree with distinction from Sciences Po (Aix-en-Provence), a Masters in International Business and an MSc in European Management Strategy. ◀



Tuesday, June 25th

08:00-08:45

Breakfast Brains

45 minutes exchange of experiences to gain tips and support for your business



#BRAIN 1

Power Up

by **Elizabeth Niehaus**

IELA Executive Officer

(Goldoni, First Floor)



#BRAIN 2

Digital Transformation

by **Luigi Bianchi**,

CEO of Wexlog technologies, France

(Vivaldi, First Floor)

Established in 2005, Wexlog technologies is a European Independent Software Vendor, specialising in providing and delivering advanced software solutions to Supply-Chain, Transportation and Logistics industries.

Our mission is to help our Clients to transform themselves into "agile companies", by implementing appropriate information systems for Supply-Chain.

Luigi Bianchi, CEO of Wexlog technologies, will introduce with his team a collaborative solution (Wex*PRM) especially designed for Exhibition Logistics activity. ◀



#BRAIN 3

Airline charges/declaration of dangerous goods

by **Daniel Mithran**

JIM Project & Expo Logistics(M)Sdn.Bhd,
Malaysia (Pisani, First Floor)



Tuesday, June 25th

10:30-11:30

Stream to Action

Lively and interactive sessions gaining a better understanding of the human factor transformation



#STREAM 1

Unleash your Organisation's Full Human and Creative Capacity
by **Sofia Allegra Crespi**

(Goldoni, First Floor)



#STREAM 2

Stress Management: Boost Your Resilience at Work

by **Maria Rosa Rocco**, Managing Director of The Coachinggroup Srl, Italy
(Pisani, First Floor)

Managing Director of The Coachinggroup Srl, Maria has been working for more than 25 years with international companies, specifically in the human resources management and growth field.

She is a trainer in management development processes, a consultant for creating strategic training courses, a coach since 1994 and a counsellor since 2006.

As an organisational development consultant, **Maria** utilises coaching and training as instruments to achieve the desired internal changes, either aiming at improving professional performances or simply to achieve the objective of creating a common corporate culture. As an Executive Coach she supports top managers in companies (CEO, COO, CFO and C-levels in general) who are willing to significantly impact their organisations. ◀



#STREAM 3

Reverse Mentoring: Keeping the Boomers Engaged and Millennials Committed
by **Mario Pecheny**

KEYNOTE SPEAKER



Monday, June 24th

(Casanova, First Floor)
11:30-12:00

Keynote #1: WAITING in a cross-cultural and globalised world by **Mario Pecheny**

(Venetian Ballroom, Ground Floor)

Mario Pecheny has a PhD in Political Science from the University of Paris III. He is currently Professor of Political Science and Sociology of Health at the University of Buenos Aires. He is also Researcher at the National Council of Science and Technology (CONICET) at the Institute Gino Germani in Argentina. He was awarded in 2013 with the National Prize "Bernardo Houssay" in Social Sciences, by the Ministry of Science and Technology (Argentina). In 2018, he was elected Member of the Directory of the National Council on Science and Technology (Argentina).

He has conducted extensive research and published subjects on health (HIV and AIDS, reproductive health, chronic illnesses, drug use), sexuality, human rights and politics in Latin America and other regions.

To make people wait is a universal prerogative of power. Waiting time is an indicator of quality. Waiting can be valuable and productive, but also humiliating and a waste of time.

Making people wait produces discontent. Wasted time when you wait because of lack of coordination is counter-productive. And it is experienced as counter-productive: I could have been doing something else, or not doing anything at all.

Individuals and organisations often make others wait to demonstrate their value and to make others feel expectant. It is a way of establishing hierarchies. But often individuals and organisations make others wait without having the intention to do so. Sometimes, because there is overload, bad calculation, imponderables. And because hours are not always what is fixed in agendas and calendars. I am not talking here about time zones, but rather about time cultures.

For those of us who work in cross-cultural settings, it is essential to think about why we wait and why we make others wait, and how to make those practices of waiting not frustrating in the coordination of efforts.

My presentation will describe and explain with clear and easy to identify examples, to what extent waiting and making others wait is a key experience of our interactions in a globalised world. ◀

KEYNOTE SPEAKER



Tuesday, June 25th

09:00-10:00

Keynote #2: Unlocking Human Potential
by **Sofia Allegra Crespi**
(Venetian Ballroom, Ground Floor)

One of the main actual concerns of the global transformation process is Digital and Technological Innovation. This could be seen as a new paradigm predicting the domination of human beings by intelligent machines hence the “de-humanisation” of human relationships.

Intelligent human beings like ourselves often show an internal resistance once confronted with an artificial different intelligence, digital or technological. We feel unable to use it, but compelled to adapt to it, due to the ever-increasing innovation process set into motion.

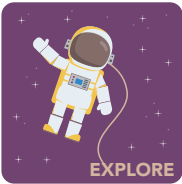
Innovation is not just technological or digital evolution. It is also a “Human Factor”. Most recent Neuroscience studies confirm that our brain is continuously “innovating”, hence ever-changing and other humans before us already used their brain “in a different way”, creating these innovations.

HUMANS used their specific FACTORS (social intelligence, novel & adaptive thinking, complex problem-solving skills, cross-cultural competency, virtual collaboration) to generate technological change and amelioration. So we should train our brain to train human factors in order to acquire the ability to interplay with machines and interact with each other to guarantee a “human, openhearted and encouraging” climate in our organisations.

A neuroscientist, a psychotherapist and a coach: **Sofia Allegra Crespi** graduated in Psychology, then obtained a PhD in Neuroscience and a Specialization in Clinical Psychology and Psychotherapy. After research fellowships in Italy and abroad, she combines clinical careers with academic research and is currently an Assistant Professor in the field of Neuroscience at both the Vita-Salute San Raffaele University in Milan and USI in Lugano. She collaborates with the Division of Neuroscience and other clinical departments of the San Raffaele Hospital in Milan.

Results of her scientific activity have been published in high-impact journals and she has also dealt with the applications of Cognitive Neuroscience. The human factor is her special area of interest - a dynamic and ever-changing system, acting in social and working environments - and which led her to approach the world of Corporate Innovation and Transformation as Coach and Trainer. ◀

NEW!



All Days

Opening hours: Throughout the event
(Venetian Foyer, Ground Floor)

Exploratory Zone

The world changes when we change our perspective
#changethegame



#1
Sense area

Sunday
INTUITION
CURIOSITY
PLAYFULNESS
CREATIVITY
KINDNESS

Monday
BRAVERY
LIFE GOALS / AIMS
ENERGY
PASSION
INITIATIVE

Tuesday
SOLIDARITY
VISION
COMPETENCE
COMMITMENT
RESPECT



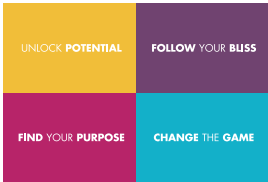
#2
The TTT (chilling) area
TRANSITIONING • TRANSCENDING •
TRANSFORMING



#3
Catch the moment



#4
Spreading the
Venice spirit



#5
What is the WHY that drives you?

HOTEL MAP



GROUND FLOOR - VENETIAN FOYER AND BALLROOM

- A** REGISTRATION GENERAL ASSEMBLY
- B** COFFEE BREAKS
- C** PREMIUM SPONSOR AREA - **GOLD**
- D** PREMIUM SPONSOR AREA - **PLATINUM**
- E** PREMIUM SPONSOR AREA - **SILVER**
- F** EXHIBITION AREA
- G** EXPLORATORY ZONE
- H** **VENETIAN BALLROOM**
GENERAL ASSEMBLY AND FORMAL NETWORKING
#THINK 1 #THINK 2 #THINK 3

FIRST FLOOR

- 1** GOLDONI Membership WG
- 2** VIVALDI Industry Relations WG
- 3** PISANI Education & Training WG
- 4** CASANOVA Standards & Customs WG
- 6** PALLADIO Think Tank WG

FIRST FLOOR

- 1** GOLDONI - #BRAIN 1 - #STREAM 1
- 2** VIVALDI - #BRAIN 2
- 3** PISANI - #BRAIN 3 - #STREAM 2
- 4** CASANOVA - Induction Meeting - #STREAM 3
- 5** TIEPOLO - IELA Secretariat, Team Office

INDUCTION MEETING CONGRESS 2019

Introduction to first time participants & New Members



- **Where** Casanova, Hilton Molino Stucky, First Floor
- **When** Sunday, June 23rd
- **Schedule** 17:00 - 18:00
- **Dress Code** Smart Casual

WELCOME COCKTAIL CONGRESS 2019



- **Where** Skyline Rooftop Bar by the pool, Hilton Molino Stucky
- **When** Sunday, June 23rd
- **Schedule** 19:00 - 22:00
- **Dress Code** Smart Casual



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HOST DINNER CONGRESS 2019



- **Where** Belmond Cipriani, Giudecca
- **When** Monday, June 24th
- **Meeting Point** Hotel Foyer, Ground Floor
- **Departure** 19:10 (20' walk)
- **Schedule** 19:30 - 23:00
- **Dress Code** Casual. Flat shoes recommended



IELA ROAD RUNNERS



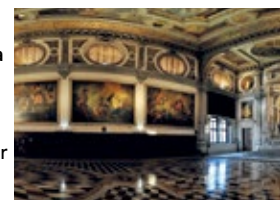
- **Where** Around Giudecca Island
- **When** Tuesday, June 25th
- **Meeting Point** Hotel Foyer, Ground Floor at 17:15
- **Time of Run** 1 Hour
- **Schedule** 17:30 - 18:30



VENETIAN GALA DINNER & AWARD NIGHT



- **Where** Scuola Grande San Giovanni Evangelista di Venezia
- **When** Tuesday, June 25th
- **Meeting Point** Hotel Foyer, Ground Floor
- **Boat Departure** 19:00 - 19:15
- **Schedule** 19:30 - 24:00
- **Dress Code** Dark lounge suit & cocktail dress. Flat shoes recommended



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DAY OUT CONGRESS 2019

TREASURE HUNT CASANOVA'S FOOTSTEPS

- **Where** Around the city streets of Venice
- **When** Wednesday, June 26th
- **Meeting Point** Hotel Foyer, Ground Floor
- **Boat Departure** at 8:30
- **Starts** at 9:30
- **End** at 13:00 after Lunch at Il Colombo Restaurant



The **Casanova's Footsteps**, Treasure Hunt, is a team competition taking place in the charming city of Venice, through "calli" and "campielli", the Venetian streets and squares. It gives you the chance to visit renowned and less-known corners of a Venice full of magic and colours. The purpose of the competition is to cover an itinerary through the places that rendered famous Venice and its most eminent citizens.

The solution is found step-by-step, finding the correct answers to questions on four trails made by the actors. The clues are with each captain in the different elements of the typical Venetian costume of the 18th century. ◀

COMPANION PROGRAMME

DAY 1 - Monday 24th

| | |
|---------------|--|
| 08:30 | Boat Departure |
| Meeting Point | Hotel Lobby, Ground Floor |
| 08:45 | Private Boat transfer from the hotel to Venice San Marco |
| 9:00-12:30 | Epic Grandeur Tour |
| 09:50 | Visit Saint Mark's Basilica |
| 13:00-14:30 | Typical Venetian Lunch at Cicchetti |
| 14:45-18:15 | Private Shopping tour |
| 18:30 | Boat Transfer back to the Hotel |

Your Day will start by meeting the tour guide in the hotel lobby for the boat transfer to Venice San Marco place. Upon arrival, you will have an exclusive tour around Venice together with a visit of the Saint Mark's Basilica including plenty of photo stops and views of the most important sightseeing points. After lunch in a typical Venetian Cicchetti and before returning back to the hotel, you will enjoy an exclusive shopping tour accompanied by a personal shopper who will advise a tailored itinerary to discover the best shopping spots, traditional crafts such as venetian glass or typical food. You will be seduced by the amazing shop windows and colourful markets and fall in love with the charm of Venice. ◀

DAY 2 - Tuesday 25th

| | |
|---------------|--|
| 09:00 | Boat Departure |
| Meeting Point | Hotel Lobby, Ground Floor |
| 09:15 | Boat excursion on the islands: Burano and Murano |
| 10:10-11:15 | 1 st Stop: Burano |
| 11:20 | 2 nd Stop: Murano Visit of a glass blowing factory |
| 13:00 | Lunch at an Osteria on the island of Murano |
| 15:00-15:30 | Return by boat to Venice |
| 15:45 -16:45 | Visit of a gondola boatyard |
| 17:00-17:30 | Gondola Ride |
| 18:00 | Boat Transfer back to the Hotel |

This tour begins with a boat drive to the beautiful island of Burano. Burano is one of the biggest islands in the lagoon even if it is only 670 meters long and 450m wide. It is known for it's small, pretty and colourful houses, a perfect spot for memorable pictures. Next stop is Murano Island, typically known for glass blowing. The first glass blowing factory was established already in the 13th century.

After the lunch at a L'Osteria on Murano you will head back to the city of Venice to visit a gondola boat-yard and even more to ride a gondola, the activity for which Venice is most famous. ◀

C O M P A N I O N P R O G R A M M E





VENICE
2019

34th IELA CONGRESS & General Assembly

CONGRESS DELEGATES

► No. of registered Congress delegates so far: **268**

► No. of represented Members so far: **144**

► No. of countries represented so far: **50**

Status **24-05-2019**



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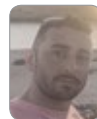
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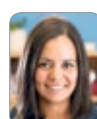
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