

15 February 2024

IELA ACADEMY ready for take off

Registration is open - book now !

Dear IELA Members,

Finally, we are very excited to introduce the IELA ACADEMY, a groundbreaking program combining the essential elements of **Transport & Logistics** and **Exhibition Management Knowhow** addressing the cross-functional needs of our industry like never before.

1. Why IELA ACADEMY matters:

In today's dynamic exhibition & event industry, having a comprehensive understanding of both **Transport & Logistics** and **Exhibition Management** is crucial. The IELA ACADEMY is the answer to this need, offering a holistic approach to equip our members and related partners with the skills and knowledge required to excel in their businesses.

2. What to expect from IELA ACADEMY:

The IELA ACADEMY is designed to provide you with a well-rounded education in three key areas:

- **Transport & Logistics Knowhow**
- **Exhibition Management Knowhow**
- **Management Skills**

3. IELA Academy Concept:

Our program is structured as an 'in-class' seminar series, promoting active participation and networking among participants and lecturers. Key program details include:

- **Total Duration:** The program spans 80 learning hours, delivering a comprehensive education over two separate on-site blocks of one week each.
- **On-Site Blocks:** These consist of five-day sessions, each comprising eight hours of intensive learning per day.

The **IELA ACADEMY** is not just another training program; it's a transformative experience that will elevate your teams' expertise and empower your company to drive success within your country and the exhibition & event industry.

Please kindly find attached a general information pack, more details about the IELA ACADEMY concept and a brief presentation to share with your team.

Stay tuned for more details and registration information. Together, we will redefine industry standards and set new benchmarks for excellence.

We look forward to embarking on this exciting journey with you.

Sudhir Dhavan



IELA Board Member – IELA ACADEMY Education & Training Administrator