





It is our extreme pleasure to launch the inaugural session of the **IELA Academy**. After literally years of hard work and painstaking effort, our programme is complete and ready for prime time.

A reflection of IELA's commitment to the strength and professionalism of our industry, the **IELA Academy** provides core knowledge of all aspects of our business. Transport and Logistics, Industry stakeholders as well as Management and Personal skills development will be examined in depth.

Our goal is to have the graduates of the **IELA Academy** emerge with a more comprehensive understanding of the industry and will utilize this knowledge to further enhance the quality and professionalism of the business, contributing to its growth and evolution.

This programme, imagined many years ago by previous Boards of Management, was brought back to life by board member Sudhir Dhavan. It is only possible due to the support of the IELA Board of Management, the Education & Training Working Group, and the countless member volunteers who have devoted their time and resources to make it a reality. This is their legacy.

Sandi Trotter

IELA Chairperson
2022-2024





The **IELA Academy** is a multiple course Seminar Program for IELA members and related partners designed as in-class Program for decision makers & managers of the Transport & Logistics Industry to meet the challenges towards working for all stakeholders of the Exhibition and Event Industry, worldwide.

Unique offer:

The **IELA Academy** is the only program that considers the cross-function character of Transport & Logistics Management with Exhibition Management.

The **IELA Academy** is designed to combine Transport & Logistics knowhow with Exhibition Industry knowhow to increase the quality business of the IELA Members with all stakeholders of the Exhibition & Event Industry.

The **IELA Academy** is based on our three pillars:

CONNECT. LEARN. SUCCEED.



Program of IELA Academy:

The Program is designed as an in-class seminar with physical presence of all participants and lecturers to guarantee best quality learning.

It is scheduled to be held worldwide. The destinations planned are: America, Asia, Europe and Middle-East.

The total duration covers 80 learning hours to be held during two (2) separate onsite blocks of one (1) week each with a five (5) day program. The blocks will be scheduled with a time span of 2-3 months.

The subjects are divided into three areas:

- A** Knowhow about the Transport & Logistics Industry
- B** Knowhow about the Exhibition Industry
- C** Management Knowhow & Personal Skills

Time-Schedule:

Each Seminar Block covers 5 days training (one week). A time gap of 10-12 weeks will take place between Block 1&2.

Block 1	Subject A	2 days
	Subject B	2 Days
	Subject C	1 day

Block 2	Subject A	2 days
	Subject B	2 Days
	Subject C	1 day

Benefits of the IELA Academy:

- The participants of the program learn exclusively ‘Best practices’
- the modules cover the complete range of core competences
- an international recognised certificate will be issued by IELA

Reasons to attend the IELA Academy Program:

- to enhance knowledge of the Transport & Logistics Industry
- to know and understand the Exhibition & Event Industry
- to strengthen personal relationships & networking
- to increase and qualify business with all stakeholders of the Exhibition & Event Industry, which is crucial for IELA members



1. IELA Academy destination: Gothenburg, Sweden



1. Block
2. Block

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13th – 17th

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May '24

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26th – 30th

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August '24



We look forward to seeing you
at the IELA Academy
in Gothenburg, Sweden

For questions and registrations please email elizabeth@iela.org

Note: We have a max. capacity of **25 places**. Kindly send us your booking form asap.