



IELA WORKING GROUPS

Introduction

Our WGs are a vital source of the new ideas and project development critical to our organisation. Their members are active all year long from their respective offices, but once a year during the IELA Congress each group gets together in person to discuss their progress.

Our WGs cover topics from every aspect related to exhibition logistics, from staff training and industry relations to membership, IELA Standards and Customs. Plus, there is also the Think Tank group!

Quote

'It's the synergy of all the Working Groups that helps promote our visibility and market relevance to the industry'.

Niall Thomson

Presentation of each Working Group:



> The Standards & Customs Working Group

IELA Connect is the new flagship to drive local awareness about IELA. It is an itinerary event to enforce relations with the local actors of the industry: IELA members, associations and organisers, and each year a new region will be hosting this event.

The Standards & Customs Working Group gives IELA Members an opportunity to share their ideas, thoughts, and concerns about the working standards and practices within IELA, which ultimately set the standards for our daily work.

The Working Group's task is not only to set standards, but also to gather the information necessary to maintain the useful databases, which are available to the membership.

The group is also charged with ongoing discussions and brainstorming new tasks. Some of the WG's Tasks:

- > IELA survey
- > IELA Standards of Performance
- > IELA Customs Manual
- > Any industry-related forms or documents IELA produces



Dominique Geiser
Chairman

BTG Suisse Ltd., Switzerland
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Daniel Mithran
Vice Chairman

JIM Project & Expo Logistics (M)
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View all members of the Standards & Customs WG: <https://www.iela.org/working-groups/standards-customs.html>





> The Membership Working Group

The purpose of the Membership WG is to watch closely over our Membership. They establish the criteria for the recruitment procedure, together with the BOM, and review in detail all new candidate dossiers with utmost discretion. They investigate the provided documents and the sponsors' feedback to ensure the IELA brand's high quality standards.

Some of the WG's Tasks:

- > Membership criteria
- > Recruitment research
- > New dossier investigation
- > Application decision-making

View all members of the Membership WG: <https://www.iela.org/working-groups/membership.html>



Sandi Trotter
Chairwoman

TWI Group Inc. (Canada)
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Lena Widman
Vice Chairwoman

On-Site Exhibitions AB, Sweden
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> The Education and Training Programme Working Group

The purpose of IELA's Education and Training Programme Working Group is to review the association's ongoing educational programs and projects and advise the Board of Management (BOM) of their effectiveness, offering any ideas for revisions, additions, or deletions.

They review the training and education programs of other associations, not necessarily from the exhibition industry, and they create new education programs for IELA members and their staffs, as well as develop any new ideas that the BOM presents to them.

Some of the WG's Tasks:

- > Winter Seminar and Operations Summit
- > Webinars
- > ITM (IELA Training Manual)
- > IELA Academy

View all members of the Education and Training Programme WG:

<https://www.iela.org/working-groups/education-training.html>



Vincenzo Scrudato
Chairman

DHL Trade Fairs & Events GmbH,
Germany
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Bas Wiendels
Vice Chairman

Valverde B.V., The Netherlands
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> The Think Tank Working Group

The purpose of IELA's Think Tank Working Group is to study and analyse the freight forwarding business in the actual market and contemplate the near and distant future of the freight forwarder in the event industry. They also identify and discuss trends and IT strategies for the future.

Some of the areas that can be covered by the group include customer expectations and demands, maximizing technology breakthroughs, complex competition, increased collaboration, and brand expansion.

Some of the WG's Tasks:

- > Raise discussions and offer ideas on all of IELA's programming (Webinars, Congress, etc.)
- > Maintain the Organiser Portal
- > Organise the Vendor Showcase
- > Study how to attract millennials to the industry programme/campaign

View all members of the Think Tank WG:

<https://www.iela.org/working-groups/think-tank.html>



Tania Khodayar
Chairwoman

Transit Air Cargo, Inc., USA
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Alexandra Erdmann
Vice Chairwoman

Swiss Expo Logistics AG,
Switzerland
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> The Industry Relations Working Group

The purpose of the Industry Relations WG is to act as a direct link between IELA and the key players in the international exhibition industry. Its mission is to develop organisers, associations, and all exhibition-related parties, in order to strengthen IELA's image and to get its members recognised as the leading voice in exhibition logistics.

In general, the group informs the exhibition industry about the benefits our association can offer.

Some of the WG's Tasks:

- > Participate actively in the task forces of global and regional associations
- > Secure opportunities for IELA speakers at exhibition Industry related events
- > Participate in congresses, events, and seminars
- > Establish formal agreements (MoU)

View all members of the Industry Relations WG:

<https://www.iela.org/working-groups/industry-relations.html>



Roland Kreitmayr
Chairman

Schenker Deutschland AG,
Germany
www.dbschenker.com



Jacqui Nel
Vice Chairwoman

EF-GSM South Africa
www.ef-gsm.co.za



Testimonials from members of a Working Group:

'I personally find it very important that every company has a representative in one or more working groups. WGs are very important to develop the future of IELA and every member should be a part of all the changes that IELA is making. I personally am part of the Standards & Customs WG as it is the one group that interests me the most as I deal with all the customs procedures in Finland'.

Mr David Palomo - [Standards & Customs WG](#)

Suomen Messulogiikka Oy

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'The Working Groups in IELA are like the moving parts of a body and they help us to move forward as an organisation. They are important tools to follow the market trends and to understand where we stand. Personally, being a part of a Working Group offers me a vision to perform my job in a better way. And interacting with other members as a team shows me that I am not alone. It gives me the confidence to go forward'.

Tijen Özer - [Standards & Customs WG](#)

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'I joined my WG to learn and promote the values and benefits of IELA and also to acquire, share, and disseminate industry knowledge. Our Group is very aggressive in its approach to raising IELA standards and we try to share more about IELA with organisers and exhibitors of our country, so they understand the importance and work behaviour of an IELA agent in comparison to a general forwarder'.

Jatin Bharadwaj - [Standards & Customs WG](#)

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'Many past IELA chairs have used the expression "you only get back from the association what you are prepared to put in". I would thoroughly recommend anyone thinking of joining a Working Group to do it. It furthers your relationships, as well as provides an additional sense of purpose during the Congress. Above all, it provides you with the opportunity to give something back to our association'.

Mr. Dean Wale - Think Tank WG

CEVA Showfreight

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'I joined the IRWG to get a better understanding of how IELA promotes itself. In Ireland, we take every opportunity to highlight the benefits of working with an IELA member to the various stakeholders and this is really paying off. When an organiser or venue understands you are proactive in maintaining OH&S standards, security, or simply smoothing out the logistical process, this moves you up the value chain'.

Niall Thompson - Industry Relations WG

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'The Industry Relations Working Group ("IRWG") is a very important part of IELA, as the members of this group are very much the ambassadors for our industry. IELA, as a body of professional exhibition logisticians, can gain better recognition for the work we do vis-à-vis the general forwarders who are encroaching into our domain. We have come a long way in getting many MOUs with key industry associations, but this is just the first step. More important is how to build on the relationships and be recognised for what we are and capable of as IELA members. I would like to encourage more members to join the IRWG to improve our standing as exhibition professionals'.

Mrs. Priscilla Leong - Standards & Customs WG

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'The basic reason to join a Working Group is to make oneself aware of what's happening across the globe. My personal liking of training and education attracted me towards this group. The objective of our working group is to enhance knowledge and spread awareness of selected topics, which are relevant for IELA members. Training and education is relevant in day-to-day activities, which helps everyone to improve their knowledge and skills. My personal experience of teaching Winter Seminar students was memorable. Also, I learned much from guest lecturers who were part of the Winter Seminars and IELA Forums.'

Sudhir Dhavan - Education & Training Programme WG

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'Becoming a member of a working group is a way of connecting with your peers in the industry. There is a "back-and-forth" exchange which can bring about positive change and advancement to our mutual benefit and those companies that work with us'.

Anne M. Norkin - Think Tank WG

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For more information, please ask the Secretariat for the WG Guidelines!



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About IELA:

The **International Exhibition Logistics Association** is the global industry network that provides high-quality performance and expertise in exhibition logistics. IELA is a worldwide trade association dedicated to enhancing the professionalism of the transportation logistics and freight handling segments of the exhibition & event industry. Currently, IELA has 172 members and 32 affiliates in 55 countries.