

## Building the Future of Exhibition Logistics

Jan 31, 2019

Category: Meeting Event



January 29th 2019, Zurich - IELA held its 9th edition of the IELA Winter Seminar in Zurich from January 16th to 20th. This event offers an exclusive training programme dedicated to addressing the complex issues and procedures of the exhibition logistics industry.

Focusing on the younger generations and newcomers among IELA staff members, this year's edition welcomed 39 students representing 38 member companies from 24 different countries. Practically three quarters of the 2019 WS class were under 35 years old and over 50% of the participants had less than 3 years of experience in the industry.

Under the theme "Building the future", the IELA-funded Winter Seminar is based on three event pillars:

**CONNECT:** The dedicated networking sessions (e.g. Speed Dating) throughout the duration of the seminar secure a professional, effective and personal network. Being in the early stages of their career, this brings unbounding positive effects for each attendee and enhances their potential.

Furthermore the students had the opportunity to get to know each other personally during the accompanying social events. A real IELA team spirit was created at the Day in the Snow. The IELA Board of Management had the pleasure of meeting the young professionals at the Board Reception and therefore strengthened the connection between IELA and the students

**LEARN:** During the three intensive days of training and networking the students experience 11 lectures, 3 case studies, 1 role-play session and 1 fairground tour, taught by IELA professionals and external speakers.

**SUCCEED:** Many Winter Seminar alumni play a vital role in the industry. In a very short timeframe, past participants take part in the annual IELA Congress as representatives of middle and high management from IELA member companies. We will soon welcome our delegates at the Congress. In addition, a new Task Force has emerged from the after-hour Campfire session to support the IELA Sustainability Guidelines objective.

**Christina Beuth** (Head of Traffic Management & Logistics Department, Messe Frankfurt Venue GmbH) discussed the challenges and needs of large venues to ensure a functional supply chain before, during and after an event to give the students a better understanding of how to professionally work together as partners.

**Tobias Schrödel**, an IT security expert, illustrated the dangers of modern technology and the necessary security measures which everyone can easily implement to make complete operation systems in companies more secure.

**Rowena Arzt** (Director of Exhibitions, WZF) gave insights in the workings of organisers and their requirements not only for a fluent logistics concept but for the whole planning process for international trade shows.

Besides having external speakers, IELA experts gave valuable lessons in the workings of the exhibition logistics industry. They not only conveyed the basics but presented that "little bit extra" which an IELA member possesses in order to give them an edge over the competition.

From role-plays to case studies, every aspect was designed to give them the highest amount of knowledge in the short time available. The three intensive days of training and networking were followed by A Day In The Snow. A refreshing way to create bounding moments!

The next edition of the Winter Seminar will take place in January 2021. The Winter Seminar, launched in 1987, is designed by the IELA Education and Programme Training Working Group to offer high quality educational sessions focused on the day-to-day of the exhibition freight forwarders and on-site operation business.

IELA wants to extend their heartfelt thanks to all participants and volunteers helping to organise this event and offering their time to lecture the students, as well as our sponsors without whom the event would not have been possible.

About IELA:

The International Exhibition Logistics Association is the global industry network enhancing the professionalism of the transportation logistics and freight handling segments of the exhibition & event industry. IELA works with venue owners, organisers and national associations educating, training and sharing expertise for safe and secure operations around the world. The quality brand IELA is currently represented by 172 members and 31 affiliates in 56 countries.

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