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Training is not only key in creating efficient service processes, but also in boosting business. Since 2002 IELA has qualified over 200 logistics specialists for future tasks in the industry. An educational programme is essential in order to receive unique training on the subject of exhibition and events logistics. IELA held its 9th edition of the biennial IELA Winter Seminar from January 16th to 20th 2019 in Zurich.

This year's edition welcomed 39 students representing 38 member companies from 24 different countries. More precisely, 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. The Winter Seminar offers high quality educational classes focused on the day-to-day operations of exhibition freight forwarders and on-site agents addressing the complex issues and procedures in a real-life context. The activities carried out during the seminar range from training sessions and best practices, such as IELA Standards, Security, business insight on how to perform as Domestic and Export Agent, to networking sessions, case studies and role plays. Under the motto "Learning can be fun", outside activities like the fairground tour and Day in the Snow were also on the programme.

Insight from external industry partners represented by an organiser Rowena Arzt (WZF), a venue operator Christina Beuth (Messe Frankfurt) and the IT expert Tobias Schrödel, reflects IELA's service-orientated philosophy to deliver operational excellence and serve the entire exhibition value chain well beyond expected standards. The ultimate aim: to train the next generation of exhibition professionals. For the first time ever, IELA can honour two, best students for their outstanding achievements: Congratulations to Ms. Jessica Abaty from E.S.I. Group, France, and Mr. Hafizzudin Noor Mohammad from R.E. Rogers (Malaysia) Sdn Bhd, who delivered the same excellent results.

The future of all exhibition logistics companies depends on well-trained team members. International collaboration, mutual understanding, and specialized partners all over the world are crucial components of our network. This has been the focus of IELA's Winter Seminar since 1987! The next edition of the Winter Seminar



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will take place in January 2021. For further information, please visit the website at www.iela.org.



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How can you capture trade fair leads digitally?



In the trade fair world data is in most cases still collected on first contact with potential customers - or leads - by manual methods. This can mean that significant data is only captured incompletely or not at all.



What trade fair services does it make sense to outsource?



Placing certain services for exhibiting at trade fairs in professional hands can save time, money and often also nerves. This approach that will normally also serve to make things more efficient.

Where and how does digitisation serve event logistics?

There are various fields of expo and event logistics where digital solutions provide noticeable benefits,