

TradeFairs International

DAS WIRTSCHAFTSMAGAZIN FÜR MESSEN UND EVENTS



Focus Events + Locations: Stadt, Land, Fluss

International Russland: Den eingeschlagenen Weg weitergehen

Praxis Messebau/Design: Digitalisiert und frisch rasiert

Focus Events + Locations: Country, place, river

International Russia: Continuing on the same lines

Practice Stand construction/Design: Digital data and a fresh shave

GERMANY

EVENTS + LOCATIONS

Pre-event digitalisation

Good to know: Xing Events surveyed around 2,500 event organisers and 2,100 participants in a representative online study.

The company was seeking answers to a number of different questions: What form does digital transformation take in the events market? Where does the industry stand today? What opportunities and challenges do organisers see in connection with digital transformation? And how do event participants perceive this development? Xing Events was able to draw on a significant level of expertise among the respondents. The majority of them were in the 40 to 45 age bracket – and thus experienced players in the MICE industry. 54 percent of the organisers surveyed stage conferences, conventions and trade fairs. Around 50 percent organise corporate events, 47 percent seminars and 35 percent training events and courses. Three-quarters of the German organisers, the great majority, only organise events in German-speaking countries.

It is particularly interesting to see where digitalisation is occurring in the event cycle. The survey revealed that digitalisation is a factor, above all, in event marketing and organisation. Its impact is thus felt particularly in the run-up to events. Evidently with enduring success: Three-quarters of the organisers stated that their processes had



Die Studie kann online heruntergeladen werden.

The study can be downloaded online.

Photo: Xing Events



INTERNATIONAL
EXHIBITION
LOGISTICS
ASSOCIATION

SINCE 1985
30 YEARS OF DELIVERING EXCELLENCE



Work with experienced professional agents
operating strictly with
IELA's Standards of Performance.

You want to make your exhibition a success?
With our help it will be - worldwide.

www.iela.org



IELA Winter Seminar 2017:

Training students to become professionals

IELA's biennial event in Zurich, Switzerland in January 2017: 40 youngsters representing 40 companies from 24 countries were given the opportunity to participate in our members' educational staff training programme.

The largest Winter Seminar promotion in the history of IELA has shown the necessity of exhibition logistics companies to provide specialized training to their employees.

Under the theme "Building the future", the IELA Winter Seminar is based on three event pillars: Connect, Learn and Succeed.

Connect. Our students meet fellow professionals from all around the globe and benefited from a fruitful exchange at the speed meeting sessions to share their experience and broaden their horizons. The familiar atmosphere with our seasoned lecturers who are long time IELA members makes the education platform highly valued.

Learn. The training team composed by 12 IELA renowned and highly experienced professionals delivered a combination of lectures and group workshops, on essential topics. Another remarkable moment of the Winter Seminar was the on-site experience at the Zurich fairground with insight at the logistical environment of a domestic agent.

Succeed. The success of the training is directly quantifiable seeing the high scores of IELA young promising minds during the final exam that took place on Saturday 14th. The highest grade was obtained by Shannon Trotter of TWI Group Inc. Canada. She will be receiving the "Best Student Award" during next IELA 32th Congress in Prague.

The next IELA Winter Seminar will take place in Zurich in January 2019.

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PRACTICE



Syma: Leuchtende Messewände mit unbegrenzten Dimensionen.
Syma: shimmering exhibition stand walls with unlimited dimensions.

EUROSHOP 2017

Frameless walls, shimmering profiles

It's not just exhibition stand architects who show what they can do at Euroshop in Düsseldorf. System manufacturers also exhibit their new products there.

We build inspiration," claims Syma at Stand E41 in Hall 5. The company is presenting system innovations to a wider trade audience. "Inspiring, cutting-edge solutions," as Syma marketing director Beat Müller puts it. But the stand also serves as a meeting place for everyone involved in the global network of exhibition stand construction services. After all, Syma has two fields of business activity – as a supplier of system solutions and as a designer and builder of exhibition stands and other structures for events. During the five

days of the trade fair, the stand will become the company's temporary headquarters. Syma is based in Kirchberg in Switzerland but has global operations, and distributors and partners from all five continents and over 50 countries are expected. Visitors will be able to see how the new system solutions are used in the company's stand. Syma-Textwall, a frameless fabric wall for shimmering exhibition stand walls with unlimited dimensions, will be presented to an international public for the first time.

Visitors will also be able to convince