

# IELA Winter Seminar 2019: Building the Future of Exhibition Logistics

The 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.