

NEWS FROM THE IELA COMMITTEES



CHAIRMAN
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ORGANIZERS COMMITTEE

►► Recently, I had a conversation with a US based Trade Fair Organizer – we have a 15 year relationship. Although this Organizer’s primary sales responsibility was for one overseas venue, a new opportunity for both promotion and career advancement presented itself in another country.

Also, his new position required him to generate business for multiple worldwide venues.

During the past 15 years, our many meetings and conversations always included reference to IELA. It’s a great topic to discuss during a visit with an Organizer -- who, what, where and why of IELA. IELA, among many issues, always seemed, logically, to be a necessary and appropriate subject of discussion as part of our business relationship and activity.

Why not? It’s an advantage to point out, and be part of, a singular Association. I need not remind you, IELA members as a group, without comparison, offer, worldwide, a reliable, professional brand of exhibition logistic service. We do this with the uniform quality, and accountability necessary to any successful Trade Fair. We also do this consistently. How consistent and effective? Our Standards Committee provides objective, measurable documentation every year to let us know. Importantly, we can point this out to any Organizer.

So, when we discussed his new ventures and venues, I was not surprised when he asked, “Are there IELA companies involved with these Fairs and venues?” IELA COMPANIES! Think about that. That question

implies, well.... ‘Branding -- a Trade Mark of sorts’.

In essence, the mission of the Organizer Committee is recognition. Our committee activity, along with all of our members, is directed to prompting and producing the recognition that brands an IELA member as a “Preferred Service Provider”. As with my friend of 15 years, we’d like to see every Trade Fair Organizer consider the question: “Are IELA members providing exhibition logistics services for the Fair?” Obviously, this kind of “Branding” means business for IELA Members. But, let’s not delay the “Branding”: the sooner the better (Certainly not for 15 years!). We want it NOW.

So, recognizing our immediate needs, we spoke of “Linkage” in the last Newsletter. By linking the IELA Web site to as many other pertinent industry Web sites, we’re achieving quick, cost-effective recognition. And, since the last newsletter, we’ve made significant progress with this. A comprehensive report will be offered in Melbourne to cite our new “linkage” partners.

The Organizer Committee continues to be supported by reliable and accomplished members. Now, we are excited about our new members who will share in our progress. So, I welcome our new friends to the Committee: Sungim Lee/ Kemi-Lee, South Korea; Sueli Monthila/ Nazha & Darwish, Syria; Leann Harrison/ UniGroup Worldwide USA; Marcelo Paradela, Waiver Logistics, Brazil; Elaine Wong/ Baltrans-Hong Kong.

(Of course, this should go without saying, we welcome total IELA member

participation and contribution to the committee whether “officially” on the committee or not. Any member can assist and help. Any member’s contribution can create business for our Association)

PROJECT: STAYING IN TOUCH

Now that the committee is re-structured and we have identified “Linkage” as one strategy, we have developed a new project: STAYING IN TOUCH. We’ve identified a target list of over 100 Industry Organizations/Associations. We’ve developed a generic “approach form letter” to establish contact, request a Web site link, and “Stay In Touch” with these industry players. This plan will require minimal effort to initiate. I will ask our committee members, and others, to assist with the contacts where appropriate. Results will be discussed in Melbourne.

Finally, I’m sincerely excited and eager to work with our new Secretariat, Event Services Network. Both Trevor Foley and Declan Gane bring a wealth of industry experience. No doubt, their expertise will both enhance and intelligently assist our efforts. I’m sure, given their knowledge and back ground, this new alliance will definitely accelerate IELA’s prominence and recognition in our industry. Their presence marks a decided renewal in IELA’s efforts to continue to evolve as the premier International Exhibition Logistics Association. In any case, there will be more discussion of this in Melbourne. Until then I hope to see all of you there!