



**CHAIRMAN**  
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## ORGANISERS WORKING GROUP

▶▶ **First Quarter '09: assessing the landscape of IELA's Organizer Working Group efforts for this Newsletter. I continue to be impressed and pleased with the dedication of our IELA members worldwide. But checking it out, there's a coalition of effort that has emerged. It seems to me, one of the better exemplary models of activity for the Organizer Working Group: a model that our members can and should emulate.**

It's on offer in India.

It is a representative blend of our established, continuing effort and a fresh, spontaneous, "first take" effort from one of our newest members. I believe our friends in India have "got it going" at it's best! My compliments to Ravinder ( I believe, within IELA, he is well known---but for our valued colleagues throughout our greater Industry---Ravinder Sethi of R.E. Rogers India Pvt. Ltd ) and our new colleagues from PSBEDI, New Delhi India, in particular Vicki Bedi.

Corresponding with Vicki at PSBEDI, a new IELA member since July of '08, about the many motives of the IELA Working Group, among other issues, I commented: "Obviously, we would expect our IELA members who enjoy current relationships and memberships in various Industry Associations to promote IELA as best they can. I believe, for the most part, that is being done by our members. We expect to continue to increase our physical presence and memberships in as many Industry Bodies as is feasible, practical and cost-effective".

Here's the positive polarity of the effort from India. Ravinder epitomizes our presence within UFI as elected to UFI's Executive Committee as Vice president, acting in concert with Declan, Trevor Foley and Phil Powell to expectedly contribute to UFI's committee on Sustainable Development. (Think about it: how did IELA achieve this influence within UFI?) IELA is

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coalesced with UFI! It seems to me that this is the ideal relationship IELA should create and sustain with pertinent, relevant Industry Bodies.

But as we know, these kinds of relationships do not happen overnight!

So, I give you the other side of our effort. Vicki at PSBEDI, a new IELA member since July of '08, in addition to offering his services to the Organizer Working Group, has articulated a "first response" to his notion of what the Organizer Group is all about. Reading it a number of times, I can't add or delete anything. It's a comprehensive, frank, reasoned, assessment of strategy and tactics for our Group. I offer it. It's what we're about.

"Hi John,

*Though Declan is being extremely kind with his words, we indeed would like to actively participate and make positive contributions to IELA as we totally agree with the IELA assumption of 'Recognition=Brand=Business=Value in our IELA membership'. Accordingly, while we may seem to be doing it for IELA, actually we are doing it for increasing the 'value in our IELA membership'.*

*Some of the actions taken by us since our obtaining membership are as follows :-*

1. In our interaction with Declan we learnt that unfortunately the IELA Newsletter was not being sent to the exhibition organizers, industry associations, government organisations responsible for the trade fairs development and

other related bodies in India. As a first, we have sent a list of approx 160 addresses to IELA Secretariat so that they could send the future publications to these important members of the exhibition fraternity. Simultaneously, we are arranging to handover a copy of the publication to other new 'players' with whom we interact on a regular basis. We will endeavour to push the IELA information as deep into the exhibition fraternity as possible and arrange to send further addresses to the IELA Secretariat.

2. On another front, as we believed that we had joined an 'august' body, after our obtaining membership of IELA we arranged to bring out press releases in respect thereto which were then followed by independent news reports on IELA by some trade magazines. These have then been sent to the IELA Secretariat for their information.

3. Simultaneously, we have ensured that all our stationery including visiting cards carry the IELA logo.

As for the suggestions, you could consider the following :-

a. With India already having given to IELA an erstwhile Chairman, you could consider having a Regional Meeting in India to further bring in IELA awareness. I am sure our other senior colleagues from India will join us in extending the hospitality.

b. We could identify for the IELA Secretariat the contact persons at various organisations, venue owners etc with whom they could coordinate for linking of the web sites.

c. The IELA Secretariat could start sending the IELA E-news to the people whose list has been sent by us to them. I will check from my team as to whether the email id's have also been sent along with the addresses. If not, I will arrange to get them sent.

With your experience if there is anything further that we could do to assist in achieving the desired goal, kindly do let me know.

Regards  
Vicki Bedi

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