



**ERA Convention
“Smart Rental”
Amsterdam – 29 and 30 September 2021
PROGRAMME**

WEDNESDAY 29 September – Day 1

09.30 – 14.00 <i>(Foyer Convention Centre)</i>	REGISTRATION
9.30 – 11.30	<i>Welcome coffee</i>
13.00 – 14.00 <i>(Foyer Convention Centre)</i>	QUICK LUNCH AND TABLE-TOP EXHIBITION
14.00 – 15.30 <i>(Rooms 1-4 Convention Centre)</i>	PLENARY SESSION – PART 1 – OPENING AND ERA LATEST ACHIEVEMENTS <ul style="list-style-type: none">• <i>Opening of the Convention, Pierre Boels, President, ERA</i>• <i>Welcome to the Netherlands, Remko Mol, President, Verhurend Nederland</i>• <i>Presentations of some major ERA deliverables:</i><ul style="list-style-type: none">○ <i>Sustainable Supplier Framework and CSR KPI Guidance Framework, John Spear, Director, EPI Consulting</i>○ <i>Guide to Cybersecurity leading practice Guide, David Riley, Director, DKR Projects</i>○ <i>ERA Equipment CO2 Calculator, Michel Petitjean, Secretary General, ERA</i> <p><i>Moderator: Maarten Bouwhuis</i></p>
15.30 – 16.30 <i>(Foyer Convention Centre)</i>	COFFEE BREAK AND NETWORKING
16.30 – 18.00 <i>(Rooms 1-4 Convention Centre)</i>	PLENARY SESSION – PART 2 – SMART RENTAL <ul style="list-style-type: none">• <i>Using data to improve the customer experience, Norty Turner, Senior Vice President, Services & Advanced Solutions, United Rentals</i>• <i>Transforming a business with digital technology, Stefan Ponea, Founder and CEO, Industrial Access – Mateco Romania</i>• <i>New ERA project: Impact of digitalisation on rental, Michel Petitjean, Secretary General, ERA</i> <p><i>Moderator: Maarten Bouwhuis</i></p>
18.30 – 20.00 <i>(Foyer Convention Centre)</i>	EUROPEAN RENTAL AWARDS COCKTAIL
20.30 – 23.00 <i>(Rooms 1-4 Convention Centre)</i>	EUROPEAN RENTAL AWARDS DINNER <p><i>Moderator: Maarten Bouwhuis</i></p>

THURSDAY 30 September – DAY 2

<p>9.00 – 9.30 <i>(Rooms 1-4 Convention Centre)</i></p>	<p>PLENARY SESSION – PART 3 – STATISTICS</p> <ul style="list-style-type: none"> <i>Trends in the European Rental Industry – 2021 ERA Market Report preview, Martin Seban, Director, IHS Markit, Michel Petitjean, Secretary General, ERA</i> <p>Moderator: Maarten Bouwhuis</p>
<p>9.30 – 10.00 <i>(Foyer Convention Centre)</i></p>	<p>COFFEE BREAK</p>
<p>10.00 – 11.30</p>	<p>WORKSHOP PROMOTION – How to improve customer experience using data? <i>Room 5 Convention Centre</i></p> <ul style="list-style-type: none"> <i>Promotion Committee Report, Pierre-Yves Rallet, Committee Chairman</i> <i>Customer Experience in a Connected Construction Industry, Thomas Bulow, SVP Sales, Trackunit</i> <i>Debate with questions in relation to data, customer journey and the impact of COVID-19</i> <p>Moderator: Pierre-Yves Rallet, Committee Chairman</p>
	<p>WORKSHOP TECHNICAL – Smart Fleet Management <i>Room 6 Convention Centre</i></p> <ul style="list-style-type: none"> <i>Technical Committee Report, Martin Sebestyen, Committee Chairman</i> <i>Smart Fleet management, Alex Schuessler, Founder and President, SmartEquip</i> <i>Debate with questions in relation to data, predictive maintenance and trainings</i> <p>Moderator: Martin Sebestyen, Committee Chairman</p>
	<p>WORKSHOP SUSTAINABILITY – How rental will help meet the environmental changes ahead <i>Room 7 Convention Centre</i></p> <ul style="list-style-type: none"> <i>Sustainability Committee Report, Mark Bradshaw, Committee Chairman</i> <i>EU-Green Deal Impact on Asset Finance & Rental, Peter-Jan Bentein, Secretary General, NVL (Nederlandse Vereniging van Leasemaatschappijen)</i> <i>Debate with questions in relation to data in sustainability and CO2 emissions</i> <p>Moderator: Michel Petitjean, ERA Secretary General</p>
<p>11.30 – 12.30 <i>(Rooms 1-4 Convention Centre)</i></p>	<p>CONCLUSION OF THE CONVENTION</p> <ul style="list-style-type: none"> <i>Guest Speaker: Henning Beck, Human Brain and Digital World</i> <i>Closing of the Convention, Pierre Boels, President, ERA</i> <p>Moderator: Maarten Bouwhuis</p>

12.30 – 14.00
(Foyer
Convention
Centre)

NETWORKING LUNCH