

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

**WEDNESDAY 29 September – Day 1**

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

## THURSDAY 30 September – DAY 2

9.00 – 9.30	<p><b>PLENARY SESSION – PART 3 – STATISTICS</b></p> <ul style="list-style-type: none"> <li><i>Trends in the European Rental Industry – 2021 ERA Market Report preview, Michel Petitjean, Secretary General, ERA, and Martin Seban, Director, IHS Markit</i></li> </ul> <p><i>Moderator: Maarten Bouwhuis</i></p>
9.30 – 10.00	<b>COFFEE BREAK</b>
10.00 – 11.30	<p><b>WORKSHOP PROMOTION – How to improve customer experience using data?</b></p> <ul style="list-style-type: none"> <li><i>Promotion Committee Report, Pierre-Yves Rallet, Committee Chairman</i></li> <li><i>Presentation, to be announced</i></li> <li><i>Debate with questions in relation to data, customer journey and the impact of COVID-19</i></li> </ul> <p><i>Moderator: Pierre-Yves Rallet, Committee Chairman</i></p>
	<p><b>WORKSHOP TECHNICAL – Smart Fleet Management</b></p> <ul style="list-style-type: none"> <li><i>Technical Committee Report, Martin Sebestyen, Committee Chairman</i></li> <li><i>Smart Fleet management, Alex Schuessler, Founder and President, SmartEquip</i></li> <li><i>Debate with questions in relation to data, predictive maintenance and trainings</i></li> </ul> <p><i>Moderator: Martin Sebestyen, Committee Chairman</i></p>
	<p><b>WORKSHOP SUSTAINABILITY – How rental will help meet the environmental changes ahead</b></p> <ul style="list-style-type: none"> <li><i>Sustainability Committee Report, Mark Bradshaw, Committee Chairman</i></li> <li><i>Presentation, Peter-Jan Bentein, NVL (Nederlandse Vereniging van Leasemaatschappijen)</i></li> <li><i>Debate with questions in relation to data in sustainability and CO2 emissions</i></li> </ul> <p><i>Moderator: Mark Bradshaw, Committee Chairman</i></p>
	<p><b>WORKSHOP FUTURE GROUP – Impact of digitalisation in rental</b></p> <ul style="list-style-type: none"> <li><i>Future Group Report</i></li> <li><i>Efficiently leveraging data to optimise rental workflows, Max Girault, CCO, Inauro</i></li> <li><i>Debate with questions in relation to the impact of digitalisation in rental</i></li> </ul> <p><i>Moderator: Future Group</i></p>
11.30 – 12.30	<p><b>CONCLUSION OF THE CONVENTION</b></p> <ul style="list-style-type: none"> <li><i>Guest Speaker: Henning Beck, Human Brain and Digital World</i></li> <li><i>Closing of the Convention, Pierre Boels, President, ERA</i></li> </ul> <p><i>Moderator: Maarten Bouwhuis</i></p>
12.30 – 14.00	<b>NETWORKING LUNCH</b>