

## ERA Convention - PROGRAMME

### “Investing in People”

### Maastricht - 07 to 08 June 2023

#### TUESDAY 06 June

**09.30 – 18.00** *REGISTRATION – Visit IRE and APEX*

**18.00 – 22.00** *VISIT TO THE HISTORIC CENTRE OF Maastricht followed by cocktail and canapés*

#### WEDNESDAY 07 June – Day 1

**09.30 – 14.00** *REGISTRATION*

**9.30 – 10.30** *Welcome Coffee on the ERA stand*

**10.30 – 13.30** *Tour of IRE and APEX  
Roaming interviews*

**14.00 – 15.30**  
(Auditorium 2)

**PLENARY SESSION – PART 1 – Needs and challenges in attracting people**

- *Opening of the Convention, Stéphane Henon, President, ERA*
- *Welcome to Maastricht (Johan Hento-Addow, President of Verhurend Nederland)*
- *Introduction to the skill and labour shortage issues, Jean-Baptiste Annat, Eurogroup Consulting*
- *Panel – Status of the workforce in the rental industry (Charlotte Bennett - Sunbelt Rentals, Sylvia Gärtner - Zeppelin Rental, Luis Angel Salas - Loxam Hune, Silke Staaks – Boels Rental)*

*Moderator: Maarten Bouwhuis*

**15.30 – 16.30** *COFFEE BREAK AND VISIT OF IRE and APEX*

**16.30 – 18.00**  
(Auditorium 2)

**PLENARY SESSION – PART 2 – How to adapt to new generations, different skills, diversity, to recruit and retain people in the industry?**

- *EU Year of Skills, Roman Horvath, EU Commission*
- *HAE “Careers in Hire”, Paul Gaze, HAE*
- *Diversity brings profit, Patrick Smets, McKinsey*

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|   | <ul style="list-style-type: none"> <li><i>Why diversity and inclusion matter and understanding some of the barriers women face in your organisation, Emma Porter, Story Contracting Ltd</i></li> </ul> <p><i>Moderator: Maarten Bouwhuis</i></p> |
| <b>18.00 – 18.30</b><br><i>(Auditorium 2)</i> | <p><b>ERA GENERAL ASSEMBLY</b></p> <p><i>Open to direct members and volunteers</i></p>   |
| <b>19.00 – 20.00</b><br><i>(ERA stand)</i>    | <b>EUROPEAN RENTAL AWARDS COCKTAIL</b>   |
| <b>20.15 – 23.00</b><br><i>(Expo Foyer)</i>   | <p><b>EUROPEAN RENTAL AWARDS DINNER</b></p> <p><i>Moderator: Maarten Bouwhuis</i></p>  |

| <b>THURSDAY 08 June – DAY 2</b>             |   |
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| <b>9.00 – 9.45</b><br><i>(Auditorium 2)</i> | <p><b>PLENARY SESSION – PART 3 – MARKET &amp; FINANCE</b></p> <ul style="list-style-type: none"> <li><i>Inflation and Rental: Three focus areas to thrive with inflation, Jeff Eisenberg, Claremont Consulting</i></li> <li><i>Trends in the European Rental Industry – Update Forecast 2023-24, Sevra Rende, S&amp;P Global</i></li> </ul> <p><i>Moderator: Maarten Bouwhuis</i></p>   |
| <b>9.45 – 10.00</b>                         | <b>COFFEE</b>   |
| <b>10.00 – 11.45</b>                        | <p><b>WORKSHOP PROMOTION – Image of the rental industry (Room Berlin)</b></p> <ul style="list-style-type: none"> <li><i>Promotion Committee Report, Pierre-Yves Rallet, Committee Chairman</i></li> <li><i>European Rental Week, Huw Longton, ERA</i></li> <li><i>Debate with questions in relation to “Investing in People”</i></li> </ul> <p><i>Moderator: Pierre-Yves Rallet, Committee Chairman</i></p>                                   |
|   | <p><b>WORKSHOP TECHNICAL – Adaptation of trainings to diverse staff (Room Athens)</b></p> <ul style="list-style-type: none"> <li><i>Technical Committee Report, Klāvs Otisons, Committee Chairman</i></li> <li><i>Value is only real, when shared – Francesca Marchesini, Kohler Engines</i></li> <li><i>Debate with questions in relation to “Investing in People”</i></li> </ul> <p><i>Moderator: Klāvs Otisons, Committee Chairman</i></p> |
|   | <p><b>WORKSHOP SUSTAINABILITY – Diversity / safety / well-being in the rental industry (Room Rome)</b></p> <ul style="list-style-type: none"> <li><i>Sustainability Committee Report, Douglas McLuckie, Committee Chairman</i></li> </ul>   |

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|   | <ul style="list-style-type: none"> <li>• <i>Mental Health in the rental industry, Asif Latief, Boels Rental</i></li> <li>• <i>Debate with questions in relation to “Investing in People”</i></li> </ul> <p><i>Moderator: Douglas McLuckie, Committee Chairman</i></p>  |
|   | <p><b>WORKSHOP FUTURE GROUP - How to make the rental industry attractive for younger people? (Room London)</b></p> <ul style="list-style-type: none"> <li>• <i>Future Group Report, Michel Boels, Future Group member</i></li> <li>• <i>Technology as a driver for change in the rental workforce, Magnus Thibblin, Hexagon, Jean-Francois Sourdoire, Trimble</i></li> <li>• <i>Debate with questions in relation to “Investing in People”</i></li> </ul> <p><i>Moderators: Michel Boels and Jonas Pärssinen, Future Group Members</i></p> |
| <b>11.45 – 12.45<br/>(Auditorium 2)</b> | <p><b>CONCLUSION OF THE CONVENTION</b></p> <ul style="list-style-type: none"> <li>• <i>Guest Speaker, Nicklas Pyrdol, Bringing your Attraction and Retention into 2023</i></li> <li>• <i>Closing of the Convention, Stephane Henon, President ERA</i></li> </ul> <p><i>Moderator: Maarten Bouwhuis</i></p>   |
| <b>12.45 – 14.00<br/>(ERA Stand)</b>    | <b>NETWORKING LUNCH</b>  |
| <b>14.00 – 17.00</b>                    | <b>Visit of IRE and APEX</b>   |