

# FLEET LIVE

Fleet News has revealed a new name for its premier annual exhibition and conference: Fleet Live

The Fleet Live show, previously known as Fleet Management Live, has been renamed following consultation with its visitor advisory board who felt Fleet Live better represented both the broader job functions involved in fleet decisions and the wider responsibilities of fleet departments in travel and mobility.

Visitor advisory board member Lorna McAtear, fleet supply manager at Royal Mail, explained: "FML has grown so successfully, it now encompasses much more than just basic management. It's keeping true to its roots but looks to the future much more – it has a pulse of its own, hence the change in name."

Fellow board member Stewart Lightbody, head of fleet services at Anglian Water, added: "By acknowledging the broad span of both content and visitors, dropping the 'management' reference wasn't a hard decision to endorse."

The 2017 show broke new records in audience numbers, with 1,830 visitors over the two days, up 58% on 2016 (fully audited by BPA Worldwide). Of these, more than 1,300 were primary audience – fleet and transport managers, senior management, finance, procurement and HR – with the rest from affiliated industries, including leasing companies, rental and supply chain.

They were able to gain insight into the latest fleet trends at 24 best practice seminars and network with 122 exhibitors representing every element of the fleet supply chain – from cars to trucks, after the integration of sister show, *Commercial Fleet Van & Truck*.

Fleet News introduced a number of new initiatives and features at last year's event, after consultation with visitors and exhibitors, including an advice centre, bluelight zone and intelligent fleet zone.

The advice centre was run by members of the visitor advisory board who took time out of their busy schedules to provide new and inexperienced fleet managers with guidance and information to help them address the challenges they faced in their operations.

Board member Rory Morgan, head of logistics support – Western Europe, Iron Mountain, said the advice centre was a perfect opportunity for those that had fleet thrust upon them to gain from the knowledge of their peers.

He said: "Seminars and presentations are great for getting an overview of ideas and successes, of course, but in my experience people want that closer, more personal, interaction to ask questions as well."

A post show survey revealed why visitors attended Fleet Management Live 2017. The majority – 72% – said they wanted to keep up to date with and grow their

knowledge of best practice, fleet policy and regulations, while 66% said they were there to meet fleet suppliers.

But fleets didn't expect their journey to end when they left the NEC in Birmingham: 72% expected to get more information on products and services they had been discussing, 43% intended to have follow up meetings with suppliers they had met and 31% expected to do business with a new supplier.

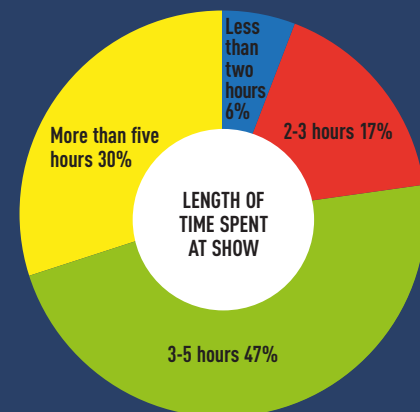
Stephen Briers, Fleet News editor-in-chief, said: "Fleet Management Live was a huge success and surpassed our target expectations. Changing the name to Fleet Live will give us even greater focus and momentum to ensure we improve and grow this year's show."

"If a business wants to cut costs, improve its green credentials, reduce risk, better manage its drivers, buy or lease vehicles more effectively, Fleet Live is the only place they can find all the answers."

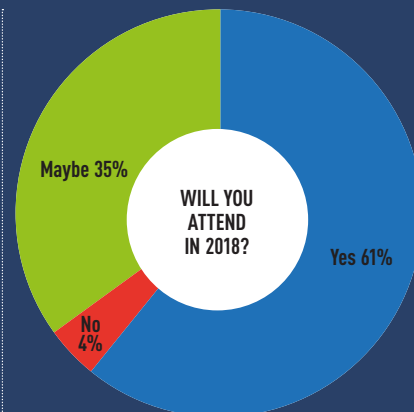


## OCTOBER 9-10, 2018 NEC BIRMINGHAM

FOR MORE DETAILS ABOUT FLEET LIVE 2018, GO TO [WWW.FLEET-LIVE.CO.UK](http://WWW.FLEET-LIVE.CO.UK)



Almost 80% of visitors stayed at Fleet Management Live 2017 for three or more hours.



The post-show survey revealed that 96% of visitors are likely to return this year, with 61% giving a resounding 'yes' when asked.

### FLEET LIVE VISITOR ADVISORY BOARD

The Fleet Live visitor advisory board was created to help ensure the show meets the needs of fleet decision-makers, whether conventional fleet managers, travel/mobility managers, procurement, finance or HR. The panel meets every couple of months. Members of the advisory board manage fleets ranging from fewer than 100 vehicles to more than 10,000.

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| <ul style="list-style-type: none"> <li>Lorna McAtear, fleet supply manager, Royal Mail</li> <li>Stewart Lightbody, head of fleet services, Anglian Water</li> <li>Alison Moriarty, fleet risk &amp; compliance manager, Skanska</li> <li>Rory Morgan, head of logistics support – Western Europe, Iron Mountain</li> <li>Dale Eynon, head, Defra Fleet Services</li> <li>Peter Weston, fleet manager, Arcus</li> </ul> | <ul style="list-style-type: none"> <li>David Oliver, procurement manager, Red Bull Company</li> <li>Debbie Floyde, fleet &amp; risk manager, Bauer Media</li> <li>Paul Taylor, fleet manager, Morgan Sindall</li> <li>John Pryor, group fleet &amp; travel manager Arcadia and chairman ACFO</li> <li>Caroline Sandall, vice-chair, ACFO</li> <li>Jerry Ward, manager, legal operations, John Lewis Partnership</li> </ul> |
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### EXHIBITORS BOOKED SO FAR

