



## PRESS RELEASE

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*For immediate release*

### ERA GLOBAL SAYS THAT IT EXPECTS ITS TWO INTERNATIONAL CONFERENCES IN 2021 WILL GO AHEAD.

**Brussels, Belgium, 1<sup>st</sup> February 2021** – Almost a year since the start of the worldwide crisis, **ERA GLOBAL** reported a manageable financial situation during its first virtual event of 2021, despite reserves being reduced during the pandemic. The Association has rebranded from being a European organisation to a global entity representing the multi-channel home shopping industry. ERA Global is anticipating a highly positive outcome this year as physical conferences become possible again, new additional events are planned and membership grows.

As part of the long-term commitment to deliver high-quality informative events to the members throughout the year and to uphold the community spirit, ERA GLOBAL organized its second virtual Town Hall Meeting, dedicated to its members, at the end of January.

The event was held by **Dr Julian Oberndörfer, CEO ERA GLOBAL**, with special attendance by **Ken Daly, CEO JML UK** and **ERA GLOBAL Chairman of Board of Directors**.

The aim of the event was to provide the members with a clear and transparent overview of the previous projects' outcomes, the updated financial status and the future plans of the association. Following the 2020 Amsterdam Conference cancellation last June, the association reorganised its activities and focused on delivering digital content to the members, as well as the preparations of its major 2021 events.

Due to the ongoing pandemic, the management of the association has made it a priority to secure and protect the association's revenues and members' payments by putting in place clear and straightforward contract clauses with its suppliers.

*„The outlook for 2021 is positive, we are confident that we will be able to rebuild our assets to a pre-crisis level. Holding a second physical event in the US in autumn this year gives us an advantage, as we expect to gain more members, especially US companies,“* stated Dr Julian Oberndörfer, CEO ERA GLOBAL, at the 2021 Virtual Town Hall. The main goals of this year are to increase the global network and grow the member base worldwide, thus preparing in advance for new future activities in Asia. Up to June this year, the association will hold the Membership Meeting and will start the procedure for re-electing a new Board of Directors. More information on this topic will be sent in advance to the members.



*“The message that you can pass on to your colleagues and business partners is that the association is in good financial health. ERA Global has ridden through the storm of the past ten or so months and will continue to do so. As long as every member pays their membership fees and conference deposits in a timely fashion, the Association will comfortably meet its commitments this year. Furthermore it’s great news that recently several big US companies have committed to coming on board and have expressed their confidence in ERA. We believe that we shall be able to meet in Amsterdam this June and Las Vegas in September. The future therefore looks very exciting,”* stated Ken Daly, Chairman of ERA GLOBAL.

### **Registration for Amsterdam already kicked off, with Las Vegas to follow in March**

The digital Town Hall has opened the series of shows planned for 2021. Keeping with the digital strategy launched last year, ERA GLOBAL will continue to virtually connect the public with key-figures in the industry through educational monthly webinars.

The Amsterdam Conference, postponed last year due to the pandemic, will take place from the 15th to 17th June, following in the footsteps of its highly successful events of previous years.

The summer event will be followed in September by the Autumn US show, which is taking place from 20th to 22nd September at The Cosmopolitan Hotel of Las Vegas.

Companies can already register for the Amsterdam show, with the Las Vegas registration starting early March.

For further details about ERA GLOBAL, please visit: [www.era-global.org](http://www.era-global.org).

For information on attending the ERA GLOBAL Amsterdam Conference, please visit the [official event website](#).

### **About ERA GLOBAL**

ERA GLOBAL\* is the only existing non-profit association representing the interests of the Multi-Channel Home Shopping Industry and direct-to-consumer business. Our members come from Europe, the Middle East, the Americas, Asia, and Australia, and are active all over the globe. ERA GLOBAL is the voice and network for businesses that offer innovative products to consumers through audio-visual presentation, the internet, and



other electronic media, according to a recognized code of ethics. ERA GLOBAL advocates and supports the interests of our Global members and their customers.

\*the registered association name is the Electronic Retailing Association Europe / ERA Europe Asbl, BE 0867.005.301, RPM Brussels