



## CASE STUDY

# **AUTODESK**

Autodesk is changing how the world is designed and made by empowering innovators with design and technology so they can achieve the new possible

Their solutions span architecture, engineering and construction, product design and manufacturing, and media and entertainment, empowering innovators everywhere to solve challenges big and small.

## PGL Services Implemented

This exhibition involved coordination and shipments from four continents and allowed us to showcase our Tradeshow Logistics skills in multiple disciplines including:

- ▶ Logistics Planning
- ▶ On-Site Management
- ▶ Loading
- ▶ Air, Sea & Land Transport
- ▶ Customs handling

# When “Turnkey” Actually Means Turnkey

## THE OPPORTUNITY

Autodesk University is the user’s opportunity to learn and connect with industry experts who are progressing architecture, engineering, construction, design, manufacturing, media and entertainment. From greener buildings to smarter products to blockbuster film making, a legion of Autodesk software users can collaborate and network with other users.

To do this, exhibition materials from around North America, Africa, Asia, Europe were brought to New Orleans to showcase the many wonders that are made possible with Autodesk products. This required a tremendous coordination effort to organize and move these materials with perfect timing.

## THE EXECUTION

Autodesk University is different from the traditional trade show, as it is organized by a single entity with many internal stakeholders on a global scale. PGL is responsible for full-service execution and handling the full logistics timeline.

Time is the key when it comes to coordinating an event of this scale, and was a major component of the efforts of PGL operators to ensure that all of the event materials arrived from across the globe exactly on time.

This included a single-day window to vacate the exhibition space after the Autodesk University conference. To do this, planning began three months before the event. This advance planning helped to coordinate shipments utilizing all modes of transport.

The materials that needed to be moved included a huge variety of items from the amazing “Hoonipigasus” Pike’s Peak race car that was designed using Autodesk software, to more standard event equipment like booths and signage.

One noteworthy move included an 18 foot scale model race track that was added to the list of outgoing material which was packaged on-site and shipped via dedicated truck from New Orleans to its home in Canada.

## THE OUTCOME

The end goal for a project of this scale is not just a series of moves. Throughout the process, PGL kept our Autodesk stakeholders apprised every step of the way. This project allowed PGL to flex many of it’s Tradeshow Logistics muscles, with many more functions available.

From project management to successful delivery and everything in between, PGL has the experience to go beyond 3PL with full-service delivery on a global scale.

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