



For Immediate Release

UFI creates new educational platform for exhibition professionals

17, rue Louise Michel
300 Levallois-Perret, France

T: +33 (0)1 46 39 75 00
F: +33 (0)1 46 39 75 01
E: info@ufi.org

Paris, June 21, 2012: UFI, the Global Association of the Exhibition Industry, has unveiled its new Education Centre which can be freely entered online at www.ufi.org/edcentre. Paul Woodward, UFI Managing Director, invited all those interested in learning more about the exhibition industry, saying, “the UFI Education Centre makes available knowledge and expertise in an original online environment. For a long time we have felt that there was a huge amount of valuable content which UFI should be sharing with the exhibition community. This Education Centre takes a giant step to making this knowledge easily accessible to all.”

Developed together with UFI’s technical partner, Virtual Orange, the Centre consists of different sections which provide click-through access to a variety of online exhibition related educational courses, presentations and networking opportunities.

Drawing on the valuable content of the presentations made during UFI’s various professional events, the “Meetings” section provides Education Centre visitors with specially edited videos and accompanying highlights from the speaker’s slides. Among the currently available 20 minute video programmes are those from the UFI Focus Meetings on Operations and ICT which were held recently in Utrecht. The videos from the UFI Open Seminar in Europe and UFI Focus Meeting on Sustainable Development will be posted shortly. In this section you will also find UFI’s online course, “The role of the exhibition industry in the marketing mix”, available in a number of languages, which will soon be joined by UFI’s new online course “8 Steps to Sustainability.” In the “Library” additional materials related to the exhibition industry are provided including surveys, studies and useful links to other education resources for the exhibition industry. And finally, in the “Lounge” area, registered visitors can communicate with other users and share personal exhibition related experience.

There is no cost for registering in this new exhibition education platform although access for some content will be charged after the initial phase of the Centre’s roll-out. The Centre’s targeted audience ranges from confirmed professionals to newcomers to the exhibition business, practitioners and educators. It is intended to provide knowledge resources and information to all those interested in the exhibition sector. To find out more about this innovative Education Centre, you are invited to go to www.ufi.org/edcentre today.

UFI is the global association of the world’s leading tradeshow organizers and exhibition centre operators, as well as the major national and international exhibition associations and selected partners of the exhibition industry. UFI’s main goal is to represent, promote and support the business interests of its members and the exhibition industry.

UFI represents over 590 member organizations in 86 countries around the world. Almost 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

For additional information, please go to www.ufi.org or contact
Lili Eigl, UFI Communications Manager
lili@ufi.org