

UFI meets in Istanbul to review the future position of exhibitions in the marketing mix

Paris/Istanbul – 16 June 2015: The UFI Open Seminar in Europe, which opened today, is bringing together industry leaders from across Europe and around the globe. Nearly 180 exhibition professionals from 34 countries have joined the three day seminar in Istanbul to discuss the future of exhibitions as media in the marketing mix.

The Open Seminar in Europe programme is varied; delegates are invited to observe presentations from industry specialists, challenge business experts on issues of shared interest to every exhibition organisation and engage in lively discussions.

The European Chapter meeting, which is taking place as part of this event, will focus on destination marketing concepts for the exhibition industry. UFI's Board of Directors also met for one of its twice annual meetings.

Andre Hoeben, Chief Operating Officer for Netherlands based Gielissen Exhibition and Event Services will moderate the seminar and lead a panel discussion at the heart of the programme. A look at digitalisation and its opportunities for the exhibition industry will be provided by Nicklas Bergman, Serial Entrepreneur, Technology Investor and Futurist. The panel discussion on marketing trends overall and exhibitor behaviour in particular will evaluate whether they are changing their practise. In a hands-on approach Dr. Holger Feist, Chief Strategy Officer, Messe München International, will be pointing out what trade fairs can learn from the digital development's effects on traditional media. Looking at exhibitions from a marketing agency's perspective, Jens Welin, Executive Vice President & Managing Director of Starcom will explain the important intermediary role that agencies play when advising face-to-face marketing tools for their customers. How should exhibition organisers spend their marketing budget in order to reach their attendees in the most efficient way, is a questions that Eyal Knoll, Partner, jwc will be addressing.

Paul Woodward, Managing Director of UFI, commented "We are very happy to be back in Istanbul. Turkey is an increasingly important market for the exhibition industry and is now one of UFI's top 10 member countries. As well as giving members and others a great opportunity to meet each other and develop new business opportunities, the event will focus on a critical issue for the industry. There is a really strong need for serious and in-depth discussion about how we position face-to-face marketing in the face of radically changing digital challenges".

Industry experts are able to share information, exchange best practises and develop business opportunities at many occasions during the event. UFI events are always appreciated for their exceptional networking environment and the 2015 Open Seminar in Europe offers an unforgettable dinner cruise on the Bosphorus which is certain to be one of the highlights of 2015.

As well as UFI's Diamond Sponsors, the Thailand Convention and Exhibition Bureau (TCEB) and GES, we are very grateful for the support of the World Trade Center Istanbul (Gold Sponsor) and HK Fairs (Silver Sponsor)

UFI Open Seminars are held annually in Europe, the Middle East and Asia/Pacific regions. The purpose of these seminars is to encourage the exchange of knowledge and information among UFI Open Seminars are held annually in Europe, the Middle East and Asia/Pacific regions. The purpose of these seminars is to encourage the exchange of knowledge and information among professionals in the scope of international exhibition business cooperation. UFI Open Seminars are open to both UFI members and non-members.

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About UFI - The Global Association of the Exhibition Industry

UFI is the association of the world's leading tradeshow organisers 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 650 member organisations in 83 countries around the world. Over 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 more information about UFI:

*Angela Herberholz, UFI Marketing and Communications Manager
Email: angela@ufi.org, www.ufi.org*