



**UFI**  
Union of International Fairs



**For Immediate Release**

## **UFI-XM 2003 Summer Seminar Produces Quality Results**

**Paris/De Meern – June 30, 2003:** The UFI-XM 2003 Summer Seminar hosted by Svenska Mässan in Gothenburg, Sweden, on June 11/12, 2003, has been declared a success from all angles. Among the comments made by participants, programme quality, networking opportunities and information exchange rated highest.

Organised by UFI-Union of International Fairs, and XM-Associated Exhibition Organisers, the second joint Summer Seminar drew 220 people from over 30 countries. Participants were also able to strengthen their networks and develop new contacts with suppliers from throughout the international exhibition industry at the UFI-XM Expo which ran concurrently.

The Seminar provided participants with three topic options during the two-day session:

- “Defining, Implementing and Managing Successful Visitor Promotional Campaigns - for Exhibition Organisers”
- “The Benefits of Efficient Waste Management - Best Practices for Cost-Effectiveness and Environment Protection”
- “Industry Leaders Vision on the Future - How the Stock Market and Big Brands Impact our Industry”

At a time when seminars abound, the UFI-XM Summer Seminar provided three sessions offering new ideas, applicable case studies, and an opportunity to exchange experiences among exhibition organizers, venue owners, technical managers and suppliers. The “Visitor Promotion” theme continues to be a challenge to industry professionals in the trade fair sector around the world.

Among the topics in the marketing session, **Mr. Simon Burton**, CEO of Exposure Communications in the UK was rated highest for his presentation on “Press Relations: Content and Marketing.” **Mrs. Lynn Mathieson**, Marketing Director of Reed Exhibitions in the UK also rated highly with her keynote address on “Why are visitors the most important and at the same time the most neglected group in the exhibition industry?”

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Running within the context of the UFI-XM Summer Seminar, the session on “Cost Effectiveness and Environment Protection” generated animated discussions on a number of key issues important for all trade fair venues and organizers. A number of topics ranging from nationally established waste management programme reviews, to analyses of direct financial returns on programme investments, were presented. Overall the results of the discussions were well summed up by Richard Weston of Evensis Ltd. when he said, “following sustainable waste management best practice is compatible with running a successful event that works for visitors and exhibitors.”

The third session, “Industry Leaders Vision on the Future” aroused animated discussion on the potential threat of the stock market to our industry, and heated discussion on the presentations from several firms who are positioned “not to exhibit in 2008.” Clearly this was a Summer Seminar which was meant to challenge and not coddle participants.

The diversity of the Programme provided at the UFI-XM Summer Seminar was key to delegates decision to attend this event. Responses to a post-seminar questionnaire found that 80% of the Seminar delegates rated the Session’s speaker presentation and content combination at the “exceptionally high” level.

Results from the questionnaire also show that 72% of participants look forward to attending the next UFI-XM Summer Seminar. Building on this success, UFI and XM will continue their cooperation for the next Summer Seminar in 2004.

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*UFI (Union of International Fairs) is the international association representing the trade fair and exhibition industry worldwide. Via its 230 member organisations, including the world's leading show organisers and fairground owners, 36 professional associations and industry partners, UFI is present in 72 countries in 146 cities on 5 continents.*

*XM started out as XM Europe in 1998 with as its main aim to create a platform for everybody involved in the exhibition industry. With targeted meetings and conference programmes, up-to-date training sessions and tailor-made services in Europe and Asia, XM – Associated Exhibition Organisers has grown to become an organisation providing the exhibition industry worldwide with a network where participants and members can exchange ideas and discuss experiences.*