



UFI Education Focus Meeting

Shanghai, 16 April 2013

“Fit for the future – key qualifications in
a competitive environment”

RESULTS

UFI EDUCATION SURVEY

“Core competencies in a competitive environment”

presented by Heinz Küsters,
Director Market Research, Messe Düsseldorf GmbH

AGENDA



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“Fit for the future – key qualifications in a competitive environment”

1) Method of the survey

2) Status Quo

2.1) Statistics

- i. General information
- ii. Number of employees
- iii. Departments
- iv. Recruitment

2.2) Core competences

- i. Organizers – Venue Owner and Organizers
- ii. Venue only

3) Our Future

3.1) Core competences

3.2) Trainings

- i. Organizers – Venue and Organizers
- ii. Venue only

4) Conclusion

1) Method of the survey

- **Online Survey via Survey Monkey**

- **Recipients:**

HR Managers of all UFI-members, who are -

- Exhibition organizers
- Organizers + venues
- Venues

- **Sent: 588**

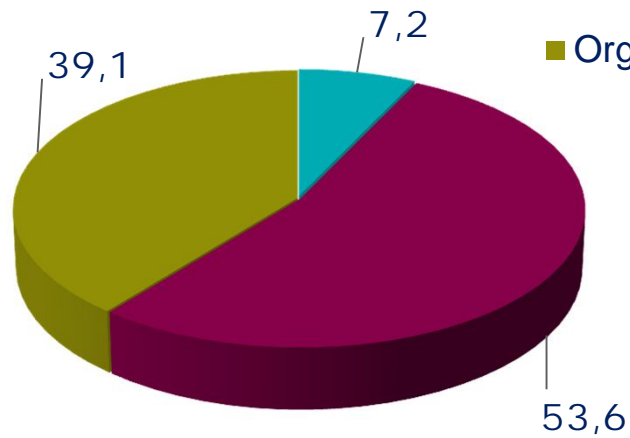
- **Reply: 75 (12,8%), representing 32 countries**

1) Method of the survey Company Categories

(%)

Responses

- Venue only
- Venue and Organizer
- Organizer only



UFI Members from Asia 16 %



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2) STATISTICS

2) Statistics

General information

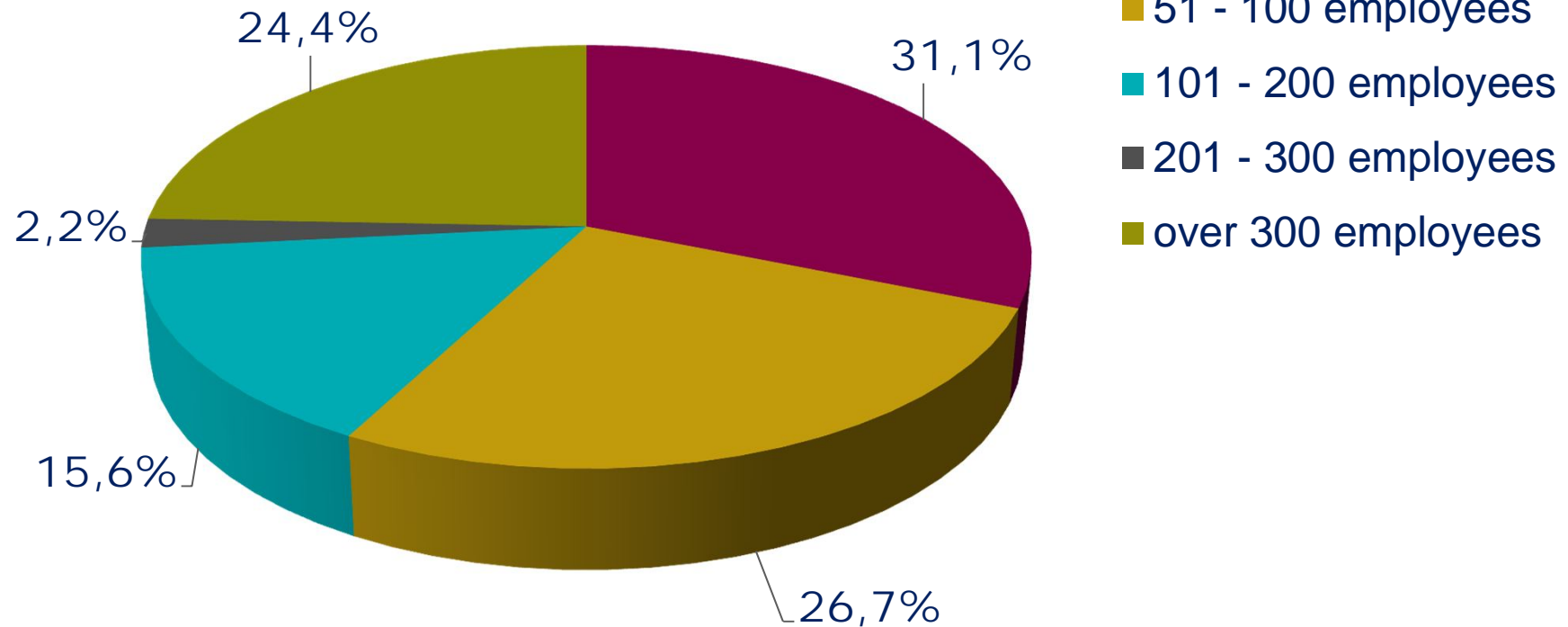
- The majority of the employees within the exhibition industry are women (57.76%) .
- 53.85% of the employees of the participating companies have a university degree.
- Last year the participating companies hired an average of 8.2 new employees but only 6.7 left the companies.



“We” are a well educated and growing industry!

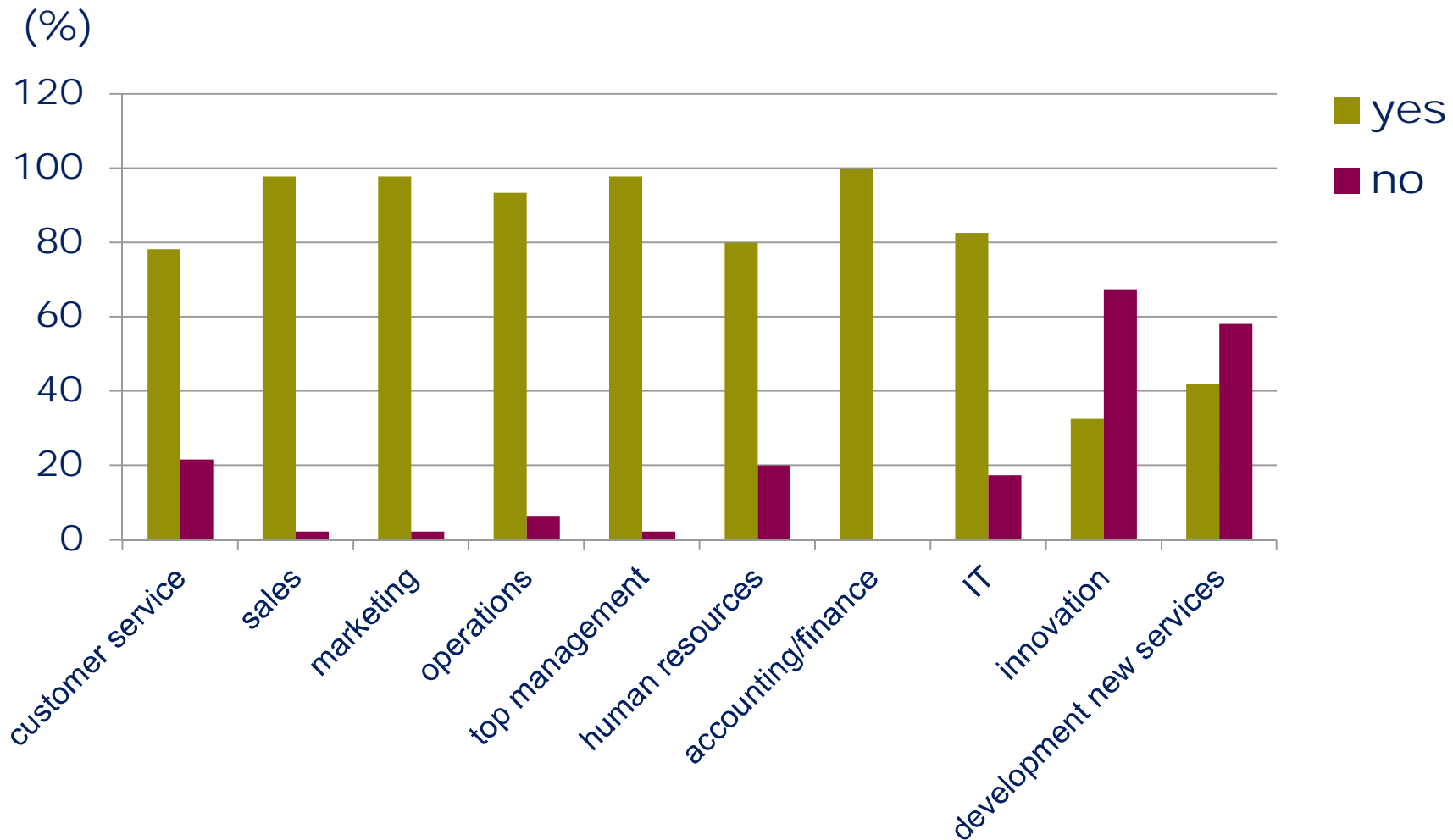
2) Statistics

Number of employees



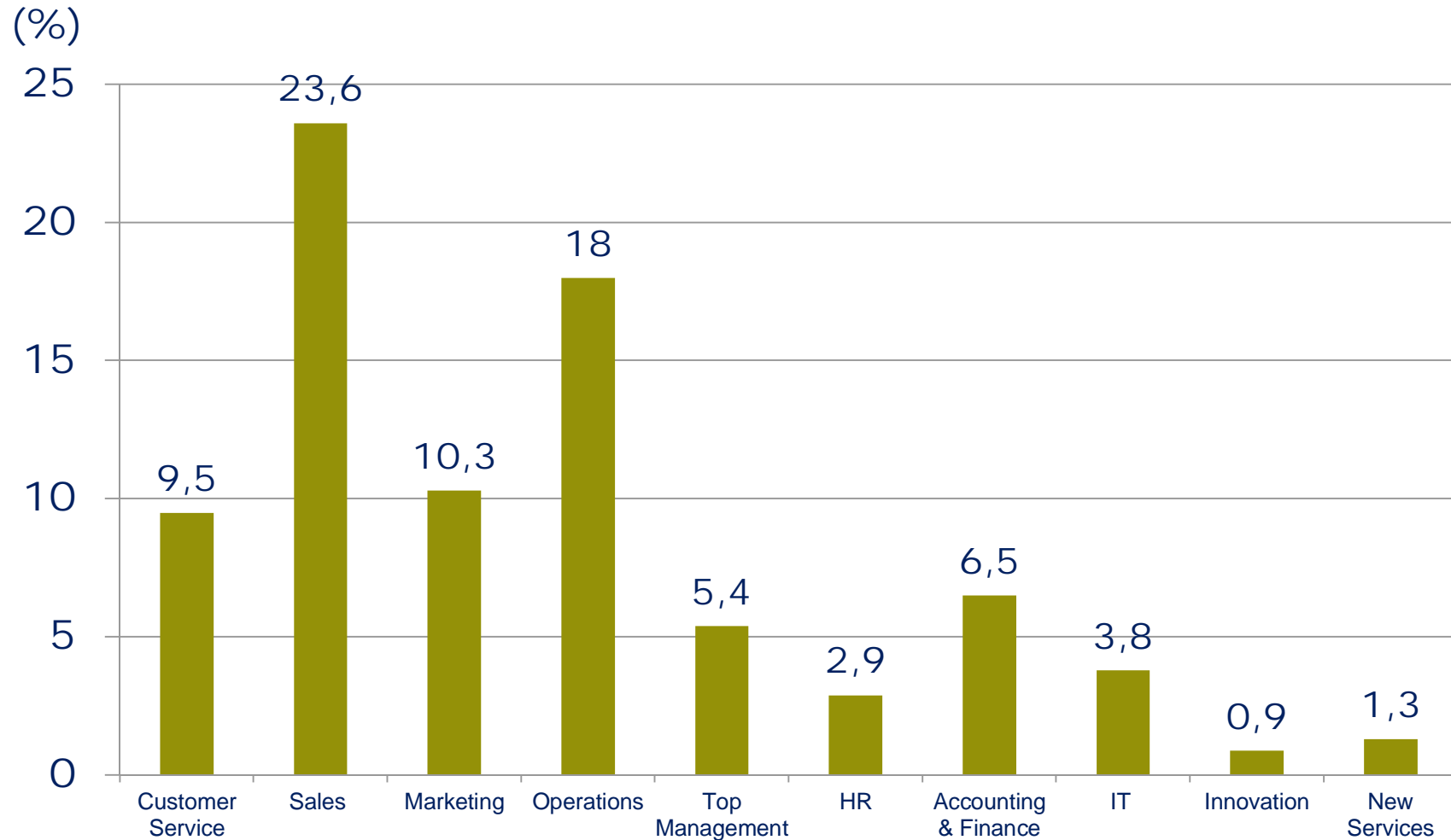
2) Statistics - Departments

Which of the following departments exist in your company?



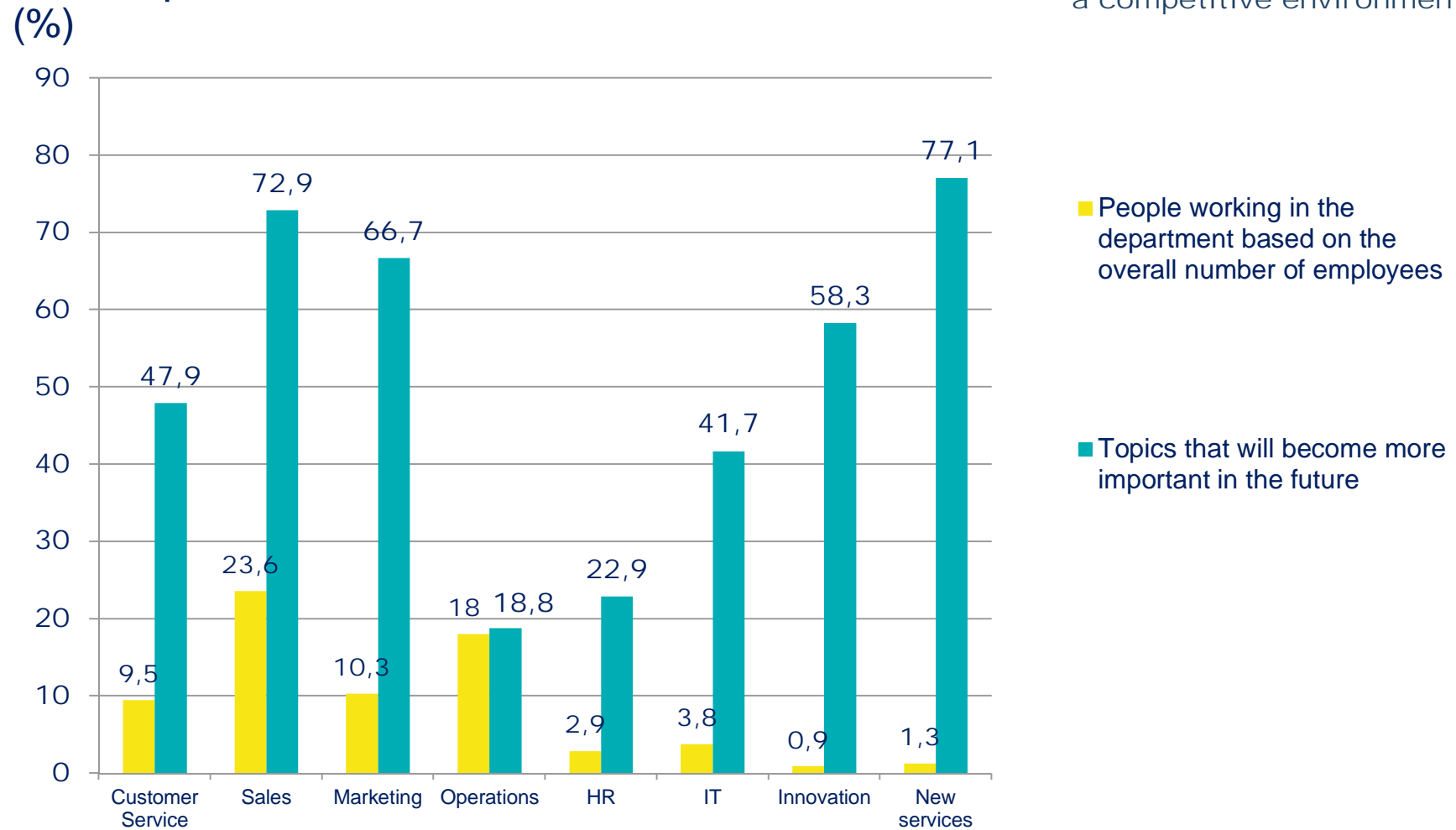
2) Statistics - Departments

Based on the overall number of your employees, what percentage works in the following departments?



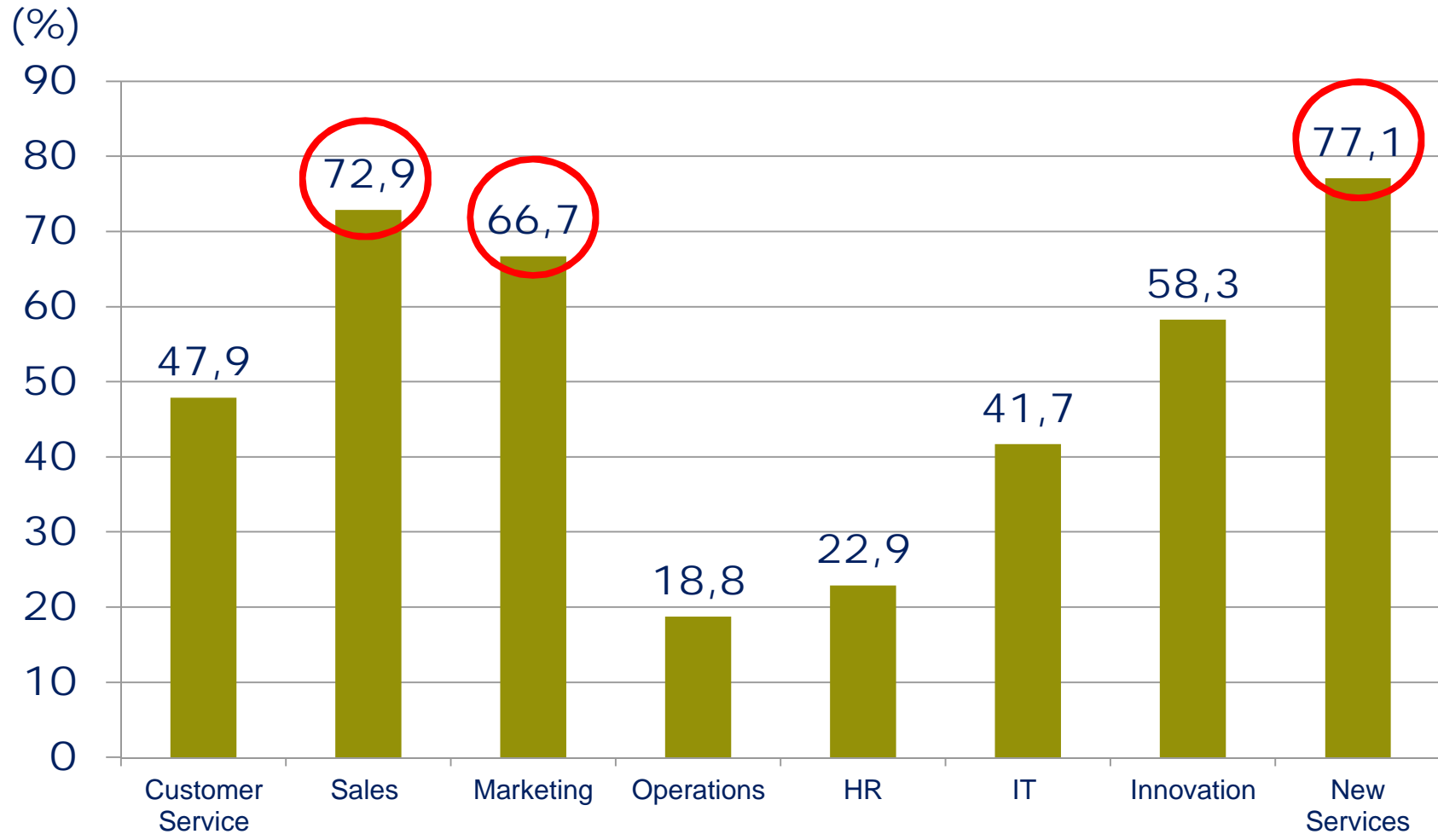
2) Statistics - Departments

Comparison: Number of employees in each department and its projected importance



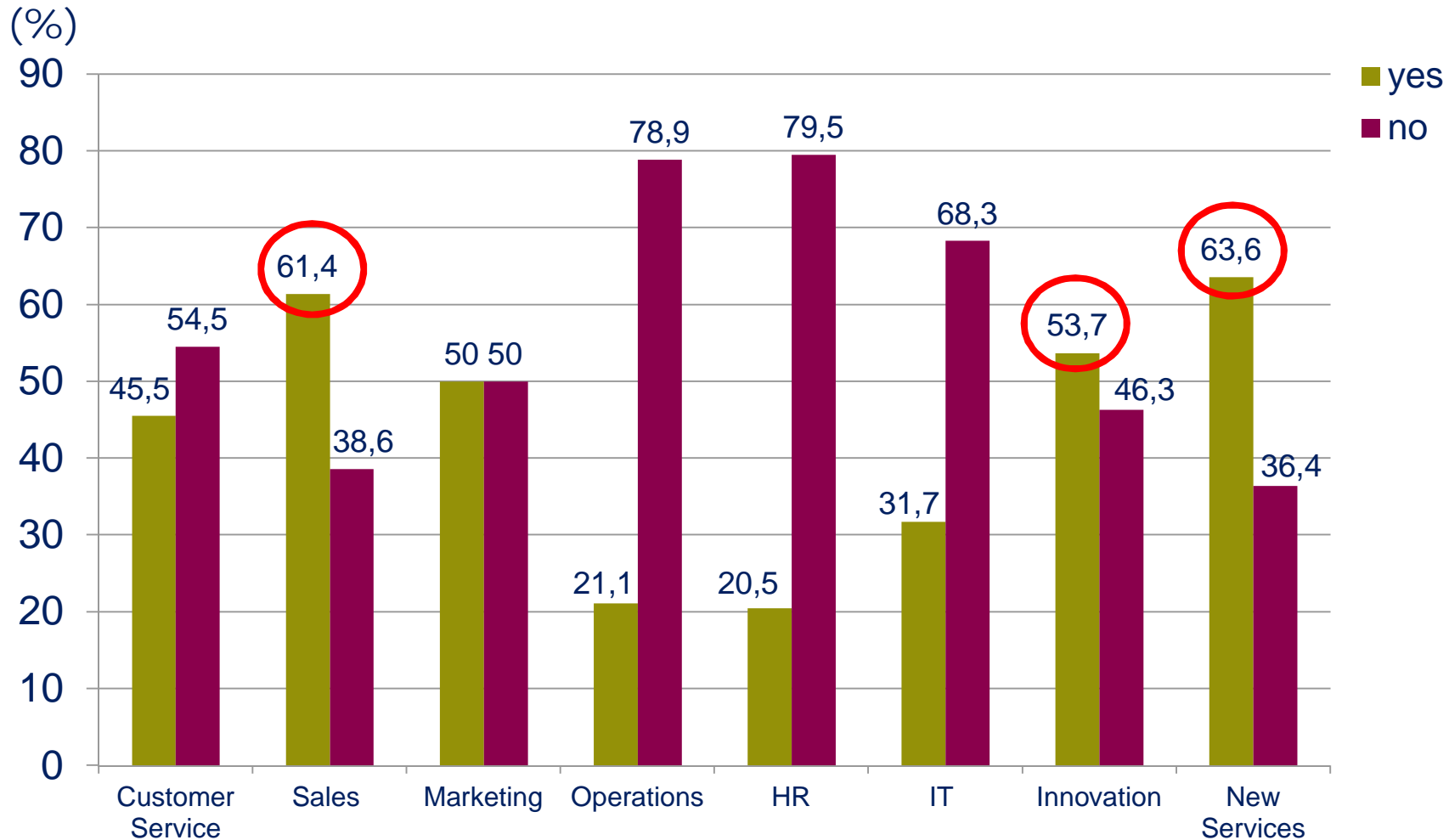
2) Statistics - Departments

Which of the following areas will become more important in the next three years?

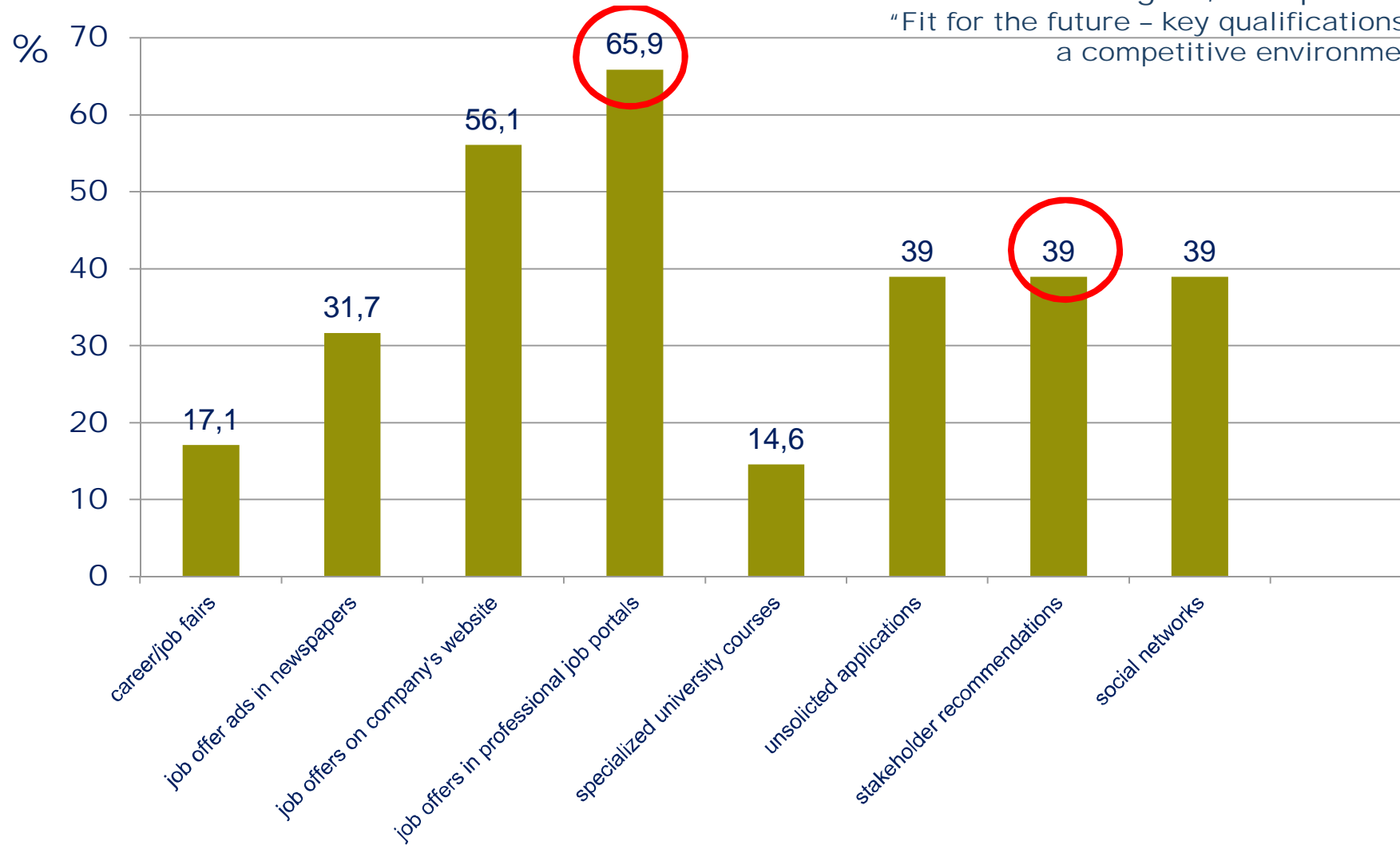


2) Statistics - Departments

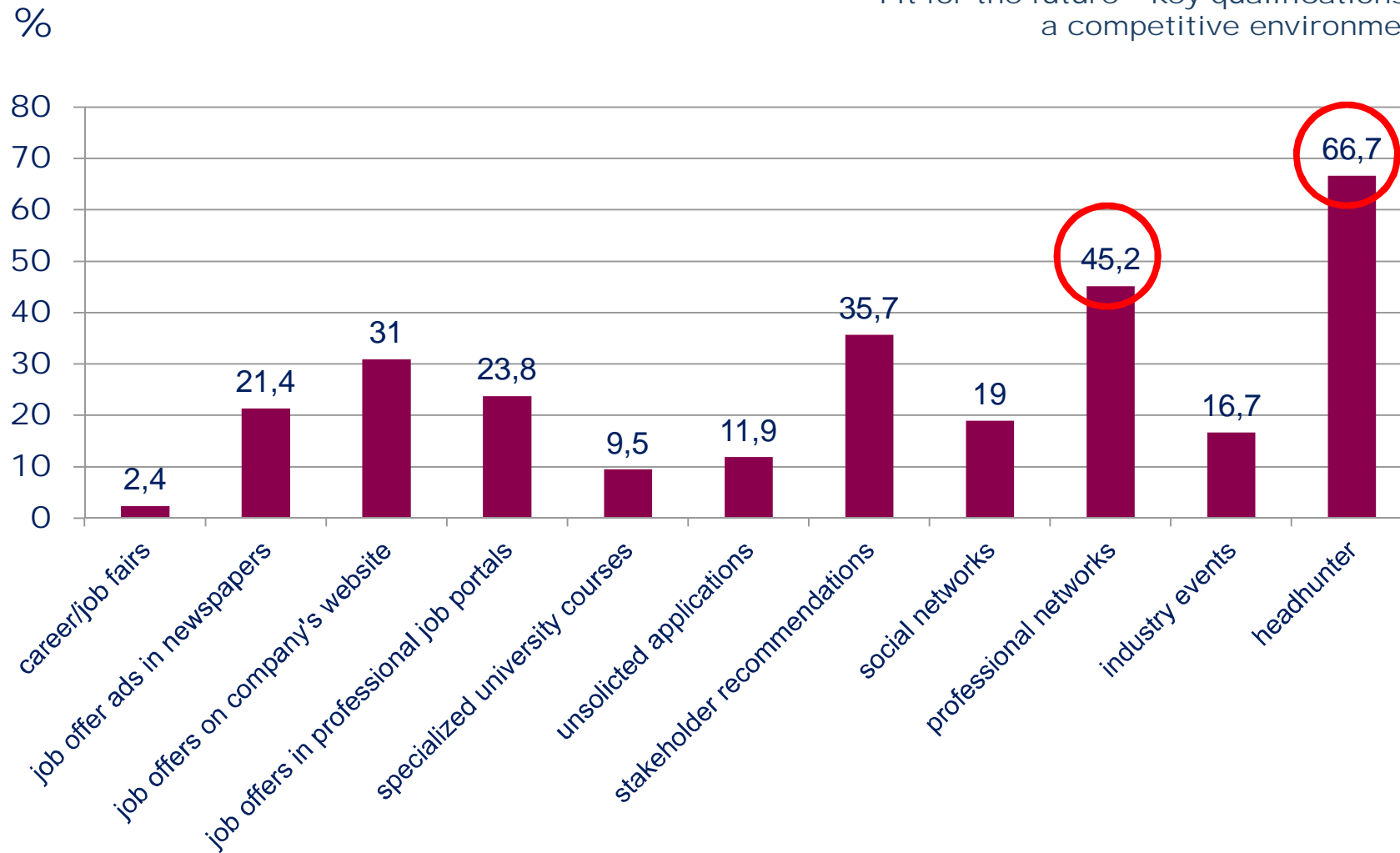
Do you plan to increase the number of employees for the following areas in the next three years?



2) Statistics Recruitment - Junior staff

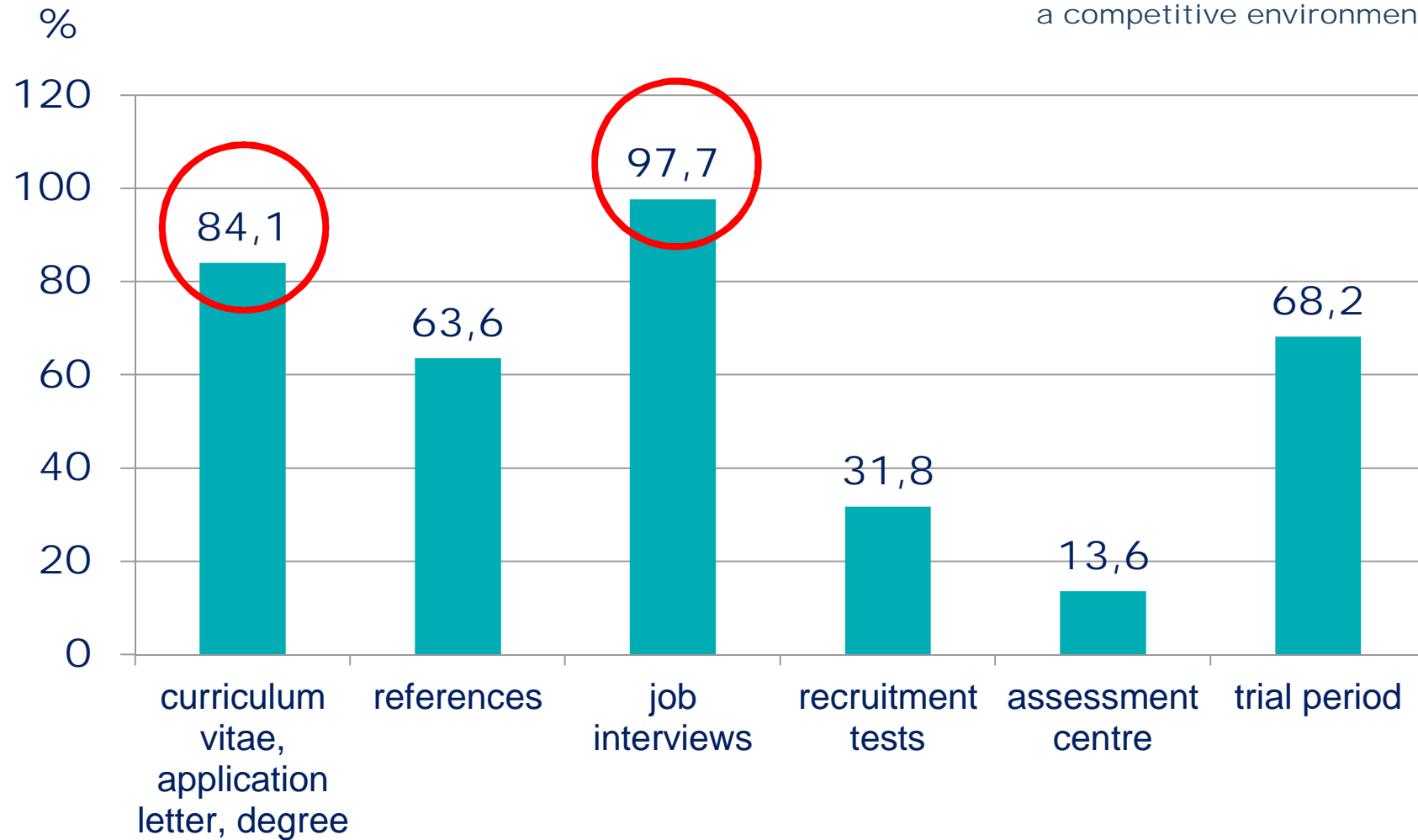


2) Statistics Recruitment - Senior staff



2) Statistics

How do you ensure that the staff you recruit have the skills you need?





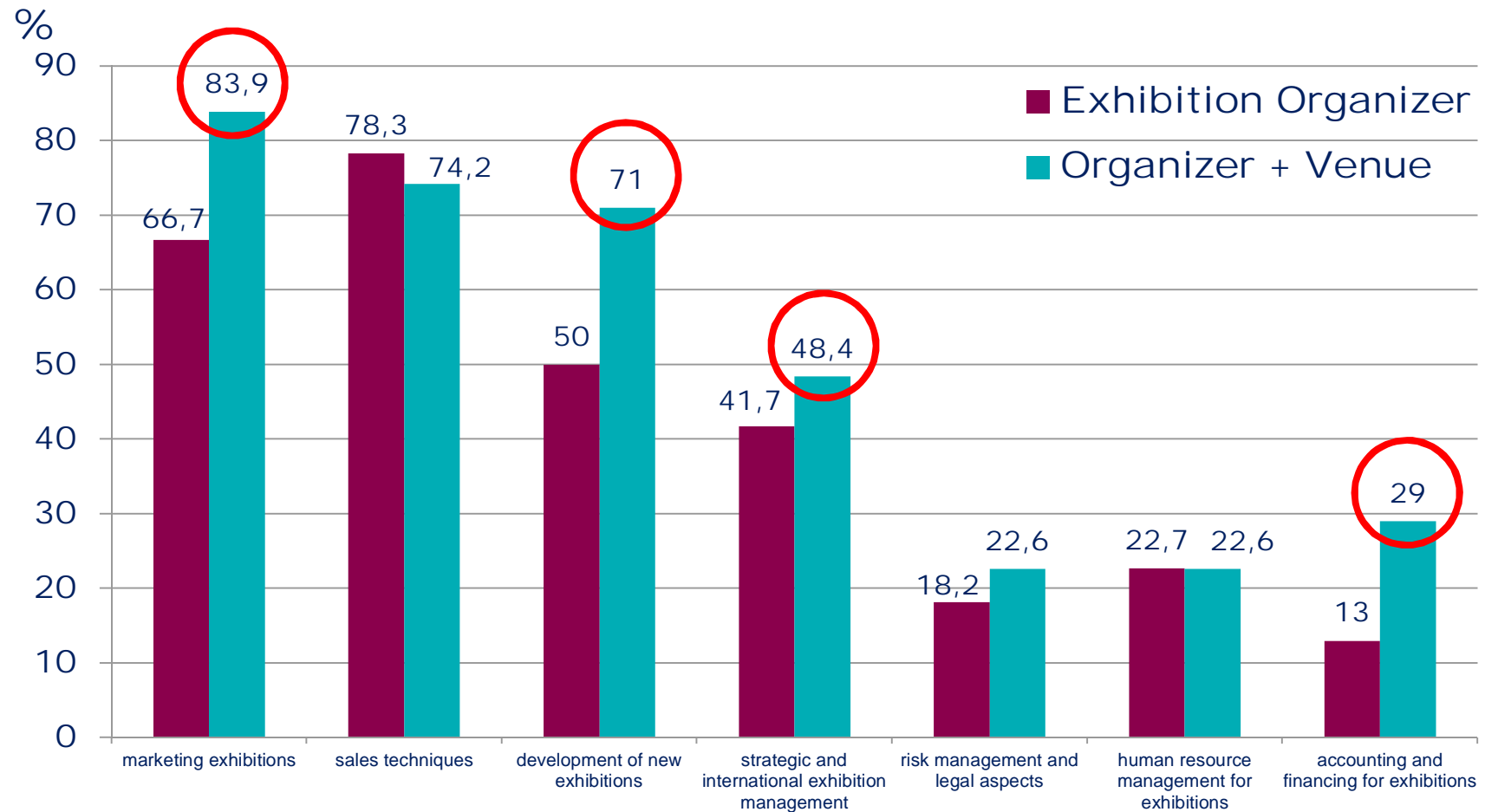
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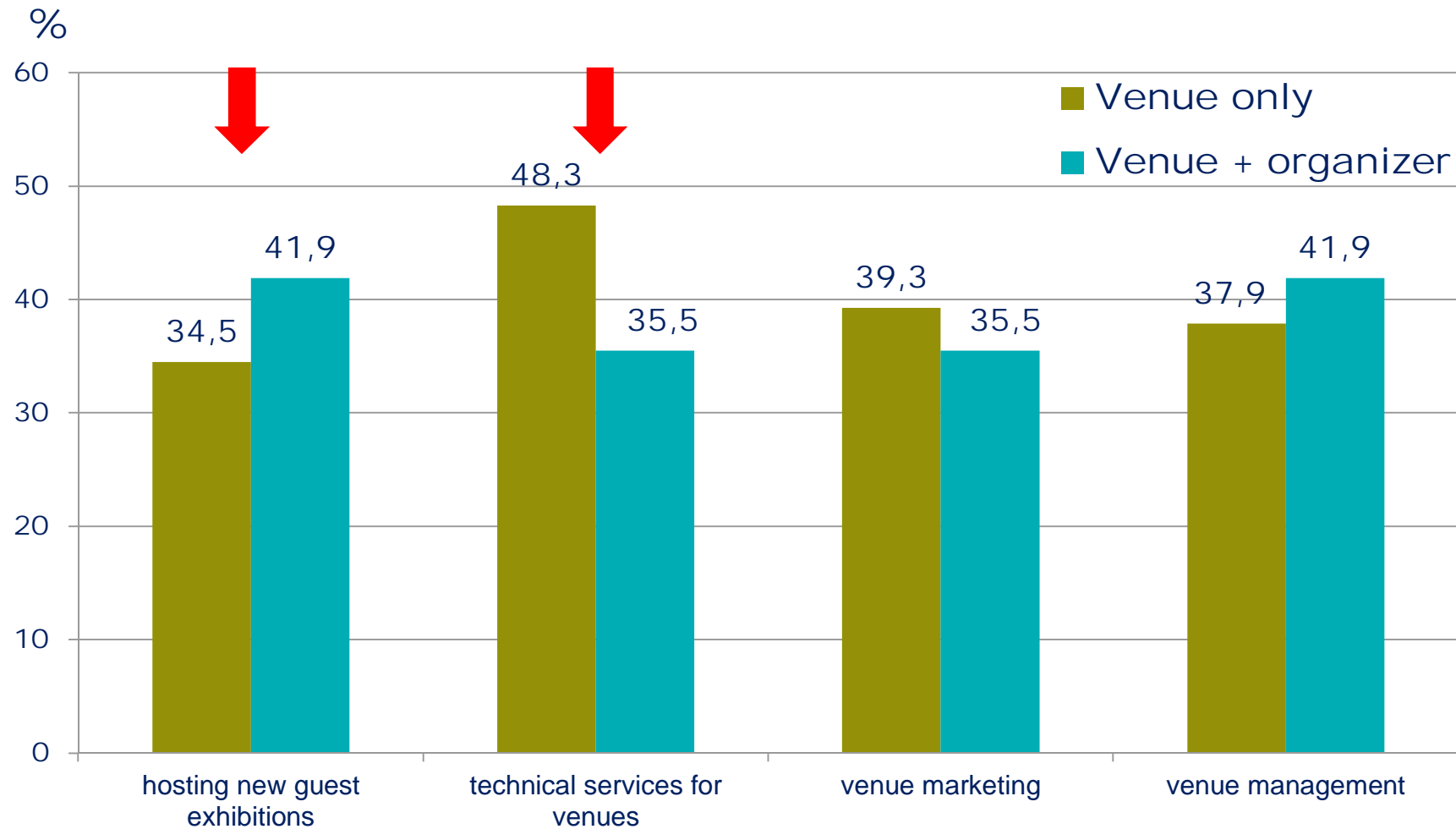
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2.2) COMPARISON OF CORE COMPETENCIES

2.2) Core competencies Comparison of importance: Organizer and organizer + venue



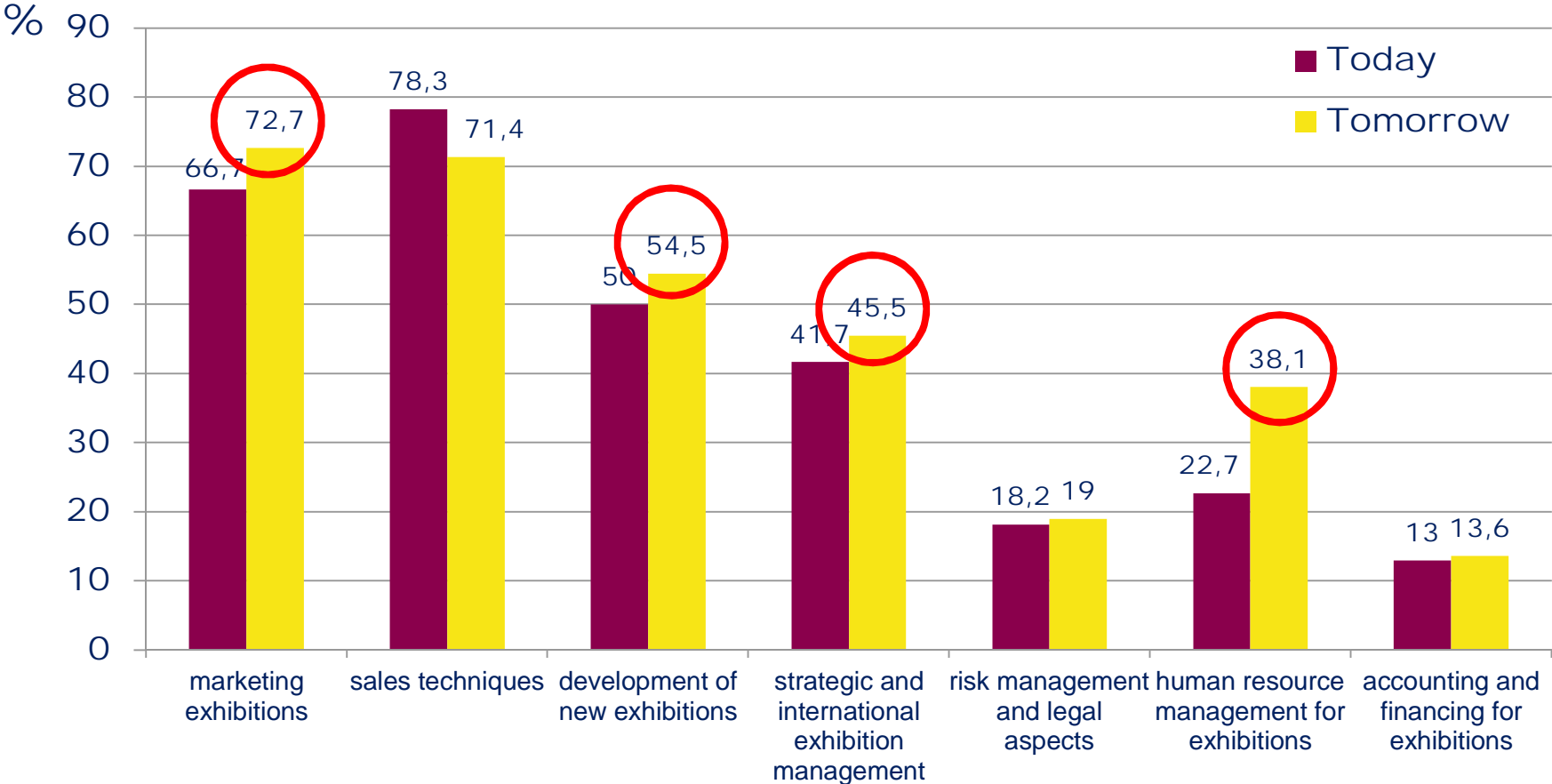
2.2) Core Competencies Comparison of importance: Venue only and organizer +venue



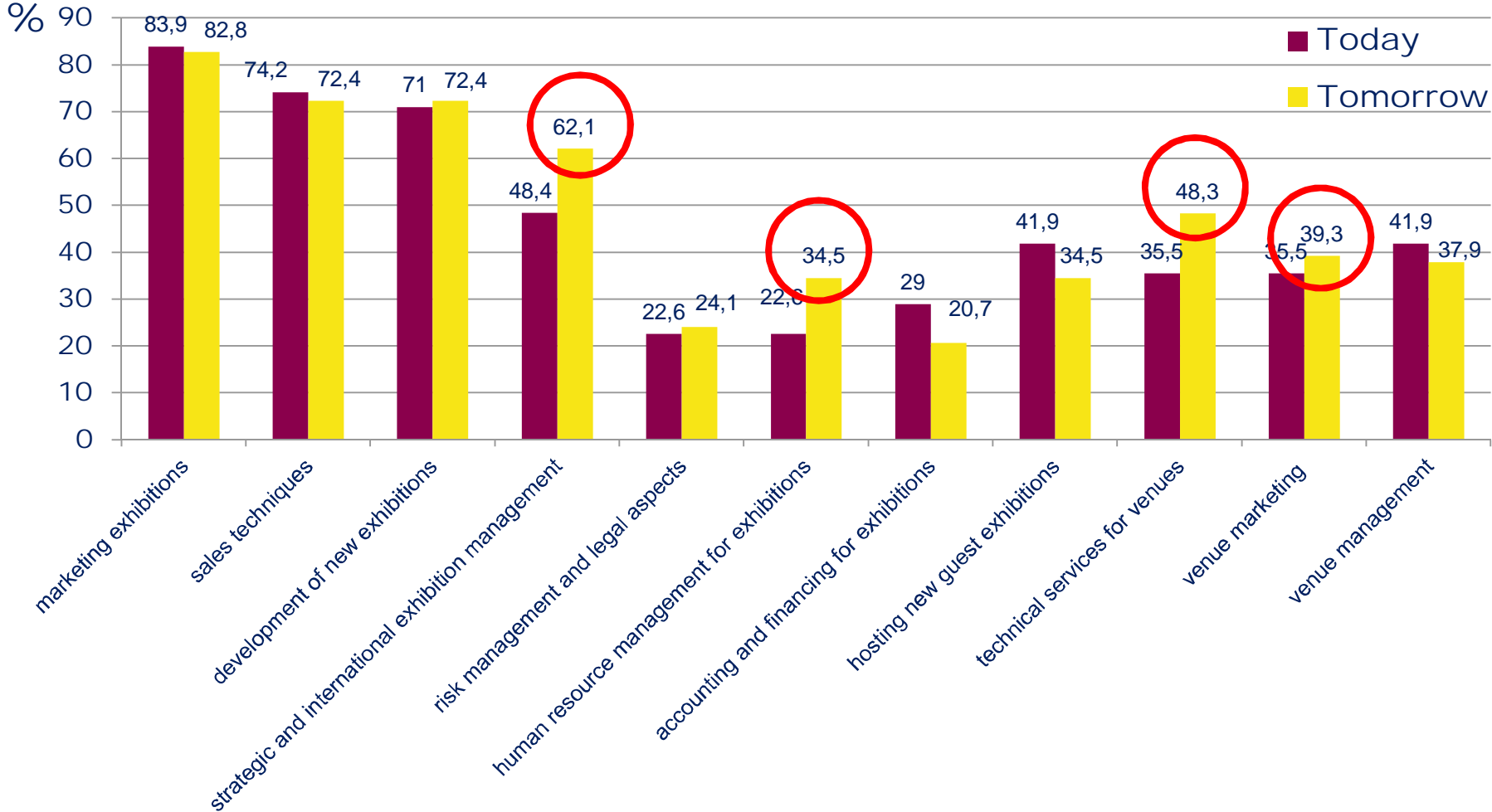


3) FUTURE IMPORTANCE OF THE CORE COMPETENCIES

3) Future importance of the core competencies (Organizer)



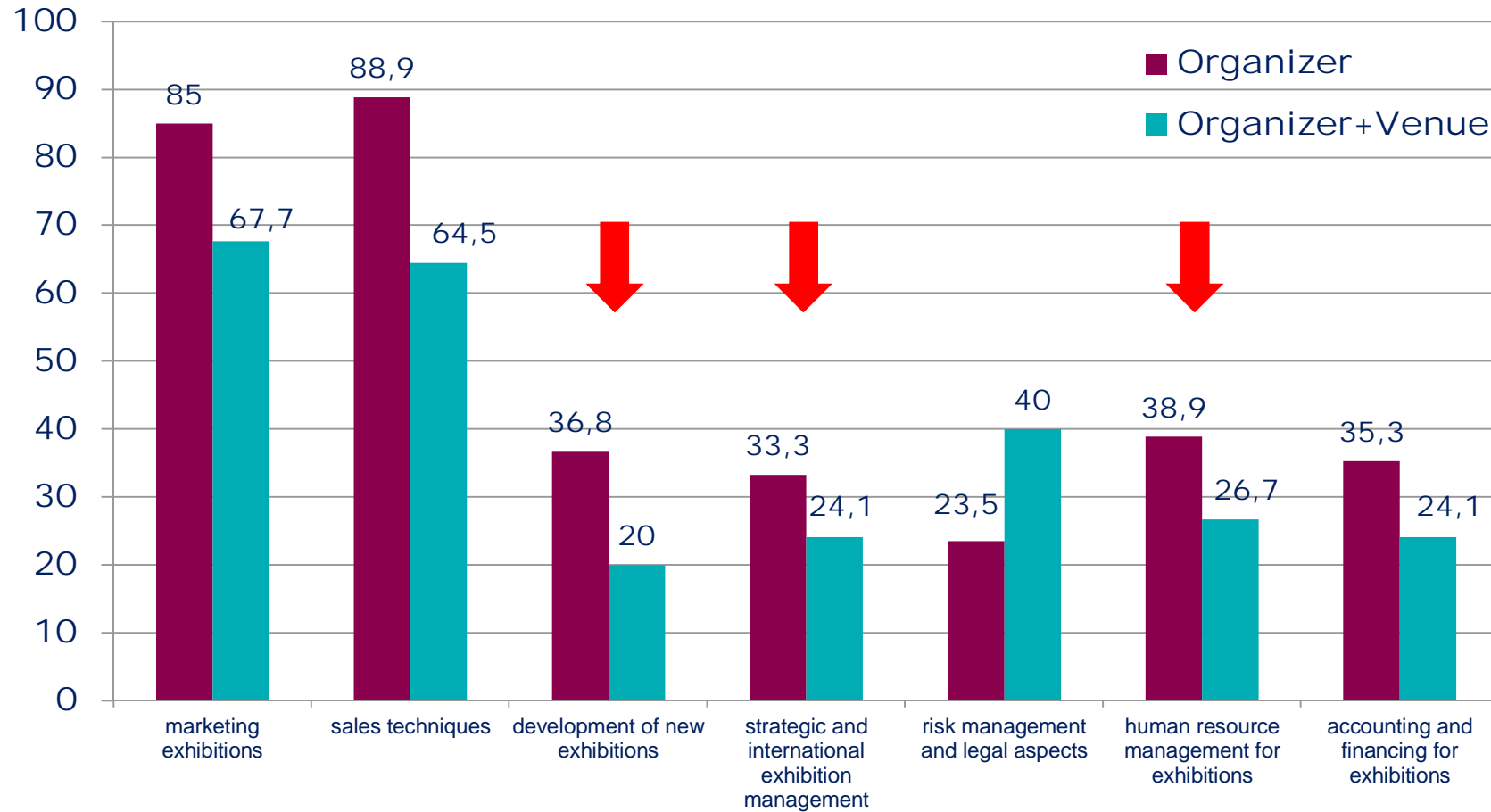
3) Future importance of the core competencies (Organizer + Venue)





3.2) TRAINING

3.2) Training



4) Conclusion

1.) **The international trade fair „family“ is a well educated and growing industry**

2.) **The trade fair industry will increase their staff to boost:**

- **New Services**
- **Sales**
- **Innovation**

3.) **The „ employee of the future “ needs the following core competencies:**

Organizer /Organizer + Venue

- Intensify marketing exhibitions
- Development of new exhibitions
- Build up / extend strategic and international exhibition management
- Create technical service for venues

Venue (only)

- Venue marketing
- Venue management
- Optimize technical service for venues



Are „we“ (already) fit for the future?!?