



Page

- 2 • Calendar of 2014 UFI meetings and events
- 3 • Message from UFI's President
- 4 • Opening new doors
- 5 • UFI releases new global exhibition industry statistics
- 6-7 • 'Measuring success' in Doha
- 8 • Milton Exhibits Group wins 2014 UFI Education Award
- 9 • 2014 election year for UFI's leadership
- 9 • EEIA: News from Brussels
- 10 • Call for carbon footprint measurement examples
- 11 • Encouraging kick-off for ISO 20121 sustainability standard
- 12 • Get ready for a great Open Seminar in St. Petersburg
- 13 • UFI MEA Chapter meets in Doha
- 13 • Blogs and social media are just a passing fad
- 14 • UFI sponsorship opportunities
- 14 • Not too late to catch up on past meetings
- 14 • UFI Marketing Award 2014
- 15 • Visitor (R)evolution - ISU for trade fair managers
- 16 • Programme of the UFI Open Seminar in St. Petersburg
- 17 • Save these dates for Bogota



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UFI Meetings and Events

2014		
UFI Executive Committee Meeting	8 April	Poznan (Poland)
UFI ICT Committee Meeting	8 April	Poznan (Poland)
UFI ICT Focus Meeting*	9 April	Poznan (Poland)
UFI Operations Committee Meeting	9 April	Poznan (Poland)
UFI Operations Focus Meeting*	10 April	Poznan (Poland)
UFI Executive Committee Meeting	30 June	St. Petersburg (Russia)
UFI Board Meeting	30 June	St. Petersburg (Russia)
UFI Associations' Committee Meeting (Europe)	30 June	St. Petersburg (Russia)
UFI 2014 Open Seminar in Europe*	30 June-2 July	St. Petersburg (Russia)
UFI European Chapter Meeting	1 July	St. Petersburg (Russia)
UFI Education Committee Meeting	2 July	St. Petersburg (Russia)
UFI Marketing Committee Meeting	3 July	St. Petersburg (Russia)
UFI Marketing Committee Meeting	4-5 September	Verona (Italy)
UFI Executive Committee Meeting	26 September	Stockholm (Sweden)
UFI Executive Committee Meeting	28 October	Bogota (Colombia)
UFI Board Meeting	29 October	Bogota (Colombia)
UFI 81st Congress	29 Oct.-1 Nov.	Bogota (Colombia)
UFI Chapter Meetings	30 October	Bogota (Colombia)
UFI Associations Committee Meeting	31 October	Bogota (Colombia)

* open to members and non-members

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Message from UFI's President

Dear UFI members, dear colleagues,

What does it mean to be "global"?

The tagline for UFI is "the global association of the exhibition industry". It was only when I took on the role of UFI President that I realized the complexity that tagline represents. Each of you has a variety of very different agendas. It was so much easier years ago when UFI had primarily a European focus! And it is so much more exciting today as we strive to provide you all with the services and programmes you deserve. How do we address growing markets such as Latin America and Africa while at the same time supporting other mature, established markets?

This was very apparent at the recent UFI MEA Chapter Meeting held in Doha. This is one of the faster growing parts of the world for our industry. Venue challenges, competition, and new media are only a few of the concerns we all have in common. Building new membership will contribute to the professionalization of our business community. Our Incoming President, Andres Lopez Valdarrama, will certainly pursue this avenue during his 2015 term in office, and our next UFI Congress in Bogota will take a close look at the growing market that Latin America represents.

But our members, new and old, must actively participate in our events if they wish to benefit from the knowledge-sharing and networking that make UFI membership so valuable. Our UFI Chapters and Committees will be holding elections over the next few months. And there are 47 Board seats which will also be up for election. I strongly encourage you to participate.

UFI was created in 1925 by 20 European trade fairs. Today our association has 639 member organizations in 85 countries on five continents and brings together organizers, venues, partners of the industry and over 50 national and international exhibition related associations. Today we are truly a global exhibition industry association.



Renaud Hamaide
UFI President



UFI opening new doors

By: Paul Woodward
UFI Managing Director

It's been a busy few weeks for the UFI team with our regional seminars in Asia and the Middle East/Africa as well as preparations for our upcoming Focus Meetings in Poznan, Poland. These meetings shared in common the fact that they were new destinations for UFI. The way in which we can open doors to new markets is a key attraction of UFI membership for many companies.

India has been a key focus market for many UFI members for a number of years now. So, it was very appropriate that we should take our Asian regional seminar to Bangalore. Our host venue there, BIEC, was keen to showcase the quality of their facilities and the management standards that can be achieved there. The availability of quality venues was one of the more contentious topics of the meeting and it was helpful for members to experience one of the best the country has to offer.

Doha in Qatar is one of the newer locations for exhibitions in the region and, with the Middle East/Africa Seminar taking place there and hosted by Qatar Tourism Authority, was another new country for UFI. The largest attendance we have seen at that meeting for some years was a clear indication of the interest in members getting to see what was on offer at the magnificent new Qatar National Convention Centre which hosted the meeting.

As well as getting to experience new places and meet new people, members attend our

meetings to get fresh ideas that can open doors to new business opportunities. In Bangalore, these ranged from how to rank venues (the subject of that controversy) through how to build a business in India to developing social momentum by combining our face-to-face medium with social media.

Meanwhile, in the Doha meeting, there was again new thinking on offer for our delegates with everything from how most effectively to measure and manage customer service through a novel approach to preparing our exhibitors better to get value from their trade fair experience. We also heard from the newly-established Saudi Exhibition and Convention Bureau about the approach they are taking to building a better understanding of how exhibitions add value to their country; a challenging market becoming increasingly important.

If UFI meetings were the same people talking about the same things, we couldn't come close to our core goal of adding value to members' businesses. While we all don't always need to be moving into new markets with new business models every day, everyone does need to be thinking constantly about renewing how and where they do business if they wish to remain fresh and relevant. At the SISO CEO Summit, taking place as I write in Las Vegas, Sheldon Adelson was asked whether Comdex would have survived had he not sold it in 1995. "Yes", he suggested, "but it would have had to have changed com-

UFI releases new global exhibition industry statistics

UFI has released a new edition of its Global Exhibition Industry Statistics Report.

This report aims to provide several sets of reliable data on the exhibition market and related trends, per region and industry sector. It consolidates data from several key sources including CEIR in North America, AFIDA for Central & South America, Euro Fair Statistics for Europe and BSG for Asia/Pacific.

New results include global estimates on exhibitions with regional market shares and trends, as well as consolidated data provided by UFI's membership.

Among the studies findings:

- ◆ total net exhibition space rented by organizers is estimated to have decreased by 8% between 2008 and 2010 and increased by 2% between 2010 and 2012, to reach 124 million sqm;

- ◆ the 10 major national markets in decreasing order of net space rented in 2012 are: the USA, China, Germany, Italy, France, Japan, Brazil, Russia, Spain and the UK, in that order;
- ◆ UFI Members operate 220 venues with a cumulated total gross indoor exhibition space of 8,9 million sqm.;
- ◆ 58% of UFI organizers had an increase in net space rented between 2006/7 and 2011/12 (including 11 with an average annual growth rate higher than 20%) and 42% of them had a decrease; and
- ◆ 13 UFI organizers have an annual activity, in terms of net space rented, exceeding 500 000 sqm.

For the first time the study includes some regional metrics by industry sector for North America, Europe and Asia/Pacific.

The report is downloadable, free of charge, at www.ufi.org/research.

Since 1925
Promoting, Serving and Representing
the Global Exhibition Industry

ufi The Global Association of the Exhibition Industry

Global Exhibition Industry Statistics

March 2014





'Measuring success' in Doha

The first UFI event in Qatar, the UFI Open Seminar in the Middle East, brought together 85 exhibition and event industry leaders and senior level delegates from more than 20 countries from March 18-20. The seminar was hosted by the Qatar Tourism Authority (QTA) and Qatar National Convention Center (QNCC) in the latter's state-of-the-art conference venue.

"It was our pleasure to welcome guests from Qatar, the GCC, the region and from around the world to this first UFI event in Qatar. We are very glad to have had the chance to host UFI's powerful network and this special group of industry CEOs and professionals in our home." said Hamad Al Abdan, Director of Exhibitions at QTA.

H.E Issa Al Muhannadi, Chairman, QTA explained their strategy to multiply by 4 the contribution of Qatar's tourism sector to the national GDP by 2030. His kick-off presentation described how Qatar has established itself as a sports event destination, in addition to exhibitions, conferences and cultural and business tours all of which are constantly being nurtured and improved. As an example he explained how

current targets forecast an increase from 25,000 MICE employees today to 127,000 by 2030.

The UFI seminar looked at a variety of tools and strategies that can be used to support exhibitors, the importance of developing a service vision to create quality service behaviour throughout organizations, the need to identify customer preferences via data management, and evaluating the economic and social aspects of exhibition's communication and promotion policies to better understand the long-term impact of an event.

Global exhibition industry experts presented a variety of strategies and applicable tools and systems available to create a quality service environment within trade show organizations. Identifying visitor/buyer targets using data mining and developing ongoing exhibition related communities via social media were also on the programme agenda.

Stefan Eckert delivered a great presentation on service quality in exhibition venues for visitors. Safety and security are the top priorities followed quickly by hospitality, venue environment and overall efficiency.



‘Measuring success’ in Doha (continued)

The relevance of combining customer data and processing them were the key points of the presentation delivered by Gerd Weber who stood in for his jwc colleague, Jochen Witt. Data are the core asset of the exhibition business, and this presentation showed the audience how good data management helps to increase customer satisfaction, to adjust product offerings, and to determine the right pricing structure.

Change comes through challenge. John Blaskey made it that simple saying that you should ask your exhibitors: “Are you living your brand in the booth or just making an exhibition of yourself?” Blaskey took the audience on an interesting and amusing tour revealing the secrets of partnering with exhibitors as we teach them how to use exhibitions as a key element of their strategy to grow their businesses.

Measuring the economic and social/cultural impact of an exhibition was the topic of Jerad Bachar’s presentation. He explained that no other marketing medium can achieve so many goals as exhibitions. According to Bachar,

measuring the economic impact of an exhibition is easier than measuring its social/cultural impact.

Wrapping up the programme, Johnson Ng provided valuable insight on the measurement of marketing and promotional campaigns: onsite, online, print and mobile.

“The UFI seminar has come at the right time for the regional exhibition industry. Mega events like the World Expo 2020 and the Fifa World Cup 2022 have placed the region’s exhibition centres and organisers at a vantage point. Events like this will help the regional industry face a deluge of challenges and opportunities that will be coming its way” said commented Saif Al Midfa, UFI MEA Vice Chairman, CEO, Expo Center Sharjah.





Milton Exhibits Group wins 2014 UFI Education Award

In recognition of the need for continuing education in the trade fair sector, UFI, the Global Association of the Exhibition Industry, held its second Education Award competition calling for entries related to education programmes on the topic “best in-house education initiative of the year”. Exhibition-related entries were invited from both UFI members and non-members and were evaluated on the basis of quantitative and qualitative results.

UFI’s Education Committee selected three finalists meeting UFI competition criteria: Feria de Madrid, IFEMA (Madrid), Milton Exhibits Group (Hong Kong), and Reed China (Shanghai). During their recent meeting in Milan, the jury selected the 2014 winner after in-depth presentations by each finalist.

UFI is delighted to honour “The Milton Graduates Trainee Programme” (MGTP) as the winner of the 2014 UFI Education Award. The selection of the MGTP programme recognizes that operational efficiency and creativity can indeed go hand-in-hand. Enrica Baccini, Chair of the UFI Education Committee, applauded the high level of the entries received, adding, “The continuing education and training of exhibition professionals remains a critical issue for

organizers, venue managers and service providers around the world”. The quality of the projects submitted for the second UFI Education Award competition was outstanding, highlighting a variety of very different initiative options.

Milton’s training programme combines a results-oriented educational programme with hands-on training activities. Eddie Choi, Executive Director of Milton, summarizes this initiative, saying, “At Milton, talent and innovation are the most employee important assets. They not only interconnect, they also closely tie-in with our corporate development. We believe that great talent produces a productive and creativity working environment. The objective of our training MGTP programme, is to develop what we call the “T-Shape” people. That is we provide general business skills to our trainees horizontally while at the same time offering specialty training in such areas as architectural engineering, event planning, and media marketing to them vertically. At Milton we consider innovation to be the essence

of our business proposition. Our passion defines our drive to bring innovation to the exhibition community. To make this passion become a reality, the MGTP programme serves as our cornerstone for success.”



Choi welcomed the UFI Education Award saying, “We are honoured that our programme was voted UFI’s 2014 winner. This is a tremendous endorsement of our vision and hard work.”

Left to Right: Nichapa Yoswee, Enrica Baccini, Rowena Arzt, Maria Martinez, Regis-Emmanuel Crouzet, Eddie Choi, Jörg Beier, Karla Juegel, and Angela Herberholz

2014: Election year for UFI's leadership

As Warren Bennis said, "leadership is the capacity to translate vision into reality". 2014 marks the year of the renewal of all UFI's governing bodies and working committee leadership, so therefore a very important year for the members of UFI.

Up for election will be the chairmanship of the UFI Regional Chapters: Asia/Pacific, Europe, Latin America and Middle East/Africa. The election process to select the Chair of the new UFI Latin American Chapter will soon get under way with the call for candidates going out in mid-April. The deadline for voting is 20 June, with the new Chair and Vice-Chairs assuming their responsibilities at the upcoming Congress in Bogota in October.



What does the role of the Chapters involve? Discussion of issues within the regions, collaboration between members, promotion of UFI in the region and increasing the professionalism are a few examples of what the Chapters are doing. For example, the new Latin American Chapter will represent our members' interests in the region, drive co-operation between them and growth in membership. The Chapter will promote and develop quality data and research from the region, and work closely alongside AFIDA and other regional associations.

The UFI Associations' Committee will also be

looking for new leadership in 2014. This Committee represents all UFI's association members and has an important role of education, research and representation. The Associations' Committee clearly increases UFI's reach throughout the globe.

The Chairs of the Regional Chapters who will be elected by the members within the Chapters and the Chair of the Associations' Committee will automatically have seats on the UFI Board of Directors and the UFI Executive Committee. The Vice-Chair of the Associations' Committee will also have a seat on the Board.

Once these chairs have been established, UFI headquarters will proceed with the elections for the new members of the UFI Board of Directors. The UFI Board is responsible for defining UFI's main guidelines and supervising the management of the Association. It also closes the annual accounts, approves the budgets and establishes and modifies the UFI Internal Rules. Last but not least, the Board is responsible for determining the UFI member subscriptions. There will be 47 seats up for election in total.

The UFI General Assembly will meet in Bogota on 30 October to ratify all these newly elected representatives of UFI member organizations. The newly elected Board of Directors will meet briefly after the General Assembly to elect the new members of the UFI Executive Committee. This Committee is the body that prepares the main outlines of UFI's overall strategy.

The election process will commence by a call for candidates this month for the chairmanship of the Regional Chapters and the UFI Associations Committee. All the completed ballots will be transmitted to a third party organization, SOFI-DEEC (chartered accountants), to ensure confidentiality.

Only those UFI member organizations that have paid their membership fees for this financial year will be entitled to be candidates for the different bodies, and to vote.



EEIA: News from Brussels

Data protection

New technologies allow us to stay connected and enable new business models. At the same time they also represent new threats. The current EU legislation was drafted back in 1995 and needed updating to keep pace with technological changes. In 2012, the European Commission proposed a new regulation based on a single set of rules for all data collected online to ensure they are kept safe. It has also been developed to provide business with a clear framework for processing online data.

The main points for our sector are an active opt-in to give approval to companies' saving and using data and the appointment of a data protection manager carrying out controls and reporting on how customer data are being processed. Once adopted, the regulation will be immediately in force in all EU Member States which means a substantial simplification of rules within the EU.

On 12 March 2014, MEPs approved an overhaul of EU data protection legislation with a clear focus on ensuring that people stay in control of their personal information in the digital world. The business perspective was secondary.

MEPs also inserted amendments that seek to improve protection against surveillance. The background of this were concerns about US surveillance activities. MEPs adopted a separate report, saying the EU should suspend bank data and data privacy agreements with the US. MEPs added that Parliament should only consent to the EU-US free trade deal that under negotiation, if the US fully respects fundamental EU rights.

Following the plenary vote on the data protection legislation, the Parliament will now enter into negotiations with the Council as soon as member states have agreed on a common position.

EU-US TTIP

The fourth round of the TTIP negotiations took place 10-14 March 2014. It focussed on how SMEs can benefit from the EU-US trade agreement which aims to create the largest free trade area in the world. The EU-US trade relationship is already the biggest in the world – every day goods and services worth 2 billion EUR are traded. Removing trade barriers could result in significant economic gains and growth that the EU urgently needs. Studies show that TTIP would generate enough growth and jobs to boost the EU economy by up to 120 billion EUR while respecting environmental, labour and consumer protection standards.

In both the European Union and the United States, SMEs and start-up enterprises are critical motors of growth and job creation. 99 % of European and U.S. companies – over 20 million companies in the EU and 28 million in the US – are SMEs. In addition to SMEs, EU and US negotiating teams discussed all three pillars of a future agreement - market access, the regulatory cluster and so-called 'rules' issues.

In spite of public opinion and European Parliament reservations, both the EU and US Chief Negotiators seek steady progress in all areas of the negotiations throughout 2014. They also agreed to hold a further round of talks in Washington before the summer. During his visit to Brussels on 26 March 2014, Barack Obama reaffirmed the US commitment to reach a fair deal.

You can follow the negotiations and find interesting background material here: <http://ec.europa.eu/trade/policy/in-focus/ttip/>



Call for carbon footprint measurement examples

As Peter Drucker said: "If you can't measure it, you can't manage it".

At a time when a growing number of companies in the exhibition industry are taking action to improve their environmental footprint, it is important to share knowledge on the methodologies and results related to the measurement of the carbon footprint of exhibitions.

If your company, whether an exhibition organizer, a venue or a service provider, has conducted a

relevant exercise for your activity (ex. waste management, energy procurement), please send these elements to UFI. We will limit distribution to internal use if you so ask.

UFI is considering creating a sub-group to work on this topic. If you are interested in joining, please contact Christian Druart, Secretary of the UFI Sustainable Development Committee (chris@ufi.org).

Encouraging kick-off for ISO 20121 sustainability standard

ISO 20121, the Management System Specification Standard for Sustainability in Event Management, was released in June 2012. This standard can be used by the entire supply chain of an event, including the venue and service providers.

UFI is happy to applaud and promote the organizations that have successfully implemented ISO 20121. The first companies to be recognized are Fresh Montgomery in the UK, Marina Bay Sands in Singapore, the Paris Air Show in France, The

Plaza Athénée Bangkok in Thailand and UBM Live in The Netherlands.

For the updated list of referenced organizations and for more information on this standard itself, please go to www.ufi.org/susdev.

Please contact Christian Druart, Secretary of the UFI Sustainable Development Committee (chris@ufi.org) should you have additional info or questions.





Get ready for a great Open Seminar in St. Petersburg!

We'll be heading to St. Petersburg from June 30 to July 2 to enjoy the midnight sun - and a great seminar programme too!

Among the topics lined up:

- Designing new and innovative services for our customers using the Open Innovation Case of Messe München as a case study;
- How to generate innovation within the exhibition industry;
- How does a global corporation use exhibitions as product clinics to create better innovations?
- What can the exhibition industry learn from a world-class museum?
- How did ExCel create a seamless customer experience?

- Learn from HKTDC how small order zones support customer efforts to reduce product shelf life.

And you won't want to miss our networking dinner which will be held in the world-renowned Hermitage Museum!

There are a few deadlines you won't want to miss:

- 30 April: deadline for the Early Bird special registration rate
- 5 June: hotel deadline

And most important start checking with your local Russian Consulate to find out the deadline for your visa.

Programme and registration are now online at www.ufi.org/stpetersburg2014

**Broadening perspectives:
smart ideas for the
21st century exhibition business**





UFI MEA Chapter meets in Doha

On the occasion of the UFI Open Seminar in the Middle East in Doha, UFI members met for their bi-annual MEA Chapter Meeting.

The meeting was chaired by Abdul Rahman Al Nassar, and attended by the Chapter leadership Ahmad Baabood and Saif Al Midfa, Vice Chairs in the company of over 40 UFI members.

A discussion about the UFI Approved Event criteria update was the highlight of the meeting. Members listened to Paul Woodward, UFI MD, as he explained the reasons for the review currently under way. A healthy Q&A session followed on the issue.

UFI education programmes were also discussed in light of the varying demands of our growing international membership. All accepted that there is a need for UFI to identify a clear strategy on exhibition industry-related education program, and its adaptation to regional needs and requirements.

MEA members discussed important points related to the upcoming 2014 internal UFI elections and the role of African members in the Chapter leadership. Members also expressed a desire to increase the frequency of regional meetings and to develop new opportunities for cooperation within the region.



LtoR: Ibrahim AlKhaldi, UFI MEA Regional Manager and Abdul Rahman Al Nassar, UFI MEA Chapter Chair



Blogs and social media are just a passing fad

If you think this is true then read the following:

According to current research:

- Social media is the number one activity on the web;
- The fastest growing demographic on Twitter is the 55-64 year olds;
- The fastest growing demographic on Facebook and Google is the 45-54 year olds;
- 93% of marketers use social media for business;
- 62% of marketers blog;
- 53% of Twitter users have been members for less than one year;
- In the US 73% of adults use Facebook; and

- over one billion Facebook users from elsewhere in the world.

If social media is leaving you with a feeling of being left behind follow UFI Live.org where twice each week UFI Members engage in lively conversations about issues, including social media, that affect the businesses of show organizers, facilities and exhibitors around the globe.

To join simply go to UFI Live.org or you can also follow us on twitter: www.twitter.com/ufilive And if you have blog topics to suggest, please contact Barry Siskind, UFI's Community Manager at barry@ufi.org.

UFI sponsorship opportunities

There are still some sponsorship opportunities left for the UFI Open Seminar in St. Petersburg in June 2014, and the 81st UFI Congress in Bogota in October 2014.

Being a sponsor at a UFI event is a unique platform to promote your venue, product or organization to UFI's exclusive and high-powered audiences. You will benefit from not only the increased visibility at the event, but also the possibility to network and meet new contacts from around the world in a relaxed and informal setting.

Please contact Nick Dugdale-Moore (nick@ufi.org) to find out more.

Not too late to catch up on past meetings

Even if you haven't been able to attend recent UFI meetings you can still catch up through our UFI Education Centre and via podcasts posted in the UFI Members' area of our website.

So take a look at both. Our most recent podcasts are available for the UFI Open Seminar in Asia.

And if you want to check out the photos from the Open Seminars in Bangalore or Doha, you can link to these on Picassa from our homepage at www.ufi.org/photos.



Could you be the 2014 UFI Marketing Award winner?



UFI MARKETING PLAY

UFI Marketing Award 2014

UFI The Global Association of the Exhibition Industry

UFI Marketing Award 2014

Mobile marketing is the use of mobile digital devices (tablets and mobile phones) to conduct marketing activities directed towards your target groups. Show us what you have achieved that may win UFI's 2014 award for the «Best Mobile Marketing Activity of the Year».

Your entry must describe how mobile marketing was used in 2013, and cover a marketing activity or campaign related to the exhibition industry which had proven quantitative and qualitative results.

So check out the guidelines now, and prepare your entry. You could be the next winner!

Deadline for entries: June 2, 2014

Entries welcome from UFI members and non-members
Guidelines and Online Registration: www.ufi.org/marketingaward



Visitor (R)evolution – International Summer University (ISU) for trade fair managers

What does the computer game industry have to do with the management of trade fairs? Quite a lot according to Jan Wagner, managing director of game developer Cliffhanger Productions Games and speaker at the 6th International Summer University for Trade Fair Management (ISU) from June 4 till 6 June 2014 in Cologne, Germany. Wagner is going to explain how trade fair organizers can inspire, influence and create long-lasting relationships with their visitors by his gamification approach. Other high profile speakers from around the world will provide further insight on issues related to visitor marketing and management.

Anyone who is curious about this year's theme "Visitor (R)evolution" should hurry to register. The early-bird discount expires on April 7! Cologne University's Institute for Trade Fair Management and UFI, the Global Association of the Exhibition Industry, will once again be organising this internationally acknowledged educational event on the grounds of Koelnmesse.

With its mix of presentations, discussions and interactive workshops the ISU programme

offers trade fair managers a unique perspective on strategic, practical and visionary concepts in visitor marketing and management. The ISU 2014 faculty gathers 13 internationally recognized speakers including live-marketing and social media expert Simon Burton of Exposure Communications, well-known exhibition veteran Barry Siskind from Toronto and the design and advertising specialist Ronda Mohr of Freeman (Seattle/USA).

The ISU 2014 is compact and clearly structured: on 4 June lectures and workshops will focus on visitor marketing, followed by solutions in visitor management the day after. The last day of ISU 2014 will take a close look at future trends and challenges regarding the reincarnated importance of the visitor in the trade fair business. During the breaks and evening events the ISU will provide ample opportunity for networking and the exchange of experiences among participants.

ISU 2014 is supported by Swiss software and gadget manufacturer Poken, event service provider Ueberkopf, the logistics company Schenker Germany and the manufacturer of event software Ungerboeck Software International.

International Summer University for Trade Fair Management

Cologne, 4th – 6th June 2014

ISU Registration Details

The ISU participation fee is 1,250€. UFI members are invited to participate at a reduced rate of 1,075€. Special rates are available to all through the early bird offer until 7 April, 2014: 1,150€ (975€ for UFI members).

For additional information, please go to www.ufi.org/isu. For any questions please contact isu@ufi.org.



SAVE THESE DATES

81st UFI Congress

October 29 - 1 November 2014



DISCOVER
THE PUREST
EMERALDS
IN THE WORLD.

Expect to be **amazed.**

"FURA"
WORLD'S LARGEST
EMERALD?

- To visit Bogota is to visit the Gold Museum, the largest collection of Pre-Colombian art with more than 35,000 gold pieces.
- To visit Bogota and its surroundings is to visit the largest producer of the purest emeralds in the world, where production accounts for nearly 80% of the world's emerald market.

BOGOTÁ    **UFI** | Bogotá 2014
Expect to be **amazed.**