

1-2/2003

## The Worldwide Organization Serving the Exhibition Industry

### IN THIS ISSUE:

|  |     |
|--|-----|
| Calendar of 2003 UFI Meetings  | 2   |
| A Message From UFI's Managing Director   | 3   |
| The Global Council Moves Ahead   | 4   |
| The UFI European Chapter Proposes<br>Challenging Meeting Program               | 4   |
| UFI Marketing Committee Announces Theme of<br>2003 Marketing Award Competition | 5   |
| A UFI Member 's Viewpoint-<br>Juan Puchalt of <i>Feria Valencia</i> Speaks Out | 5   |
| Results of UFI Waste Management Study  | 6   |
| The Psychological World of Exhibitions by <i>Sarah Farrugia</i>                | 7-8 |
| UFI Who's Who  | 9   |
| News & Networking  | 9   |

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# UFI Meeting Calendar 2003

## UPCOMING UFI MEETINGS

### 2003

|   |                   |                   |
|---|-------------------|-------------------|
| UFI Business Management Committee               | Hanover (D)       | Jan. 28           |
| UFI Exhibition Halls &<br>Fairgrounds Committee | Gothenburg (S)    | Feb. 7            |
| UFI European Chapter Meeting                    | Leipzig (D)       | Feb. 14           |
| Joint IAEM/UFI Board Meeting                    | Miami FL(USA)     | March 6           |
| UFI Executive Committee                         | London (UK)       | March 14          |
| UFI Steering Committee                          | London (UK)       | March 14          |
| UFI ICT Committee                               | Düsseldorf (D)    | April 17          |
| UFI Marketing Committee                         | Paris (F)         | May 16            |
| UFI-XM Summer Seminar                           | Gothenburg (S)    | June 11-13        |
| <b>70<sup>th</sup> UFI Congress</b>             | <b>Cairo (EG)</b> | <b>Oct. 19-21</b> |

# A Word From UFI's Managing Director

Dear Member, Dear Reader,

Many of you are curious and impatient to learn of the progress of the "New UFI Strategy" under discussion. I take this as a good sign as it shows just how interested and involved UFI members are in the development of their association. It is also a sound indication of your determination to see UFI evolve into a more pro-active organization in the future.

The development of a consensus concerning our objectives for the future is no small task. Today it is our intention to make UFI the "voice", not only of our current membership, but also of the global fairs and exhibitions industry. All qualified organizers and fairgrounds and industry partners would be invited to join UFI. Clearly the preparation of such a long-term strategy is not accomplished over night. It has already been underway for some time.



At the end of Professor Dr. Manfred Busche's mandate as UFI President in 2001, the General Assembly voted to open UFI membership to non-international trade shows, to the organizers of such events and to "industry partners" who support the world of fairs and exhibitions with products and services. Coming at the time of a transition in UFI's Presidency and Headquarters management, it soon became clear that a profound reflection was necessary to focus on the challenges ahead. Today, it is generally recognized that core changes are necessary for our organization to survive and thrive in the current competitive association environment.

The fruit of our reflection will be presented for examination and debate to the Steering Committee in London on March 14. This proposal will include an evaluation of your comments and observations provided through surveys over the past ten years, a SWOT analysis (strengths, weaknesses, opportunities and threats) of UFI as it exists today, and a proposed re-definition of UFI's mission for the future.

And what do we hope to achieve with this re-orientation? Well, first of all it is our number one priority that we meet your expectations as an association. High on the list of value-added services requested is that of global industry representation and dynamic promotion of the trade fairs and exhibitions sector. To achieve this we have already streamlined the UFI Headquarters staff and will develop our team as necessary to meet program objectives. New sources of funding will be required to pursue new programs, and a larger Membership base, combined with programs developed in cooperation with other industry associations, will be important to reach this goal.

Once a consensus on the general direction for the future of UFI is determined, we plan to complete a thorough revision of the UFI statutes and internal rules which will permit us to advance more rapidly in meeting the goals you have identified.

Once our Executive and Steering Committees give us the green light to pursue these objectives, it is our intention to submit the entire finalized package: strategy plan, action plan, budget and statute amendments, to you for approval at the next General Assembly in Cairo in October. So as you can see, UFI Management, the Business Management Committee, and the Executive and Steering Committees are all actively working on providing you with the most complete proposal possible.

A "New UFI" is the target we have set. Ultimately it is our combined efforts which will bear fruit for the future. So if you have ideas, critiques, comments and recommendations, please let them be heard before - not after! Now is the time to speak up.

Vincent Gérard, UFI Managing Director

## UFI Meeting News

### Global Council Agrees to Support UFI Data Collection Effort

Hosted by IAEM in Orlando, Florida, on December 13, the Global Council brought together representatives of 12 organizations to review areas of common concern and identify potential cooperative efforts for the future.

Co-Chaired by IAEM's newly elected Chairman Jackie Russo and UFI's Managing Director Vincent Gérard, the Global Council covered a variety of topics ranging from security and insurance issues, to issues of concern to foreign visitors attending exhibitions, and funding differences from country-to-country.

The European Community Interpretation Note on free market competition for European venue owners was of particular interest to non-Europeans participating organizations. (Copies of this are available through UFI HQ for those interested.)

With a view to continuing the generic promotion campaign of the trade fairs and exhibitions sector begun by IAEM and UFI last year, UFI proposed that they act as coordinator for an international data collection exercise among major industry databases and international associations with a view to developing basic industry statistics on a global basis.

The Global Council acknowledged that this exercise would be confronted by a wide disparity of data definitions and available statistical quality.

The Center for Exhibition Industry Research - CEIR (USA) will make available their template for data collection which will be evaluated by UFI to determine its global applicability. UFI will also pursue the possibility for European Commission financial support for this project. CEIR, IAEM, AUMA and FSCF are on the Task Force on Global Figures launched within UFI's Association Committee Meeting in Munich.

### UFI European Chapter Prepares Dynamic Meeting

Scheduled in Leipzig, Germany, on February 14, UFI's European Chapter has planned an exciting program which will examine crucial issues confronting the European exhibition sector.

Among the topics to be covered are:

- The Impact of the EU's Enlargement on the Trade Fair Industry;
- Poznan Fair: Between Socialist Economy and European Union;
- The Impact of the EU Eastern Enlargement for Russian Fairs; and
- The Cooperation between Brno and Düsseldorf: A Review and an Outlook.

For further information on this meeting, please contact Wolfgang Schellkes, UFI European Chapter Secretary at email:

[schellkes@fair-relations.de](mailto:schellkes@fair-relations.de).

### DID YOU KNOW?

As a UFI member, you have the privilege of free-of-charge access to the [M+A online database](#) listing exhibitions worldwide.



Go online at [www.ufinet.org](http://www.ufinet.org) and log into the UFI Members section for a direct hyperlink to access their database.

# UFI Meeting News & A Member's Viewpoint

## UFI Marketing Committee Decides theme for 2003 UFI Marketing Award

Meeting in Budapest on January 20, the Marketing Committee confirmed the theme for the **2003 UFI Marketing Award competition as "Best Programme to Increase International Participation".**

The ten attendees at this committee session (Chairman Berislav Cizmek - Zagreb, Rens Bakker - Amsterdam, Bror Felixson - Helsinki, Juan Garaiurrebaso - Bilbao, Sonia Graupera - Barcelona, Katharina Hamma - Messe Munich, Laszlo Ivanyi - Budapest, Silvana Kürschner - Leipzig, Juan Puchalt - Valencia, and Manuel de Sousa - Porto) unanimously agreed that the competition's theme should interest most of our UFI members.

Additional information on the UFI Marketing Award competition will be provided in the next **UFI Info**, so get your staff to start thinking now about your entry!

The Committee had an animated round-table discussion on Customer Relationship Management (CRM) a topic getting attention among us all these days. Leipziger Messe's Silvana Kürschner presented their CRM system - a total data collection system gathering details for each exhibition.

Participants agreed that CRM implementation requires a top-down commitment requiring a change in overall approaches to work by all departments. CRM is already a strategic priority among most UFI members.

## 2003 UFI Marketing Award

### Theme

#### Best Programme to Increase International Participation

Programme details to be sent shortly!

Contact Briac Le Mouël:

## A UFI Member's Viewpoint



*Juan Puchalt, Member of UFI's Steering and Marketing Committees from Feria Valencia, has provided the following commentary for our reflection.*

Executives and directors of the members of UFI are in no doubt as to the crucial role of commercial trade fairs as marketing tools and their place within the marketing mix. However, one thing that is not so clear is whether business people are equally aware of the situation, or advertising agencies for that matter, or many marketing experts, or even a large part of university lecturers working on the subject.

If we were to take a random look at any marketing manual, save the odd exception, we can see that there is no chapter set aside to deal with commercial trade fairs, or we see that they are dealt with under "other tools", sometimes as *sales promotion* tools or maybe under *public relations*; but it is the exception to see them dealt with in their own right.

Professionals working within the trade fair industry are constantly put into a position of defending the relative advantages and possibilities of trade fairs, and we are well aware of their importance for business in general, but,...

- Are we not failing to put across this awareness to the business community, universities and business schools?
- Isn't it possible to get lecturers to share our ideas and transmit them to their students?
- Do we realise that present day students are tomorrow's potential users of trade fairs?
- Can we prove ourselves capable of winning a greater market share from other communication media?

These are the questions we are posing in view of the current situation in Spain. And yet, I believe that there are not too many divergences when compared with other countries. There is still quite a long way to go yet.

# UFI 2002 Waste Management Survey Results

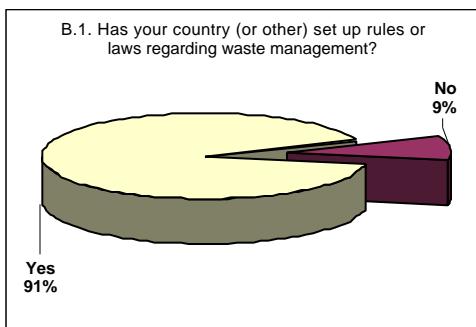
## UFI Survey Shows there is Still Room for Improvement in Waste Management

UFI members can now access the complete results of the 2002 Waste Management Survey on UFI's website at [www.ufinet.org](http://www.ufinet.org) in the Member's Area (Download Section). The study, completed in the latter half of 2002, is based on responses to a UFI Exhibition Halls and Fairgrounds Committee questionnaire circulated last spring.

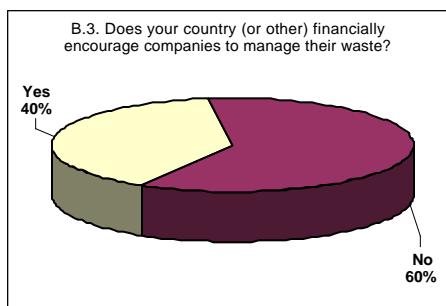
Despite the fact that over 90% of Survey respondents can accurately quantify the types of waste disposed at their venues, only 49% actually separate even a small part of their waste.

While 76% of those surveyed acknowledge that they separate "some of their waste", only 27% separate "all" of their waste.

Survey participants stated in most cases that legislation controlled waste management procedures.

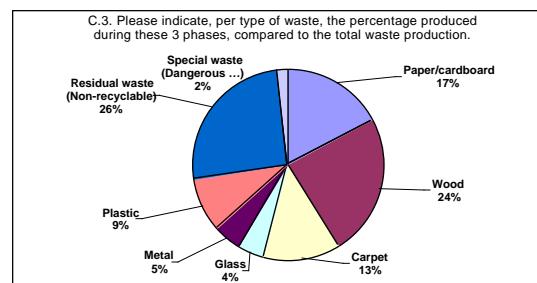


Government fiscal incentives, unfortunately, are slow to follow.



In the area of cost per ton for disposal, differences exist which are difficult to explain. However, one thing is clear, few organizers have yet moved to requiring that exhibitors provide waste registration prior to the exhibition, a step that permits venues to eventually rebill clients for disposal expenses.

The three principles for waste management can most easily be summarized as: avoid it, reduce it and recycle what's left. The eventual objective is to develop a comprehensive cycle of waste management resulting in a minimum of final waste product.



While UFI members are well on their way to adopting waste management techniques, the variety of existing regulations and legal frameworks has led to a wide range of implemented waste management practices. While these are not necessarily driven by geographical location or venue size, the end result is a lack of waste management homogeneity and a significant disparity in the level of results achieved.

UFI's Exhibition Halls and Fairground Committee is working to establish guidelines and recommendations on how to manage waste successfully in the years ahead.

# The Psychological World of Exhibitions

by Sarah Farrugia  
of Farrugia Leo Research Consultancy

Exhibitions have the power to transport the individual into a world within a world. To bring together under one roof all that is best about an industry or an area of personal interest. Typically 75% of visitors say they are likely to return next time. Why then are visitors so difficult to attract? Whilst visitors most commonly want to 'find out what's new' at exhibitions, many visitors, both trade and consumer also describe their attendance as 'a day out' or 'a chance to get away from the office' or even 'a jolly'. In the 80's when budgets were freer and businesses hadn't begun the 'restructuring and resizing' this attitude was interpreted by many as meaning that these visitors were 'time wasters'. However this seems unlikely to hold true in today's fast moving and tougher world. So what's going on?

In order to understand visitor motivation from a psychological point of view it is quite enlightening to review exhibitions against Abraham Maslow's widely accepted model of human motivation; The Hierarchy of Needs 1954

In this Maslow argued that we humans have a hierarchy of needs and that each set of needs must be satisfied in order for us to move on through to a higher level of motivation. He describes these needs as:

- Physiological: hunger and thirst
- Safety: to feel secure and safe, out of danger
- Belongingness and love: to affiliate with others, be accepted and belong
- Esteem: to achieve, be competent, and gain approval and recognition
- Cognitive: to know, to understand and explore
- Aesthetic: symmetry, order and beauty
- Self-actualisation: to find self-fulfilment and realise one's potential

Let us consider each one in turn and to see how today's exhibition format satisfies - or fails to satisfy - each level.

### Physiological Needs

Physiological needs are the most fundamental. This goes some way to understanding why catering is the area that continues to be criticised most by visitors. Most retailers in the high street today understand that providing attractive refreshment areas where shoppers can restore their energy and think about what they have seen and still want to see mean longer shopping trips and increased spending. These areas also help to create an overall memory of a pleasant experience. This is essential when endeavouring to build future visitor commitment and loyalty. It is all too often an area where exhibitions fall down, especially around the entrance area, to help revive the visitor after a potentially stressful journey.

### Safety needs

Exhibitions are 'unsafe' in the sense that they make visitors feel disoriented, vulnerable and uncertain. Signage upon arrival and clear consistent directions reassure visitors that they are in the right place. This is true even for repeat visitors as last year's show will be a distant memory. The layout, halls or entry configuration will almost certainly have changed somewhat since then. The arrival is often stressful following a long journey, and very few shows offer a true welcome to the event – a point of psychological entry and relief from the 'outside world'. This discomfort is often extended further as a visitor tries to get through registration and 'lightpen security'.

.../...

## The Psychological World of Exhibitions

### The Psychological World of Exhibitions (continued)

#### **Belonging**

this in our research when we find that it is common for visitors to see their existing suppliers before hunting out new suppliers; or meeting up with people they used to work with or booking to hear seminars from people they know. Even at car shows and bike shows you find that visitors go to look and sit in / on vehicles they already own or have owned. It gives us a sense of self within a large environment. We also know that many first time visitors have done a lot of research on the exhibition subject prior to visiting, in order to be able to 'take their place credibly' within an environment of experts.

#### **Esteem**

The badging system used by many shows often separates those attending into grades of buyer. Whilst many visitors may be unaware that for example 'a blue badge means no authority to purchase' they will however, be all too conscious of being overlooked and sidestepped by stand staff looking for the 'red badges' representing the 'big buyer'. This does nothing for an individual's esteem. Remember, a single visitor may have several hundred human contacts in a day at a show ranging from brief eye contact to lengthy discussions.

#### **Cognitive needs**

Although the content of the shows is generally excellent, it can be frustratingly difficult to navigate, especially for a new visitor and even more so if some of the earlier physiological needs such as hunger and thirst are crying out for attention. Fatigue and stress mean that even the best show guides may be unfathomable to a visitor.

For many shows in place of beauty there is noise, crowding and discomfort. Order and symmetry are provided by white shell scheme and practical layout. Often any 'softening element' such as plants or flowers is cut back in difficult times leaving the shows looking, and more importantly feeling, ugly and cold.

#### **Self-Actualisation**

As we become wealthier, the urge towards self-actualisation is becoming increasing powerful for people today. With the basic needs met, a show is the ideal way to bring people together with common interests and common purpose - a huge opportunity in a world where traditional methods of communication are failing fast.

#### **Conclusion**

An exhibition or show or indeed any live event has the unique potential to engage a person in a holistic way – their mind, their body and even their spirit. We at Farrugia Leo feel that paying attention to all psychological needs will ensure the extraordinary medium we work in attracts and retains the audiences it needs to survive and prosper.

#### **Notes**

*The exhibition evidence for this piece has come from the many studies conducted on a range of shows and events over the past five years. For further details on these findings and research consultancy services please contact Rosalyn Mitchell at [info@farrugialeo.com](mailto:info@farrugialeo.com) or telephone on +44 (0)1722 340440 or fax on +44 (0)1722 331727 or visit the website at [www.farrugialeo.com](http://www.farrugialeo.com).*

# UFI News

## UFI News & Networking

UFI Member Igor Denissow, General Director of Moscow's **Expocentr**, leaves the organization after twelve years. Mr. Denissow has been a member of UFI's Steering Committee for the past 6 years. During his career at Expocentr, six of the company's events earned the "UFI Approved" quality label. During the same period, Expocentr indoor exhibition space more than doubled. Mr. Denissow's successor at Expocentr is Mr. V. Malkevich.

Werner M. Dornscheidt, UFI Member from **Leipziger Messe GmbH** will be moving to a new position as CEO of another UFI member organization, **Messe Düsseldorf**.

Germany's **FKM** (Society for Voluntary Control of Fair & Exhibition Statistics) has produced the 14<sup>th</sup> edition of its European Trade Fair and Exhibition Statistics study. Based on 2001 audited statistics, this edition brings together industry data from twenty European countries. The brochure also provides the auditing rules for each of the 20 participating countries. For more information, contact email: info@fkm.de.

UFI Technical Committees have recently named new members. Manuel de Sousa, **EXPONOR**, Porto, has joined the UFI Marketing Committee and John Cole, **NEC**, Birmingham, has joined the UFI Exhibition Halls and Fairgrounds Committee.

**Reed Exhibitions Singapore** has announced the appointment of Ed Ng to the position of President. Mr. Ng will wear two hats as he has also been appointed as President of Asian Aerospace.

UFI Association member, **CEIR (Center for Exhibition Industry Research)** recently elected a new Board of Directors. Paul Mullen has been elected as 2003 CEIR Chairman, succeeding Tom Mobley Jr. who will serve as immediate past chair. Charles D. Yuska has been elected Vice Chair, while Brian Tully takes on the role of secretary/treasurer. Newly elected to the CEIR Board for three year terms of office are Brian Casey, Paul Dykstra and David Whitney.

CEIR is a U.S. based research, information and communication center providing statistical data on the North American trade fairs and exhibitions industry.

### UFI's WHO WHO

*Did you know that the complete **UFI Who's Who** guide is available on line at [www.ufinet.org](http://www.ufinet.org)? And we're not talking about the area restricted to UFI Members only.*

*The UFI website gives you global visibility to all those interested in the world of fairs and exhibitions - and to those interested in your organization in particular.*

*So help us to keep this information current. Do you want to change photos, update contact information, provide up-to-date event data? Contact UFI's webmaster to see how you can do this directly online yourself: [webmaster@ufinet.org](mailto:webmaster@ufinet.org).*

