

The Worldwide Organization Serving the Exhibition Industry

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UPCOMING UFI MEETINGS AND EVENTS

UFI-XM Training Workshops		
Telesales	Lyon	Sept. 9
Press Relations	Lyon	Sept.10
Telesales	Leipzig	Sept.11
Press Relations	Leipzig	Sept. 12
UFI ICT Committee Meeting	Amsterdam	Sept. 16
UFI Marketing Committee	Valencia	Oct. 1
UFI Exhibition Halls & Fairgrounds Committee	Lisbon	Oct. 11
69 th UFI Congress and General Assembly	Munich	Oct. 23-25
UFI Executive Committee	Munich	Oct. 23
UFI Steering Committee	Munich	Oct. 23&25
UFI Africa Regional Chapter	Munich	Oct. 23
UFI Asia/Australasia/Middle East Regional Chapter	Munich	Oct. 23
UFI Europe Regional Chapter	Munich	Oct. 23
Statistics & Transparency of Trade Fairs Exhibitions Committee	Munich	Oct. 23
UFI Business Management Committee	Munich	Oct. 23
UFI Associations Committee	Munich	Oct. 24
Global Council of Associations of the Trade Fair/Exhibition Industry	Munich	Oct. 24
First UFI EMMP Session	Cha-Am	Nov. 24 -Dec.1



Dear Member, Dear Reader,

As Europeans prepare to go on holiday, and the break in the season of exhibitions which gets shorter and shorter approaches, I felt it would be a good opportunity to reflect on what has been achieved by the team at UFI headquarters in Paris during the past months.

It is now a year since the arrival of our new Managing Director, Vincent Gérard, who has taken a very hands-on approach to restructuring the Paris office and reviewing the financial situation at UFI headquarters. As you will see later in UFI Info, Monika Sonnenstuhl and Briac Le Moüel have added new responsibilities to their portfolios and, as we announced in the last edition, we have strengthened the communications function with the appointment of Lili Eigl. We fully recognize that communications are a vital part of keeping our membership informed and involved and we would welcome your feedback on any aspect of the running of UFI.

UFI has taken some strong measures to relieve its weak financial state including the exceptional call for a 25% supplement in 2001 annual subscriptions. During the last year UFI has reduced numerous unnecessary budget items, contracted with new suppliers and completely overhauled the financial system by outsourcing the majority of the accounting work and hiring a financial administrative assistant to handle day-to-day internal requirements. UFI has also renegotiated its head office lease thanks to the co-operation of the UFI shareholders and owners of the premises to help with cashflow.

After all this "house-keeping" we can finally say that no increase in UFI membership fees will be proposed to the next UFI General Assembly in Munich in October. Clearly UFI is on its way to financial recovery but this still requires that all members fulfil their financial obligations and settle their outstanding invoices immediately.

We remain committed to improving the services to members and also to expanding the UFI membership. Particular effort and energy has been put into Russia and South East Asia and later in the year we will be trying to raise the profile of UFI in South America.

Whilst concentrating on the financial security of UFI we have also advanced strongly in the area of new program development. Let me just remind you of several UFI initiatives begun during the past twelve months.

→ Launch of the new interactive UFI website at www.ufinet.org. and the creation of an UFI database. The combination of these tools will allow us to communicate more effectively and efficiently with UFI members and the public alike.

.../...

→ Partnership with XM to rationalize the industry schedule of seminar programs while improving their content and professional quality. Our first joint effort was the Asia Meeting in Singapore in May. Even the media has declared this an outstanding event! Our successful UFI-XM Summer Seminar in Geneva last week further confirms my belief that this partnership must be pursued in the future.

→ Creation of a generic UFI/IAEM brochure to promote Fairs and Exhibitions. This document has already been translated into a variety of languages by UFI members - even into Arabic. Several other countries are already planning to do the same.

→ Creation of the UFI Event Marketing and Management Program (EMMP) in Asia.

I think we can all be proud of the quality of these UFI programs. I would like to take this opportunity to recognize the outstanding results of the long hours of overtime work that the Headquarters staff has been making these past many months and to thank them for their successful efforts. Doing more with less seems to have become the UFI way of operating.

But this does not mean that the year ahead will be any less filled with challenges. Now that the structure of the association has regained a firm footing, we must all work together to identify new goals for the future. At our Steering Committee Meeting in Geneva on July 1, it was suggested that a small working group should be created to develop the basis of a new UFI Strategic Plan. Once completed this initial proposal will be presented to UFI's Business Management Committee for review and recommendations. Only when the Strategic Plan is completed will we be able to undertake a total revision of UFI's Statutes and Internal Regulations to ensure that they are compatible with UFI objectives. The entire package will eventually be submitted to UFI members for approval.

This is an important project and is not to be taken lightly. I will be calling on each and every UFI member to provide thoughts and ideas aimed at developing our organization. We will take the time required to develop a proposal that reflects UFI's long-term goals.

Our association must meet the needs of our members. I think you will all agree that in order to best fulfill our objectives in the future UFI must evolve from a "Union of International Fairs" to a "Global Association of the Fairs and Exhibitions Industry."



Sandy Angus
UFI President

UFI Marketing Committee Makes Difficult Choice

Hosted by Leipziger Messe GmbH, the UFI Marketing Committee met on June 5 in Leipzig, Germany. Chaired by Chairman Berislaw Cizmek of Zagreb, the UFI members attending this working group were:

Juan Garayurrebaso	Bilbao
Sònia Graupera	Barcelona
Katharina Hamma	Messe Munich
Laszlo Ivanyi	Budapest
Silvana Kürschner	Leipzig
Juan Puchalt Sanchis	Valencia

A vigorous round-table discussion on “Unusual Tips and Techniques to Attract Exhibiting Companies to your Exhibition” was followed by a lengthy session to analyze and evaluate the entries received for the 2002 UFI Marketing Award.

This year’s theme, “Best Visitor Winning Program” drew entries from UFI members on three continents. The winner was invited to present his program at the UFI-XM Summer Seminar in Geneva.

The next UFI Marketing Committee Meeting will take place on October 1 in Valencia.

UFI-XM Waste Management Seminar

The UFI-XM Waste Management Seminar originally scheduled for November 2002 in Madrid has been rescheduled for 2003 with an expanded theme for all to appreciate. The dates will be confirmed shortly. So log on to www.ufinet.org for the latest update. The location remains unchanged, so plan a trip to Madrid in the new year.

AUIEC/UFI Training Session/ Workshop Tunis

UFI’s African Chapter recently cooperated with the Arab Union of International Exhibitions & Conferences (AUIEC) to provide trade show professionals with a program devoted to the use of exhibitions as a tool for economic development. Hisham El Haddad, UFI’s Africa Region Chairman and Secretary General of AUIEC stated, “The session was held on May 14 & 15 in Tunis, and drew 83 participants from 20 countries. This is clearly an unqualified success.”

Recognizing that the exhibition industry has become a strategic element in the development of national economies, participants at this seminar exchanged thoughts and ideas on how best to use trade shows to meet their objectives.

Among the topics covered were *How International Cooperation can develop your Market Share; World Trade Centers and their Role in the Trade Fair Industry; International Marketing - Building a Worldwide Network; Use of Information Technology in the Development of Trade Fairs*. A presentation by AUMA on *International Promotion of Trade Fairs* was particularly appreciated.

Among the highlights of this workshop was the distribution **in Arabic** of the UFI/IAEM brochure on “Fairs and Exhibitions - the Unique Way to Reach your Business Goals all at Once.”

For all of you interested in procuring copies of the Arabic version of this UFI document; please contact UFI Africa Regional Chapter Chairman Hisham El Haddad at ufi_africanchapter@access.com.eg.

UFI-XM Summer Seminar Establishes Itself as a Premier Global Event

The first joint UFI-XM Summer Seminar held in Geneva, Switzerland on July 2 and 3, drew representatives from 41 nations to this major trade fair industry event. Vincent Gérard, UFI Managing Director stated with satisfaction that, "With a record participation of such an international scope, it is clear that this event must now be considered as one of the premier European events for the exhibition sector."

Presided over by UFI President Sandy Angus and UFI Marketing Committee Chairman Berislav Cizmek, the two-day event attracted 217 participants. Participants came from Australia to the Ukraine, from Finland to Argentina, from China to the USA, and from Germany to Kuwait. The international audience participated in a program addressing the theme *Dynamic Business Solutions for Exhibition Organizers: Latest Trends in Marketing, Sales and Operations*.

The keynote address by Michael von Zitzewitz, CEO Messe Frankfurt, Germany, provided a vision of the industry's future from the perspective of one of the world's industry leaders. Other topics addressed included presentations on "Exhibitions as



Messe Frankfurt CEO Michael von Zitzewitz giving Summer Seminar keynote address

an integral part of a cross-media approach to doing business"; "How to make an event interactive before and after the event," and "Service level agreements as a tool to support change management." The two-day session was concluded by a presentation by IBM's Malcolm Greig on "What an Exhibitor Really Wants from an Organizer". Enthusiasm for the quality of these sessions and the professional level of the program

was acclaimed by participants in their responses in an after-show questionnaire conducted by the organizers.

This is the second joint event organized by UFI and XM to date. Following on the success of both the first UFI-XM Asia Meeting in Singapore in May 2002, and the Geneva UFI-XM Summer Seminar, it is clear that this partnership is successfully providing the quality of programs that the trade fair sector demands.

UFI President Sandy Angus and XM Managing Director Cornélien Baijens announced that the event management agreement between the two organizations will be extended, subject to the Steering Committee ratification, to cover future programs including the organization of a second Asia Meeting to be held in Spring 2003.

As a confirmation of their commitment to providing professional programs to the exhibition industry, UFI and XM announced a program of joint Training Workshops. Cornélien Baijens, XM's Managing Director announced that "these workshops will fulfill a need for middle-management training in two areas which are key to achieving exhibition success." The first series of these workshops covering the topics of telesales and press relations will be held in Lyon, France, and Leipzig, Germany, on September 9, 10, 11 and 12, 2002.

For additional information on these and other UFI-XM events, please consult websites at www.ufinet.org and www.xmeurope.com.



UFI Staff Nominations

Vincent Gérard, UFI Managing Director, was pleased to recently announce the nomination of Monika Sonnenstuhl to the position of Manager Coordination and Administration and

Briac Le Mouël to the position of Project Manager - new positions within the UFI Headquarters human resources structure.

You may already have had dealings with both Monika and Briac as they have been UFI staff for many years. In fact, these announcements are a recognition of the roles and responsibilities each has performed with brio in the past, and a confirmation of the active part they will be playing in the UFI organization in the future.

Monika Sonnenstuhl, of German nationality, brought a varied background to UFI when she joined the organization eleven years ago. Her education includes French and Russian translation training, commercial business degree and a Masters degree in Civilization and Literature. Tri-lingual (German/English/French) Monika is UFI's "historical memory" and keeps track of all membership issues and statutory regulations. Since the staff restructuring several months ago, she has assumed primary responsibility for the organization of UFI's Annual Congress. She is the Managing Director's right hand and ensures UFI management on a daily basis in his absence.

Briac Le Mouël, a Frenchman from Brittany, has been with UFI for three years. Tri-lingual (French/English/German), he has a degree in business management from one of France's top Business Schools, "Sup' de Co". Many of you have met Briac in his capacity as Secretary of the UFI ICT, Marketing and Exhibition Halls and Fairgrounds Committees. He is also responsible for UFI studies and works closely with Lili Eigl on UFI marketing and promotion activities. Most recently Briac has almost single-handedly developed UFI's new website and data base.



UFI Staff members Monika Sonnenstuhl and Briac Le Mouël at the recent Steering Committee Meeting in Geneva

To be successful, this enlarged scope of staff roles and responsibilities relies strongly on the motivation and capabilities of its staff. A radical move away from the UFI of the past, the new UFI structure will permit greater initiatives and contacts be taken at various staff levels. After all, one of the key objectives of these changes is to increase awareness and responsiveness to UFI member needs.

UFI Launches Its New EMMP Event Marketing & Management Program

Recognizing the need to provide quality executive management educational programs to the trade fair and exhibition sector, UFI is proud to announce the launching of its **Event Marketing and Management Program (EMMP)**. Under the auspices of UFI's Cooperation Committee this program is a dynamic instrument designed to ensure the development of internationally recognized quality standards among trade show professionals.

In close cooperation with UFI, the program is developed and steered by internationally experienced Penwood Limited – Event Marketing and Management Resources, which handles the organization and coordination of the seminars.

EMMP's first seminar, with a focus on the Asia region, will be held at the Imperial Lakeview Hotel & Golf Club in Cha-Am, Thailand from 23 November to 1 December, 2002.

As developed by UFI Cooperation Committee Chairman Mathias Treinen and Vice Chairman Adolf Tauberger, EMMP has been designed to meet the demands of the international exhibition sector. The program addresses differences from continent to continent in levels of professional expertise, sector basics and conditions, quality of service, and application of international promotion, operations and management standards.

EMMP is aimed at improving the capabilities of senior-level professionals by offering comprehensive postgraduate seminars providing in-depth familiarization with sector conditions, scope and tools. The program targets participation by trade fair and exhibition organizers, owners and management of venues, conventions and other events as well as related exhibition service providers. Executives from associations, agencies and government bodies involved in trade, export

and tourism promotion are also invited to participate and benefit from this 8-day management specialization program. Successful participants will be awarded a UFI-certified diploma, recognized internationally as a superior quality standard in the event and exhibition sector.

EMMP's curriculum is based on a wide range of modular topics and combines relevant business administration subjects with practical service applications. The program will draw on the knowledge and experience of professionally recognized speakers from leading universities, as well as senior executives in the event sector. Internationally renowned experts in their field, these speakers will provide participants with a combination of academic fundamentals and hands-on expertise, as well as materials, which will enable graduates to gain a comprehensive scope of knowledge immediately applicable in their professional environment.

The program is structured according to the different stages of event development and preparation, including planning and promotion, operations, critical analysis and evaluation. Participants will be familiarized with advanced market research and strategic planning techniques, competitor assessment, feasibility studies, market promotion, infrastructure facility management, logistics and financial planning. Operational topics will include corporate organization, strategic and operational marketing, event planning and operations, security and communications, human resource management and development, media management, corporate identity development and public relations.

Interested companies and individuals are invited to contact UFI at lili@ufinet.org or Penwood Limited at emmp@Penwood-asia.com for a detailed descriptive brochure, updates on the seminar's schedule and conditions for participation..

UFI Selects Royal Dutch Jaarbeurs Utrecht as its 2002 Marketing Award Winner

Royal Dutch Jaarbeurs Utrecht was selected by UFI as the winner of the 2002 UFI Marketing Award. The competition evaluated entries from around the world submitted on the theme, "Best Visitor-Winning Program." Royal Dutch Jaarbeurs was selected for its comprehensive marketing program developed to support their VSK 2002 exhibition for the heating and air conditioning industry.

Sandy Angus, UFI President, and Berislav Cizmek, Chairman of the UFI Marketing Committee, presented the UFI Marketing Trophy to Rob Chömpff, Business Unit Manager at Jaarbeurs Exhibitions & Media, (Royal Dutch Jaarbeurs), the Netherlands.

In his acceptance remarks, Chömpff emphasized the need for close co-operation and strong combined efforts between exhibitors and exhibition organizers in order to attract visitors. The winning Royal Dutch Jaarbeurs entry provided VSK 2002 exhibitors

with a combination of marketing tools and program support based on thorough market research. Based on the premise that trade fair success is calculable, a set of trade fair and marketing techniques has been developed for exhibitors which offers 90% certainty with regard to the number of new contacts and follow-up appointments. After five years of experience, results at Royal Dutch Jaarbeurs clearly show that trade fair success is contingent on the extent to which the exhibitor is personally involved in visitor promotion. At VSK 2002 this program contributed directly to a 10% increase in the number of visitors to the exhibition.

These joint efforts resulted in a successful Royal Dutch Jaarbeurs event for visitor/client, exhibitor and organizer alike. As Chömpff concluded, "A good fair is not a reflection of the market. A good fair is an injection to the market".



Sandy Angus, UFI President, and Berislav Cizmek, Chairman of the UFI Marketing Committee, presented the UFI Marketing Trophy to Rob Chömpff, Business Unit Manager at Jaarbeurs Exhibitions & Media, (Royal Dutch Jaarbeurs), the Netherlands.

Telesales: Exhibition Selling on the Telephone

Simon Naudi

Aimed at:

Sales staff with some experience who are looking to gain a greater understanding of telephone selling techniques and strategies that work in the exhibition industry.

Content:

This workshop is designed to take you through the entire telephone sales process from initial introduction through to the close. It looks at first impressions, buying motives, engaging ways of breaking the ice, how to start the call, question and uncover needs, make recommendations, handle objections and use closing strategies that bring result.

Levels:

Experienced personnel looking for a refresher and new sales staff (with some experience) alike will benefit.

Topics Discussed:

The psychology of selling
The cold call

Goal:

Matching needs and solutions
Closing the Conversation
Controlling the call
Beyond the sale

“Exhibition Selling on the Telephone” in:

- Eurexpo, Lyon, 9 September 2002
- Leipziger Messe, Leipzig 11 Sept.,2002

Press-Relations for Exhibition Organisers

Simon Burton

The objective of the workshop will be to provide a forum for exhibition organisers to discover for themselves which elements work best to create the most effective PR campaigns for their exhibitions.

Content:

Detailed discussions on:

- What organisers want – from frequency of press releases to sponsorship of in-show features
- What editors and publications are looking for
- How to compile a press list
- Some examples of creativity in practice
- Exhibitor PR – Adding Value: how to make exhibitors happy

Form:

Delegates will also be asked to work through a scenario based on these discussions.

Backup documentation will be provided, which will include useful tips such as “7 tips for a good news story” and “how to write a press release”.

“Press-Relations for Exhibition Organisers” in:

- Eurexpo, Lyon, 10 September 2002
- Leipziger Messe, 12 September 2002

UFI Website “Hit” 5000 Times During First Month

At midnight on June 11, UFI’s new interactive website went live as a major resource aimed at providing up-to-the-minute information related to the world of international fairs and exhibitions. Since then the site has been visited over 5000 times showing it is truly a vital link to our members and to the general public

Mr. Peter Huang, Executive Director of Taiwan trade said exactly what we were hoping to hear from our UFI members, “Your newly launched UFI website impressed us not only with its interactivity, but also with the rich content and visual design.”

WWW.UFINET.ORG has been designed to better answer the needs of UFI members, professionals in the trade fair industry, and the general public alike. The site has been divided into two user sections to provide improved ease of navigation, segmented and concise information, and interactive services.

The first section is accessible to all internet users and provides valuable information on the role of the international exhibition sector as a contemporary marketing tool. In addition to tracing the 77 year heritage of the UFI association in a historical context, the site

provides information on the association’s 224 members, including 33 international and national associations, in 72 countries on five continents. Hyper-links provide direct, easy access to the websites of each UFI member.

This section contains information on UFI’s structure and membership options, on-line registration for conference and education programs, and links to valuable industry partners and organizations.

The second section, accessible to UFI members only, contains valuable information on UFI’s Annual Congress and Committee activities, and UFI research and survey results. Among the interactive options available on the site, UFI members can directly update the statistical data on their UFI approved events to ensure that it reflects the most current information available.

The new UFI site is a living, interactive, communications tool for all those interested in the global trade show sector. Further site development and improvements are already planned. Site visitors are invited to provide their comments, critiques and suggestions to the UFI webmaster (webmaster@ufinet.org) so that the site will best meet the expectations of UFI members and the interested general public.



BusinessWeek will publish in its October 28th International edition, a special advertising section on Exhibitions and Congresses in association with the **Union of International Fairs (UFI)**.



www.businessweek.com

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**69th UFI CONGRESS
MUNICH, 23-25 OCTOBER 2002**

(The following program activities are open to all UFI Congress Participants. Please note that additional activities are scheduled between Oct.23 & 25 which call for participation by UFI members only and/or by UFI committee members. For the full program please visit the UFI web site at www.ufinet.org)

Wednesday, 23 October

International Congress Centre Munich

0930-1730
1900

***UFI Congress registration and welcome of participants
Get-together in the "Maximilianeum", the Parliament of
the Free State of Bavaria at the invitation of Messe München GmbH***

Thursday, 24 October

International Congress Centre Munich

09:15 - 09:45
09:45 - 11:15

***Official Opening of the 69th UFI CONGRESS
Results of the work of the UFI Business Management Committee***

Prof. Dr. Klaus E. Goehrmann
Chairman of the Committee

How to influence the marketing decision makers?

Chairman:

Prof. Dr. Klaus E. Goehrmann
UFI Vice-President;

Chairman of the Board, Deutsche Messe AG, Hanover;
President of the German Marketing Association

Speakers:

Frederik G.L. van Putten
Senior Vice-President
MAN Trucks, Munich
Dr.-Ing. Gunther Kegel
Managing Director

Pepperl & Fuchs GmbH, Automation Technologies

1300 - 1430
14:30 - 14:45

Lunch

***Formal announcement of the results of the votes of
the Ordinary General Assembly***

Economic trends in different regions

Reports from:

- UFI Chapter for Asia / Australasia / Middle East:

Michael Duck, **Chairman of the Chapter**
Senior Vice-President, CMP Asia Ltd., Hong Kong

- CEIR:

Doug Ducate, President & CEO

- AUMA:

Dr. Hermann Kresse, CEO

Friday, 25 October

International Congress Centre Munich

09:45 - 10:00

***Presentation of the new UFI Event Marketing and
Management Program (EMMP)***

Penwood Limited
UFI Cooperation Committee

10:00 - 12:00

***Motivational Speaker
Management of the Titanic.
Lessons of a shipwreck.***

Henry Lang
Founder of "L'Université de la Parole"

12:00

Closing Session of the 69th UFI CONGRESS

- Presentation of the UFI awards and official invitation to the 70th Congress in 2003

13:15

Business lunch

INNOVATIVE DEVELOPMENT of ICT SERVICES: an "OBLIGATORY" MISSION FOR EXHIBITION CENTRES. THE EXAMPLE OF "VERONAFIERE"

By: Francesco Peruch (EDP Manager) and Giovanni Colombo (Communication Manager)

Exhibition organisers and, in general, authorities that provide services, must constantly adapt these services to the operative standards of their major clients. The growth of ICT within the organisation is therefore a necessary element in ensuring continuity and quality of relationships with clients and consequently maintaining sector competitiveness.

Continual technological growth implies that exhibition clients, especially those of an international standing and with experience on different markets, expect as an essential prerogative the simplification of relationships with exhibition organisers while maintaining high standards of quality, rapid response and the possibility of interaction as automated as possible. These requirements are joined by a strong "media" impulse concerning the utilisation of new technologies and continual comparison between show organisers, so that certain elements of technological innovation are by now to be considered as indispensable. The consequent risk is that of creating complex services on the Internet sites of exhibitions that meet needs of "image" rather than real needs and which do not take the internal structure of the organiser into consideration.

The development of technological services demands study based on an analysis of real needs and the "actors" involved. On the one hand, they must highlight the needs of the people taking part in an event: visitors, exhibitors, journalists-press, suppliers; on the other hand, one must also take into account the structure of the organiser and, in particular, the operative procedures of the "in-house" areas involved in the acquisition of requirements and the supply of services. An additional other is introduced when the organiser and the administrator of the Exhibition Centre are different entities.

The structure of the organiser must be able to satisfy every request in terms of quality and immediacy. An example is the request for information via e-mail, by now widely present on the sites for exhibition events. People requesting information expect a timely and rapid answer that must be ensured by the structure of the exhibition organiser. *Detail analysis* of the situation will also help optimise investments by highlighting synergies between different requirements.

The objective of VeronaFiere, from the onset of its Internet site in 1995, was to set up ICT services whereby management was

integrated and incorporated in the organisational structure itself so that user requirements (exhibitors, visitors etc.) could be received and met in terms of high quality and immediate response.

Types of services

VeronaFiere has identified three types of services for different "actors":

1. services that principally exploit Internet – Web services - or the mobile telephony system – SMS services
2. ICT services during events available on the stands or through suitably equipped technological islands – IT services
3. the utilisation of Internet and every technological innovation in business relationships – business services

Web Services

These services are usually accessible via Internet from *individual* event sites *or through the general site* (www.VeronaFiere.it). In general, all exhibition Web sites are targeted. There are specific areas for the press, exhibitors, visitors and at times even for suppliers. In each of these areas, ad hoc services have been developed with are freely available or accessible through authentication-password.

VeronaFiere has also set up certain action guidelines summarised below:

- Sites must ensure high inter-activity: visitors to the site must have a clear perception that all information is readily available.
 - The "Home page syndrome" must be avoided, whereby an attempt is made to highlight all information on the first page of the site with the result of losing focus on the general communication objectives. It is important in this regard to study the "site tree" and the exploitation of "Web usability" techniques. Information must be available through a minimum number of mouse clicks.
- Sites must be dynamic (use of databases, XML language)
- The information must be accessible in different ways but must never be repeated to avoid errors in compilation or incoherent information.

.../...

INNOVATIVE DEVELOPMENT of ICT SERVICES: "VERONAFIERE" (continued)

For visitors, we have developed areas of dynamic information, sector content, e-commerce (tickets, gadgets, catalogues etc.), purchase of/information about services, inter-activity with other sites providing useful services, such as access to the Exhibition Centre or real-time information about road traffic, parking, weather, etc. etc.

The Internet sites for VeronaFiere events are actually only the "visible" part of an Intranet system that directly involves all offices, each with specific skills and responsibilities. There are Intranet applications for synchronising the calendar, management of delegates, news, inventories for e-commerce, etc. The IT department works to ensure that users can manage these services independently. This ensures not only better organisation but also direct experience and awareness by internal personnel of the way Internet works and the expected approach and requirements of visitors to our sites.

Other developments are directed towards B2B logic so that the VeronaFiere sites will also provide information as a kind of content-provider. These services are principally by payment and envisage the supply of data and information to other sites directly from the VeronaFiere site in a dynamic and always up-dated manner (Web-services logic).

For some months, moreover, we have been testing and developing applications for IT services based on the use of mobile telephony and, in particular, SMS messaging (albeit currently limited by the length of such messages).

The growing use of portable devices (hand-held computing) also leads to the development of new solutions such as the possibility of downloading the list of exhibitors directly from Internet on to hand-held computers with applications capable of managing guided visits to the event.

Web Services transform the Web Site into a portal for services and information which is significantly targeted towards different clients. These services must in any case be allied with the IT structure of the organiser, whereby management is integrated in its business context.

VeronaFiere, lastly, has for some years proposed virtual exhibitions as a Web space available to exhibitors which amplifies and extends physical participation over the actual days of the event.

The evolution of VeronaFiere in the Web Services field is therefore directed towards the development of exhibition sites with services, virtual stands and information content within the logic of a sector portal.

IT Services

These services are generally intended for exhibitors and visitors. There is growing demand for broad-band Internet

connectivity on the stands, the availability of direct e-mail functions or technological islands within the Exhibition Centre, the availability - especially for visitors - of Internet Points in suitably equipped areas, the availability of information with the widest possible range of provision methods.

VeronaFiere is determined to offer broad-band Internet connections for exhibitors. In this regard, the Exhibition Centre is almost completely cabled with fibre optics and may thus provide exhibitors with Ethernet connections. Solutions are being studied for consumption tariffs and quality control of the service provided.

Business Services

These services are designed to manage business relationships between exhibitors and organisers. Once again, an initial stage tackled the rationalisation and management within an Intranet environment of the business services requested by exhibitors. This first stage has been completed. We are now developing a site for business services targeted at exhibitors or external organising secretariats. In this process, the logic is not that of transporting to Internet the paper form that is normally distributed to exhibitors but to perform, in an e-commerce site context, full-scale marketing of services. The initial pilot experiences in fact demonstrate that the use of Internet for sales of services generally brings about an increase in profitability. We are also investigating solutions that envisage the use of electronic signature systems to ensure security and legal value in the management of organiser-exhibitor relationships.

Business services must ensure operative continuity (24h7x265) and high standards of security. Impressive investments have been implemented in the IT area to configure management equipment and software.

Conclusions

The evolution of ICT at VeronaFiere essentially involves the Internet channel. Further major investments are envisaged and being implemented from a technological point of view technological as well as the point of view of formation for internal users exploiting the new media.

The VeronaFiere Exhibition Centre was set up more than one hundred years ago. Nevertheless, ICT is a fundamental and obligatory route for its future in a sector - exhibitions - that is rapidly changing its methods and approaches within the scope of market globalisation. And this necessarily demands increasingly innovative services.

According to Study Event Marketing Expenditures to Increase

“Trends in Event Marketing 2001-2002”, a first-time benchmark research report was released following the events of September 11, detailing current and projected event marketing trends in the United States. Among the study’s most notable findings is that 38% of surveyed companies expect their budget allocations to event marketing will increase in 2002 by an average of 23%. Additional findings relate to current and forecasted budget information, as well as trends regarding agency consolidation and use of event measurement.

The survey assessed 120 management and executive level marketing and brand personnel in companies with annual sales exceeding \$500 million, and included business in five vertical industries: automotive, technology, media/entertainment, consumer electronics and healthcare industries. The research was conducted by Intellitrends, a Michigan-based research organization, and commissioned by The George P. Johnson Company, a global event marketing agency. The study was conducted between September 19 and October 22, 2001.

Return on Investment (ROI) and role of event marketing within companies

According to the findings, event marketing is identified as driving greater return on investment (ROI) than advertising, sales promotion, public relations and web/Internet advertising. 47% of respondents rated event marketing as having the greatest ROI compared to these other marketing vehicles.

Additionally, 40% of the respondents indicate that the importance of event marketing for their companies is increasing.

“Clearly, large businesses recognize the value of event marketing in the marketing mix, for its unique ability to build communities and deeper customer relationships through direct, one-on-one communication and education,” said Robert G. Vallee, Jr., chief executive officer of The George P. Johnson Company.

Event marketing objectives

The three most important objectives to pursue with event marketing, according to respondents are: 59% ROI/generate sales; 57.5% stronger customer bonding/connections to target group and 56.7% build awareness/product launch/branding.

When asked, “what are the three most important success criteria regarding the objectives of event marketing,” respondents rank increased brand awareness as most important, with increased brand preference and building loyalty as second and third most important, respectively.

Consolidation

The current average number of outside marketing suppliers, according to survey respondents, is six. As such, let’s not editorialize here -- it is not surprising that 65% indicated a preference for increased consolidation of event marketing suppliers.

“Consolidating event marketing services with one provider partner has demonstrated considerable benefits, including cost savings, production efficiencies and brand messaging consistency,” said Vallee. “By consolidating its global event marketing program with The George P. Johnson Company, IBM has saved up to \$15 million in the last three years,” added Vallee.

Additional findings

Additional findings included in the study speak to how event marketing is defined, and how event marketing decision-making is made within organizations. Key findings are further parsed per industry, indicating feedback specific to key industries, including automotive, technology, media/entertainment, consumer electronics and healthcare.

About this study:

Intellitrends (www.intellitrend.com) was established in 1989, as a Marketing Research organization that provides comprehensive data as an integral component of an organization’s strategic plan. This study was commissioned by **George P. Johnson (www.gpjco.com)**, a provider of global event marketing solutions.

New Officers elected at SACEOS

Following the resignation of Jimmy Lau and Tim Waldron as President and Committee member respectively of the Singapore Association of Convention and Exhibition Organisers and Suppliers (**SACEOS**), the group elected Miss Dilys Yong Mee Hiong, Group President of HQ Link Pte Ltd as their new President. The newly elected SACEOS committee members are Jennifer Cronin and John Chua, both of Orient Explorer(S) Pte Ltd.

Changes in Belgium

Guido De Wilde has recently been named President of the Executive Board at **Flanders Expo** in Belgium. He replaces departing Marc Mortier. In other changes on the Belgian Trade show scene, Alex Coddens takes on the role of acting Director of **Brussels Expo** replacing departing Pierre Vokaer.

CENTREX 2001 Yearbook CENTREX

International Exhibition Statistics Union recently published their Central East European Statistics Yearbook for 2001. This yearbook provides the audited exhibition statistics of its 2001 members, Poznan International Fair, Trade Fairs Brno, Hungexpo, Incheba Bratislava, Incheba Prahm Vystaviste Ceske Budejovice, Centrum Targoze Kielcem ,V-Trade Exhibitions Debrecen, and Szeged Townscape Ltd. FUI members can contact UFI Headquarters for a copy of this Report or address themselves directly to CENTREX at info@centrexstat.org.

New Head of Jaarbeurs Exhibitions & Media (JEM)

Dick Molman arrives at JEM, replacing Anton Innemee as Managing Director.

Malaysia Elects new Executive Committee

At their 12th annual General Meeting, The Malaysian Association of Convention and Exhibition Organisers and Suppliers (**MACEOS**) elected Jonathan Kan, President, Encik Nor Azmi Sulong, Vice President, Alex Wong, Treasurer and Helen Wong as Hon. Secretary.

Japan External Trade Organization seeks closer UFI ties

Following a recent meeting at our Paris headquarters, the Japan External Trade Organization (**JETRO**) is working with UFI to explore new grounds for future cooperation. As a first step in this direction, UFI's new website (www.ufinet.org) provides a direct link to the JETRO database of trade fairs of Japan which lists information on 400 major Japanese trade fairs and 5,500 trade fairs in other countries around the world.

New Chairman at IELA

Ron Berry of Amit Ltd has recently been elected as Chairman of **IELA International Exhibition Logistics Associates**. He replaces outgoing Thierry Demeure who retains the position of Vice-Chairman within the organization.

*It is with great sadness that UFI members share the loss of two colleagues, **Antonella Matacera** from Fiera Internazionale di Genova, member of UFI's Marketing Committee, and **Andrew Roberts** of Reed Exhibition Companies UK. Our sincere condolences to their families and colleagues.*