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To provide material or comments, please contact: info@ufi.org

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UFI Meeting and Events Calendar

2009		
UFI European Day	12 March	Brussels (Belgium)
UFI Executive Committee Meeting	13 March	Brussels (Belgium)
UFI MEA Chapter Meeting	18 March	Sharm El-Sheikh (Egypt)
UFI Open Seminar in the Middle East*	18 - 20 March	Sharm El-Sheikh (Egypt)
UFI Operations Committee Meeting	26 March	Paris (France)
UFI Marketing Committee Meeting	27 March	Paris (France)
UFI Committee Meeting on Sustainable Development	27 April	Munich (Germany)
UFI Focus Meeting on Sustainable Development	28 April	Munich (Germany)
UFI Operations Committee Meeting	28 April	Munich (Germany)
UFI Focus Meeting on Logistics during Build-Up and Dismantling	29 April	Munich (Germany)
UFI Meeting on Auditing Procedures	30 April	Paris (France)
UFI Education Committee Meeting	7 May	Budapest (Hungary)
UFI Executive Committee Meeting	22 June	Porto (Portugal)
UFI Board of Directors Meeting	22 June	Porto (Portugal)
UFI Associations' Committee Meeting	22 June	Porto (Portugal)
UFI Marketing Committee Meeting	22 June	Porto (Portugal)
UFI Open Seminar in Europe*	22 - 24 June	Porto (Portugal)
UFI Executive Committee Meeting	2 October	Munich (Germany)
UFI 76th Congress	28 - 31 October	Zagreb (Croatia)

* UFI events also open to non-members

UFI Platinum Partner

اللجنة الوطنية للمعارض والمؤتمرات
National Exhibitions & Conferences Committee
United Arab Emirates



UFI Media Partners





Message from UFI's President

Dear UFI Colleagues,

During the past quarter we watched from the sidelines as our global leaders contemplated the scope and damage of the current economic crisis. There's no doubt that we all need to understand what's going on with our economy. One thing that is very clear is that none of us really knows how long this downturn is going to take or how severe it's going to be.

The only thing we're certain of is that we all need to learn to think "outside the box". We need to be creative, we need to be innovative, we need to find ways to tackle our problems and really think about what we can do, to do better. And we need to listen and support our clients if we want to keep them from moving marketing budget share to other media.

We at UFI have provided you with a number of opportunities to exchange information and knowledge with your colleagues and with noted economists. Our Group CEO Think Tank at the UFI Congress, the UFI Global CEO Forum (UCF), and our recent UFI Open Seminar in Asia provided excellent forums for exploring ways to tackle today's problems. The Economic Crisis Barometer which we are now providing on a quarterly basis, will also assist you to better gauge the international business climate.

This is also a good time to use tools we've provided you to promote our industry to the public at large and to those who control their organization's marketing budgets. Each of you has received the complete set of posters developed to promote the value of our exhibition industry. All UFI members (except our member associations) have received the artwork for these on a CD at no cost. Now is the time to put them to work! They are an excellent means to "sell" our exhibition media. Use some of those media partnerships you have to blast these out to our various audiences. Work with your local tourism office and develop campaigns in your airports and train stations. Promote them in your regional transport systems and online neighbourhood newsletters. And use them in your exhibition catalogues and on your fair site billboards.

The economic indicators point, unsurprisingly, to an accentuated decline in business in 2009, but predict that the situation will begin to stabilise by year end. It would appear that 2010 will show spotty growth, and 2011 may see the start of a rebound. But a delay in growth is not an excuse for inaction. Each of us will need to look for the opportunities to cut costs, improve business models and serve our customers more effectively.

Reaching customers is what we're all about. Let's use the power of exhibitions to take us all forward.



John Shaw
UFI President



A UFI Member Speaks Out on Auditing

By:
Glenn Hansen, President & CEO, BPA Worldwide

In today's challenging economic climate, it has never been more important to prove your show's value to exhibitors. Exhibitors are being more selective than ever regarding the shows at which they exhibit.

This point was further backed by the results of a recent BPA survey and subsequent white paper* where 40% of respondents said they had seen decreased traffic at their exhibits in 2008. Still, respondents maintained that the quality of the attendees had not decreased. Survey results also indicated that the quality of the attendees—rather than the sheer numbers at an event—is the primary factor in an exhibitor's decision to take part in a particular trade show. Independent event audits prove the quality of attendees today's exhibitors are looking for.

Since face-to-face events are considered by many exhibitors as being the among the most expensive among all media platforms, exhibitors require trustworthy attendance data on which to base their decisions. That is where an event audit will bring your event to a level above your competitor.

With data from an event audit, you can drill down into your event's attendance figures and identify your exhibitor's target market. This also helps set your exhibitors' expectations with the combined effect of re-signing them for next year's show. As you know, it is much less expensive to retain an exhibitor than to secure a new one. Audits will help you maintain a consistent exhibitor-count level while you ride out the economic storm. And you will be ready to hit the ground running when the market takes a turn for the better.

For an event that has reported inflated attendance

numbers in the past, an economic downturn coupled with an event audit can be a perfect combination to start anew. Marketers are expecting attendance to be down in today's climate. An event audit proves you are being proactive in the eyes of your exhibitors and lets you start with a clean slate.

Event audits provide proof that key buyers continue to attend your show. But what about before and after the show?

As you may be aware, the face-to-face event arena has long been dogged by the question of how to keep exhibitors and attendees engaged throughout the year—not just the two months prior to and after the event. Years ago, an exhibitor could only rely upon a print magazine in the attempt to maintain attendee engagement. With the advent of event-based websites, organizers can create an interactive community that might include exhibitor/attendee forums, instant messaging and blogs relating to industry trends and issues.

By utilizing data from both event and web audits, organizers can reinforce their brand strength and overall reach by demonstrating not only the quantity and quality of their show's attendance but the quality and quantity of engagement with the brand as an information destination about an exhibitor all year round.

When shared with your exhibitors, audited event website information can be a beacon to guide you through today's stormy economic landscape.

*Note: The survey and white paper are available on BPA's website at: <http://www.bpaww.com/exhibitorwp>



UFI in Kuala Lumpur

What Crisis? UFI Seminar attracts record number of participants

A record audience of 207 delegates gathered in Kuala Lumpur, Malaysia, on 12-13 February for UFI's fourth Open Seminar in Asia. Coming from 25 countries and regions, the delegates gave a very positive response to the meeting which was hosted by Kuala Lumpur Convention Centre and which addressed the topic "Ten Steps to Better Exhibitions".

UFI Managing Director Vincent Gérard, speaking in Malaysia, said "we are more than delighted that, in this challenging economic time, such a strong group of our UFI members as well as non-members from around the region has chosen to come together in Kuala Lumpur to exchange ideas on how they can protect and continue to build-up their businesses. It's a real affirmation of the value UFI can provide in sharing information and networking opportunities to the industry. At the same time, a successful gathering like

this really promotes the value of face-to-face events".

Peter Brokenshire, General Manager of the Kuala Lumpur Convention Centre, said "The Centre is honoured to be the host venue for the UFI Open Seminar 2009. This event marks an excellent opportunity for industry professionals to experience first-hand what Kuala Lumpur city has to offer and the Centre's world-class facilities, the team's professional and friendly service and of course, the gastronomic delights especially prepared by our culinary brigade of 51 chefs during the event".

The Seminar was supported by a number of important Malaysian organisations and include the host, Kuala Lumpur Convention Centre, Malaysia Convention & Exhibition Bureau (MyCEB), and



UFI in KL (continued)

AOS Convention & Exhibition Sdn Bhd, the Malaysia External Trade Development Corporation (MATRADE), Kuala Lumpur Tourism Action Council, Pico International (M) Pte Ltd, and the host, Kuala Lumpur Convention Centre.

Day one speakers at the event included Byung-Kwan Bae, President & CEO, COEX, Korea; Stanley Chu, Chairman, Adsale Exhibition Services Ltd; UFI Asia Pacific Chapter First Vice Chairman from Hong Kong; Peter Brokenshire, Nat Wong, President, Agility Fairs & Events Logistics Pte Ltd, Singapore. Anthony Solimini, author of "Trust, Comfort, Confidence - Three words that will change the way you sell", brought a fresh perspective on sales from outside the industry.

Following an evening reception jointly hosted by Malaysia Convention & Exhibition Bureau (MyCEB) and Kuala Lumpur Convention Centre, day two speakers included Gunnar Heinrich, Managing Partner, adventics GmbH, Glenn Hansen, President and CEO, BPA

Worldwide, and Skip Cox, President and CEO, Exhibit Surveys, Inc, USA, Michael Duck, Senior Vice President, CMP Asia Ltd and Hanson Toh, Han-Son, Malaysia Country Consultant, Google, Inc., Malaysia.

The final session brought together a panel of exhibitors, including the Deputy CEO of MATRADE, Dr. Wong Lai Sum, to discuss what they need from the exhibitions they use today and tomorrow.

Other networking sessions included a lunch on Friday 13th sponsored by MATRADE, while a post-seminar guided tour of Kuala Lumpur was sponsored by AOS Conventions & Events Sdn Bhd.

Following a competitive bidding process, it was announced that the UFI Open Seminar in Asia in 2010 is to be hosted by TAITRA and will take place at the Taipei World Trade Centre on March 4 - 5. The host for 2011 will be Bangkok, Thailand, on dates to be announced.





“Economic Crisis Barometer” of the Exhibition Industry Gauges Global Business Climate

Results of the first “Economic Crisis Barometer” survey of the exhibition industry reflect the overall morosity of the global business climate.

UFI’s members, the international leaders of the exhibition world, answered the association’s independent survey which has been designed to assess the impact of the “economic crisis” over time. The results of this first survey edition are based on replies collected by UFI from participants in 44 countries during January and February 2009. Included are replies to the identical survey collected by SISO, the Society of Independent Show Organizers, among its members in the USA. The ten points covered in the online questionnaire ranged from an assessment of business fluctuations prior to 2009 to forecasts of business recovery expectations.

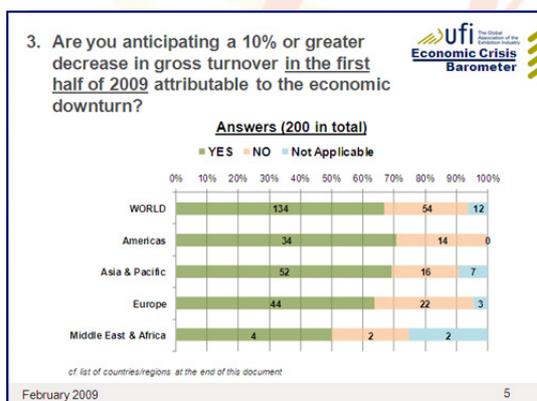
62% of those surveyed confirmed a decrease in business prior to 31 December 2008, directly attributable to the economic downturn. Of these, however, only 38% indicated that the decrease represented a slide of 10% or more in gross turnover. This is probably a reflection of the nature of the exhibition business which requires exhibitors confirm payment for event participation an average of 6 months prior to an event. This is consistent with the replies of more than 60% of those surveyed who anticipate turnover

industry sector represented by the respective scheduled exhibitions. Not surprisingly, tradeshow in the construction and automobile sectors were often singled out as being particularly hard hit.

In response to the pressure placed on the exhibition business, many of those surveyed have focussed on providing increased value-added services to both exhibitors and visitors alike. While discounts were not at the top of the list of incentives being provided by exhibition professionals, custom payment options and tightly negotiated service costs provide the basis for a more flexible approach toward sales and pricing policies. Visitors are also at the heart of many incentive programmes, with exhibition venues working closely with local tourism and government bodies to promote events and facilitate trade show attendance.

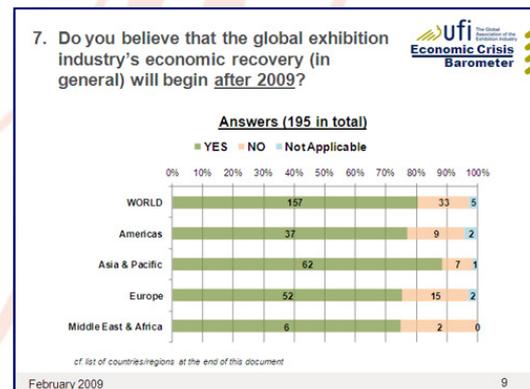
The exhibition industry shares cost cutting objectives with the rest of the business community, with freezes on recruiting, travel, new event launches and delayed investment projects at the fore. The cancellation of traditionally successful exhibitions and reductions in staff personnel have not yet been added to the agendas of most organisations.

Confidence that the global exhibition industry will ex-



decreases will continue to grow steadily over the next year.

The survey revealed a great deal of uncertainty as to the longer term impact of the current economic crisis. This was expressed consistently across the various global regions. Survey participants did note that the impact was often dependent on the health of the in-



perience an economic recovery after 2009 was expressed by over 80% of the survey’s participants, with many seeing 2011 as the real kick-off point for a more confident business environment.

UFI and SISO will conduct the next survey, based on the same questions, in April 2009. Results will be posted in the Publications: Surveys & Studies section of the UFI website.

Feeling Competitive?

Go up against the industry's finest in the 2009 UFI Operations Award Contest

UFI's annual Operations Award competition is under way. This year's theme is "**Logistics during build-up and dismantling**". Have you applied any original ideas which will "wow" your exhibition industry colleagues? If so, put pen to paper and submit your entry by March 23.

Entries must be related to a completed logistics project for build-up and dismantling before and after an exhibition. Share with us the solutions which have been successfully implemented and evaluated by an exhibition organizer. You must include the project objectives, the actions undertaken to reach those objectives and the quantitative and qualitative results obtained.

Tell us what were the shared objectives for the exhibitor, service provider and venue manager? Which added-value services did your project seek to offer? Which existing logistics services did your project seek to improve?

Then go on to tell us about the measures you took to reach these objectives and the specific challenges you faced along the way?

And finally did you successfully reach your targeted objectives? These may include benefits for your clients or increased revenues.

Entries will be evaluated by the UFI Operations Committee which will select the three finalists. Finalists will then be asked to present their entries at the UFI Operations Focus Meeting in Munich (Germany) on 29 April 2009. The winner of the 2009 Operations Award will be selected by the Focus Meeting participants based on the originality, effectiveness, results and added-value obtained for exhibitors and venue managers.

Participation in this prestigious international competition is open to all industry professionals as long as the entry is exhibition related.

So if you want to show-off your successful logistics ideas, now's the time!

The deadline is rapidly approaching so don't delay! For additional information please contact award@ufi.org.

**Open to
UFI Members
and Non-Members!**

**Deadline 23 March
2009**





UFI in South Korea

UFI Managing Director Vincent Gérard and Asia/Pacific Regional Manager Paul Woodward visited UFI members in South Korea during the week following the Open Seminar in Asia. Some 40 senior representatives from UFI's 14 member companies, as well as other industry leaders in Korea, gathered in the ASEM Hall at COEX in Seoul for a dinner organised by the Association of the Korean Exhibition Industries (AKEI). The UFI team was welcomed to South Korea by AKEI Chairman and COEX CEO Byung-Kwan Bae. Also present were UFI Board Members Jae-Hyo Kim, President and CEO of Exco, and Mr. Soo Ik Kim, President of BEXCO.

Gérard and Woodward met with Deputy Minister Dong-Geun Lee at the Ministry of Knowledge Economy to discuss the South Korean government's policy towards the exhibitions industry. Minister Lee outlined the 2008 Exhibition Industry Development Act which provides for government commitment to the development of the industry through a strategic plan. The

plan calls for the development of at least three world-renowned exhibitions in Korea by 2012.

Other visits included a detailed presentation from AKEI on the South Korean exhibitions industry, a tour of the facilities at COEX and Kintex as well as a visit to BEXCO in Busan, Korea's second city.

The UFI visitors were impressed by the quality and scale of the facilities in South Korea as well as by AKEI's "Endorsed Exhibition" programme which currently includes the top 40 fairs in South Korea. This follows UFI standards and requires event statistics to be audited. It has recently been extended to include the concept of "International Endorsed Exhibition" which also follows UFI standards.

South Korea is the world's 12th largest economy (GDP of USD20,045 per capita). The Korean exhibition Industry has a total of 12 venues with 177,490 sqm of gross exhibition space. Three extension projects are currently underway which will provide an additional 87,190 sqm of exhibition space.



Vincent GERARD, UFI MD, and Paul WOODWARD, UFI Regional Manager, flank Byung Kwan BAE, Chairman of the Korean Association of Exhibition Industries (AKEI), at a meeting of senior South Korean exhibition representatives including UFI Board members Jae-Hyo KIM of EXCO and Soo Ik KIM of BEXCO.

UFI-EMD Programme

Kicks Off Anew in Dubai

For the second time in less than two years, the UFI Exhibition Management Degree (EMD) course was staged in Dubai.

Hosted by the Dubai World Trade Center the first of four modules was held at the DWTC premises from February 21 to 26. Two online modules will follow during the spring, and the fourth module will wrap up the programme with another six-day gathering in Dubai in June of this year.

Attracting 23 participants from four countries - Malta, Jordan, Russia and the United Arab Emirates -

this UFI-EMD 150 hour course programme will provide participants with detailed and comprehensive analysis of the exhibition business basics and reinforce their skills and abilities to run successful event projects.

Prof. Dr. Joerg Beier, Director of the UFI-EMD programme, stated that "during these difficult economic conditions, training which reinforces staff capabilities takes on even greater importance than in normal times".





UFI European Day

UFI's European Chapter has developed a full-day programme which is open to all UFI members. Chapter Chair Sergey Alexeev stated that "this exceptional full-day event, hosted by Brussels Expo on March 12, will provide you with keen insights into today's European exhibition scene".

Dr. Dominic Swords, renowned business economist, will present "A different world: How will the recession change business in the European economy?" The presentation will address some of the drivers of growth that will preface a return to growth in Europe: how long may we have to wait and how deep will be the decline, what will the business world in Europe behave like after the recession, how will the current demands for more sustainable levels of credit growth, improved regulation and co-operation and greater accountability translate into the culture of business?

We can look forward to a panel discussion of industry experts Jochen Witt (JWC Cologne), René Kamm (MCH Messe Schweiz (Holding) AG, Basel), Andrey Lapshin, (MVK - International Exhibition Company JSC, Moscow) and Shahin Javidi (Fiera Milano S.p.A., Milano) debating related issues.

Berislav Cizmek (CBBS, Zagreb) and Marianna Moglia (European Patent Office, Munich) will round out the programme with presentations on the importance of wooing SME's to exhibitions and an exciting Sino-European IPR partnership programme respectively.

For full programme and online registration please go to www.ufi.org/brussels2009

ufi The Global Association of the Exhibition Industry

European Chapter Day

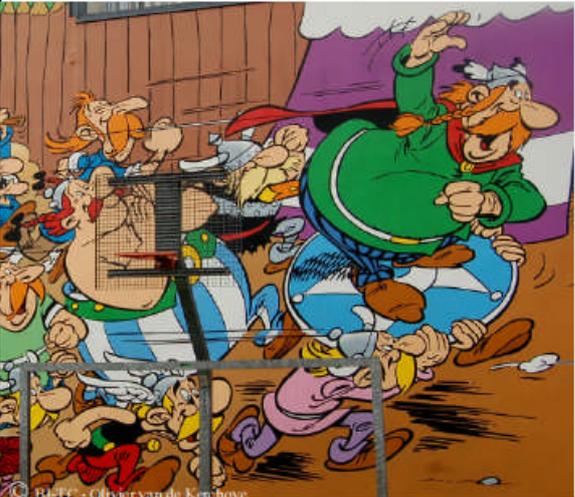
Brussels - March 12, 2009

Moving Ahead with UFI's European Chapter

Join us as we

- * Focus on the current state of European economic development
- * Share thoughts on how Europe is supporting SMEs at exhibitions
- * Hear from a noted economist on today's business climate
- * Learn about a new Sino/European IPR programme
- * Network to share ideas and info

Open to All UFI Members !



Programme and Registration info at:
www.ufi.org/brussels2009

Host : 



UFI Asia/Pacific Chapter Meets in Malaysia

A packed Asia/Pacific Chapter meeting at the Kuala Lumpur Convention Centre on 12th February focused its attention on exhibitions in Malaysia and on the impact of the economic crisis on exhibitions in Asia.



Over 50 members attended the meeting which was chaired by First Vice Chairman Stanley Chu on behalf of the Chairman, Chen Xianjin.

After a brief summary of Chapter activities by Regional Manager, Paul Woodward, the meeting heard an overview of exhibitions in Malaysia from the President of the Malaysian national association

MACEOS, Jonathan Kan. He told members that, with the establishment of the new MyCEB convention bureau, the Government was lending its full support to the MICE industry. "Malaysia has the potential to grow its exhibition and conference industry", he said.

Kan commented that there are currently sufficient venues to hold the exhibitions successfully. Around 50 major exhibitions are organised in Malaysia each year. He noted, however, that 2009 was expected to be a tough year for the industry with a reduction in sales this year of around 20% expected.

This lead on to the second major topic of the meeting in which delegates discussed how the industry was responding to the economic crisis and what governments in Asia are doing about this.

The research of Asia members originally gathered by 2008 UFI President Cliff Wallace for the UFI CEO Forum was presented in detail to members along with the news that this research is being rolled out quarterly by UFI.





UFI Asia/Pacific Chapter

Reviews government support for the exhibition industry in Asia

At the recent UFI Asia/Pacific Chapter Meeting in KL, Paul Woodward, UFI Regional Manager, presented research undertaken by his office on what Asia's governments are doing to support the industry. He noted that "even before the crisis, governments around the region had been stepping up support for the business events industry, including exhibitions". This support was taking various forms including:

- Direct subsidies for organisers bringing new events into the market;
- Direct cash subsidies to organisers for international visitor promotion;
- Leading bids for new events;
- Advertising campaigns promoting:
 - the destination to event organizers and
 - the calendar of events to potential participants
- Training and other resource development support.

Competition among a number of countries in the region is now really heating up. Measures being considered specific to the economic crisis included:

- Financial support for visitor promotion covering or subsidising travel expenses for some select, hosted buyers from key markets.
- Financial support for exhibitors

- Special promotions support such as discounted or subsidised participation in major promotional events.

Other measures under discussion include special advertising support. Markets in which at least some of these measures have already been offered include Hong Kong, Singapore, Thailand, Taiwan and Macau. Similar initiatives are under discussion elsewhere in the region.

Members also picked up on discussions which had taken place at January's UFI CEO Forum in Madrid when attendees had suggested that the industry needs to work harder to communicate a clear message about its success. There is concern regarding disinformation about show declines in some markets. While some events are seeing some declines, many well-established fairs continue to perform well. Even where exhibitor numbers are down, visitors are supporting many events very well.

Members discussed how to communicate the fact that exhibitions remain a highly effective marketing tool during a downturn. They discussed using research on the superior value of trade fair leads while UFI Managing Director Vincent Gérard reminded members that there are a number of promotional tools available through the UFI web site for promoting the exhibitions industry to business at large.

Keep your eyes open for the "UFI Questionnaire on Exhibition Operations"

Each UFI member organization will soon be receiving a short questionnaire on logistics during build up and dismantling. This survey is developed by the UFI Operations Committee and will focus on a number of issues common to the exhibition industry. These will include questions related to traffic management, standard techniques and new technologies, logistics service organization, infrastructure and processes, customs handling, and costs for logistical services.

The Questionnaire findings will be presented at the UFI Operations Focus Meeting in Munich on April 29.

Your input is necessary if we are to gain an accurate picture of these issues. So please ensure that your organization provides survey replies to: research@ufi.org



Singapore to Host UFI 2010 Congress

UFI is pleased to announce the selection of Singapore to host the 77th UFI Congress, from 10 to 13 November 2010. This annual UFI event will be held at Marina Bay Sands (MBS). The 2010 UFI Congress is expected to see the participation of member delegates from over 50 countries.

This announcement was made at the signing of the hosting agreement between UFI, event host SACEOS and Marina Bay Sands, the venue sponsor. The signing was witnessed by the Singapore Tourism Board. SACEOS, the trade association representing the Meetings, Incentives, Conventions and Exhibitions (MICE) industry in Singapore, will spearhead the organisation of the event.

"We are very proud and honoured to host the UFI Congress, one of the global industry's most prestigious events. The UFI Congress presents a wonderful opportunity to expose the international delegates to the facilities in Singapore and the capabilities of the local exhibition industry players," said Mr Edward Liu, President of SACEOS and Chairman of the Organising Committee. The timing is ideal as we will get to showcase new developments, such as the Integrated Resorts, to this key international audience."

"Hosting this important international congress in Singapore was an enthusiastic choice of our association. Singapore last hosted the UFI Congress in 1994. We are delighted to be able to return again to a location which is an outstanding representative of the MICE industry" said Mr. Vincent Gérard, Managing Director of UFI.

"As a MICE-driven Integrated Resort that will feature over 120,000 square meters of expo, convention and meeting space, Marina Bay Sands is very proud to be the selected venue for the UFI Annual Congress in November next year. It is a most significant event for MBS, and highlights Singapore's continued prominence as one of the leading MICE destinations in the world," said Mr. Nigel Roberts, President of Marina Bay Sands.

"On behalf of the Singapore Exhibition and Convention Bureau (SECB), a group of the Singapore Tourism Board (STB), I warmly welcome the UFI Congress to Singapore. UFI Congress delegates will get a first-hand experience of a dynamically transformed Singapore in 2010. We look forward to welcoming all UFI delegates to *Uniquely Singapore*," said Mr Aloysius Arlando, Assistant Chief Executive, Business Travel and MICE Group, Singapore Tourism Board.



Left to right: Aloysius Arlando (Assistant Chief Executive, BTMICE, Singapore Tourism Board) - Edward Liu (President, Singapore Association of Convention & Exhibition Organisers & Suppliers),- Vincent Gérard (MD, UFI)- Nigel Roberts (President, Marina Bay Sands)



UFI members will be among the first to enjoy the new Marina Bay Sands venue currently under construction.



UFI 2009 Educational Programmes

EMD - Exhibition Management Degree



Steinbeis Transfer Centre, University of Cooperative Education, Ravensburg



	Dubai	Bangkok
Module 1 (On-site) – Basics in Exhibition Management I	21 - 26 Feb. ^{Completed} 2009	1 - 6 June 2009
Module 2 (E-Learning) – Basics in Exhibition Management II	28 Feb. - 30 April 2009	15 June - 16 Aug. 2009
Module 3 (E-Learning) – Advanced Studies in Exhibition Management I	2 May - 25 June 2009	31 Aug. - 1 Nov. 2009
Module 4 (On-site) – Advanced Studies in Exhibition Management II	27 June - 2 July 2009	23 - 28 Nov. 2009

For UFI EMD Programme and Registration please go to: www.ufi.org

4th International Summer University for Trade Fair Management

July 6th - 10th, 2009



Cologne, Germany
Registration Deadline: May 31, 2009



For ISU Registration/Programme info, please go to: www.ufi.org

Exhibition Industry Campaign

Use this now to promote our exhibition media!

When you join UFI, you receive a free CD providing the guidelines and artwork for an entire promotional campaign supporting the exhibition industry.

The campaign, originally developed by AEO, includes a set of 14 posters and is a great way to reinforce an understanding of the value of exhibitions. It also provides three flyers which have been designed to promote a better appreciation of the value of this important face-to-face marketing medium. A few of these are shown below.

These are tools which you can apply at little cost. You are invited to translate the campaign and apply

your logo in addition to that of UFI. Think of using them in your promotional materials, your exhibitor briefings, your exhibitor manuals, your show catalogues, your trade publications, your Press and VIP rooms and billboards, your marketing campaigns – and the list goes on.

Now is certainly an excellent time to put this campaign to work. UFI has members in 83 countries around the globe. If we all use these graphics to promote our industry, they will make a notable impact!

If you have any questions about the campaign, or need an additional CD, please contact lili@ufi.org.



14 Posters and 3 pamphlets - yours* to promote our exhibition industry NOW!

* available to all UFI members (except associations)



Final Programme

UFI Open Seminar in the Middle East 2009

18 - 20 March 2009

Sharm El-Sheikh, Egypt

Moving Ahead Even in a Downturn

Wednesday – 18 March 2009

- 17.00 – 19.00 Meeting of the UFI Middle East/Africa Chapter (for UFI Chapter members only)
20.00 – 23.00 Dinner reception in the Maritim Jolie Hotel

Thursday – 19 March 2009

- 08.45 – 09.15** Refreshments at the invitation of BPA Worldwide 
09.15 – 09.20 Opening of the 2009 UFI Open Seminar in the Middle East

09.20 – 09.30 Seminar introduction by the Moderator: Hisham El Haddad, Vice-Chairman, AGD, Cairo, Egypt.

09.30 – 10.15 Exhibition/event management software: advantage or necessity?
By: Corbin Ball, International Consultant, Corbin Ball Associates, Seattle, USA



Is the use of software for exhibition/event management nowadays becoming a necessity or is it a superfluous tool? To what extent can an exhibition project be automated? At which stages? What are the most popular event software being used worldwide and their pros and cons? Find the answers to these questions during this presentation by the IT expert.

10.15 – 11.00 Best exhibition sales channels and techniques?
By: Gerard Leeuwenburgh, Business Unit Manager International and Director International Exhibitions, VNU Exhibitions, **Utrecht, The Netherlands**



The “action” of the commercial focus of the exhibition business reaches its climax at the sales phase, concluding a series of wearisome efforts in the marketing process and pleasing all team members by the phrase “deal completed”! Sales, being the kernel of business, need special care and meditation. Whether an event manager is selling square meters, services or sponsorship packages, he has to consider the best channels and techniques to

.../...

Final Programme (continued)

UFI Open Seminar in the Middle East 2009

18 - 20 March 2009

Sharm El-Sheikh, Egypt

Moving Ahead Even in a Downturn

11.00 – 11.30

Refreshments at the invitation of BPA Worldwide

11.30 – 12.15

Customer Relations Management's key role in today's exhibition marketing

By: Prof. Stefan Luppold, Merkur Internationale FH Karlsruhe, Germany



There is no doubt that we are in the middle of the customer-based marketing era! Customer retention is a key objective, but that's not all! Managing customer relations and using the existing customer for event promotion and enhancement is the key to open the gates of success. Let's learn more about various CRM strategies and tactics, as well as the modern techniques and tools which can be applied in relationship marketing.

12.15 – 13.00

How to attract/increase U.S. participation at your event?

By: Tom Kallman, President and CEO, Kallman Worldwide, Inc, USA.



What is the decision making process that any big or small US company goes through before deciding to take part in a foreign event, and especially in the Middle East? Getting an exhibitor to cross the ocean requires that many factors are in place for a successful participation. The speaker, who has recruited American exhibitors to foreign events over several decades will share with us his knowledge in this regard!

13.00 – 14.30

Lunch



UFI OPEN SEMINAR IN THE MIDDLE EAST 2009
MARCH 18-20, 2009 SHARM EL SHEIKH, EGYPT
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