

For Immediate Release

## 2007 UFI Open Seminar in Europe Tackles Key Industry Marketing Issues

*Paris, 21 June 2007* - Exhibition industry professionals from 40 nations gathered in Bilbao, Spain, to share information and ideas on timely marketing topics at this annual event organized by UFI, The Global Association of the Exhibition Industry. Hosted by the Bilbao Exhibition Center (BEC) from June 18 -20, the 2007 UFI event theme, "Thinking Outside of the Box," challenged the marketing professionals to actively participate in direct industry issue votes, matchmaking sessions and "Ask the Expert" discussions.

Speakers at this year's seminar presented a broad range of topics:

Prospering in America: The Art Basel Success Story;

by: Peter Denger, Head of Corporate Development, Messe Schweiz, Basel, Switzerland

"Ask the Expert" How to export shows abroad?

by: Steve Monnington, Managing Director, Mayfield Media Strategies Ltd, London

The power of Individual Appointments and Hosted Buyer Programmes

by: Ray Bloom, Chairman, Regent Exhibitions Ltd, Hove, UK

"Hard Talk" Key issues and challenges facing the exhibition industry

Interview of Andrew Morris, Member of the Board, Business Design Centre Ltd., London  
By Håkan Gershagen

Exhibition Industry issues: Relations between industry associations and exhibition players

by: Klaus Stöckmann, Commercial Director, VDMA Mining Equipment, Frankfurt

E-marketing: From Handy Tool to Event Marketing Heaven

by: Matthew Finlay, CEO, Rising Media Ltd, Munich

Cross cultural management

by: Denise Austin-Guillon, International Management Consultant and Coach, Paris

Team Building and Motivation

by: Simon Naudi, Managing Director, Answers Training International Ltd, UK

"Ask the Expert" Successful Customer Loyalty Programmes in Trade Exhibitions

by: Eric Pr eat, Vice President Product Development, easyFairs, Brussels, Belgium

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How to add value to your exhibitions through services? (Panel Discussion)

Jimé Essink, CEO, VNU Exhibitions Europe, Utrecht

Maria Martinez, Organization, Human Resources & Systems Director, IFEMA, Madrid

Tomas Moravec, Director of Commercial Group, Brno Trade Fairs, Brno

Michael Watton, Sales Director, The NEC, Birmingham

“Debate” between two opposite opinions on the question: The Internet Era: Friend or Foe for the exhibition media?

Opinion “Internet is Friend”: Chris Hughes, Managing Director, Brand Events, London

Opinion “Internet is Foe”: Douglas Ducate, President, CEIR, Dallas, USA

Best Practice Conference Management Applied to the Exhibition Business Model

by: Max Hare, Managing Director, International Business Communications, Germany

Post-Seminar evaluations submitted by participants were highly enthusiastic about the programme and inter-active participation techniques which were used to animate the seminar. A sample comment says it all: “I attend UFI seminars regularly and can honestly say that this UFI Seminar in Europe was the best yet!”

During the Seminar, UFI awarded the 2007 Marketing Award to Reed MIDEM for their programme on the topic “Best Events Supporting Exhibitions.”

Vincent Gérard, UFI Managing Director commented, “This was truly an outstanding event. We had 180 active participants from 40 countries sharing their ideas and knowledge. This type of international UFI seminar is “continuing education” for our exhibition industry professionals at its best!”

All UFI Members will be able to access the entire Bilbao programme through iPod broadcasts available on the UFI website at [www.ufi.org](http://www.ufi.org).

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Attached: Photo of the 2007 UFI Open Seminar in Europe, BEC, Bilbao, Spain

*UFI, the Global Association of the Exhibition Industry, promotes, serves and represents the trade fair industry worldwide. Via its member organisations, including the world’s leading show organisers and fairground operators, national and international professional associations and industry partners, UFI is present in 76 countries on 6 continents. UFI members are responsible for the management and operation of over 4,500 exhibitions around the world.*

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