

Executive Summary

Delphi Study:

The International Exhibition Industry and its Future
Long Term Effects of the Global Economic Crisis
on the Exhibition Industry



A Joint Research Project

of

UFI, the Global Association of the Exhibition Industry

and

The Steinbeis Transferzentrum ECE

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The International Exhibition Industry and its Future Long Term Effects of the Global Economic Crisis on the Exhibition Industry

The future of exhibitions

The *Delphi Forecast* looks at the state of the industry in 2020 – order your copy now!

How will our industry look in 2020? What is the long-term impact of the financial crisis? What will be the role of new technologies, and will these undermine live events or enrich them to create new opportunities? How will relationships between the major stakeholders – visitors, exhibitors, organizers and venue owners – change?

And even more fundamentally, will the next generation be interested in exhibitions? How important a role will exhibitions play in 2020?

It is impossible to find out answers to these questions by looking at data, because data about the future does not exist. Individual opinions are valuable, but they are subjective and limited in perspective.

Therefore, UFI commissioned the largest and most ambitious survey of exhibition and trade show professionals ever carried out.

The result is the **UFI Delphi Forecast**, a 160-page report, which offers incredible insights into the state of our industry in just under a decade's time.

The Delphi survey questionnaire asked exhibition industry experts from across the globe for their views on the general drivers of change and the specific challenges that they face in their own economic regions.

265 professionals responded to the questionnaire, which UFI distributed directly to its association members and via its media partners. 138 of them provided approximately 2800 open statements, which The Delphi Steering Committee edited, classified and analyzed in order to understand challenging and trend-setting opinions.

Professionals from ten economic regions responded, the majority (58.1%) representing the senior management in their organizations.

All types of exhibition companies are represented in the survey.

The Delphi Forecast takes an in-depth look at the following trends:

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- Thought leadership and the need to guide exhibitions into a new era
- The digital revolution: how new communication channels will penetrate all exhibition-related processes, changing the roles of involved parties
- The “corporate network”: new models for cooperation
- Next-generation CRM
- Risk and crisis management: how the industry must learn to deal with external threats
- A new focus on financials

The experts identified media competition as the most relevant challenge for exhibition industry; they believe the industry must do more to compete effectively with new media promotional tools and to embrace mobile technologies and social marketing.

They also expect the impact of significant cost cutting and reductions in marketing budgets to be felt for many years to come.

There are many other concerns for the future and a widespread feeling that the industry will have to adjust. But there is also great optimism and an almost unshakable belief that exhibitions and trade shows offer something unique. Indeed, many believe that the rise of digital media only serves to underline the value of face-to-face contact.

Certainly, people at the top of our industry are keen to pitch into the debate. The Delphi Steering Committee and the Scientific Board were overwhelmed by the number and the variety of the statements they received from the top minds in the business.

These opened their eyes to different and sometimes entirely new points of view on the development of the exhibition industry.

Now it is your turn.

No exhibition or trade show professional – organizer, exhibitor, venue manager or partner – can afford to miss out on this unique document.

*For answers and insights get your copy of **The Delphi Forecast** now. Published exclusively by UFI, the Global Association of the Exhibitions Industry.*

Delphi Study

The International Exhibition Industry and its Future

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