

Change of customer expectations drive investment of venues and venue infrastructure

- “The venue of the future: enabling the perfect customer journey”, 23-24 March 2017
- All interested professionals welcome

Paris, 15 March 2017 – What are the latest techniques that venues are using to provide a positive experience for visitors and exhibitors – and gain the competitive edge? Leading venue operators will share their solutions at a networking event organised by UFI, the Global Association of the Exhibition Industry, on 23-24 March in Utrecht (the Netherlands).

Entitled “The venue of the future: enabling the perfect customer journey”, the event is open to UFI members and non-members. It comes at a time when venues are increasingly expected to focus on customer satisfaction and the visitor experience, rather than simply providing a space.

Salvador Tasque, Director of In-House Business at Fira Barcelona, and Vice Chair of UFI’s Operations and Services Committee, describes the event as: “The place to be if you really want to understand how to create a new level of customer experience in our venues and see where the future challenges will be.”

Highlights include an announcement of three initiatives shortlisted for UFI’s prestigious Operations and Services Award 2017, celebrating innovation in creating “the perfect customer journey”. The winner will be voted onsite by the 60 or more delegates, who include top and middle managers specialising in operations and services within venues, as well as associated service providers from Europe and beyond.

In an easy-to-access venue, the two days combine international idea-sharing with high-level networking opportunities. Interactive sessions will explore how to ensure customer centricity while keeping a close eye on the bottom line. Here are two examples from the programme’s range of hot topics:

- “Technology is changing expectations: How to use it to your advantage”: A presentation by Friedrich Ostermann, Partner and Digital Architect at the management solutions specialists IPM United GmbH. Insights into how venues can use technology to improve the working day – both for the venue staff, and the customers.
- “What makes a venue appealing - through the eyes of the customer”: A diverse mix of exhibition organisers will share the key factors that they are looking out for when they select the venue that will ensure that perfect customer journey for their customers.

UFI Operations Director Sonia Thomas says: “Venues continuously evolve to ensure customers have a valuable, memorable experience, so they’ll rebook in the future. UFI’s meeting will be an exciting chance to get up-to-date with the latest techniques, and offer a platform to network with industry peers.”

It is still possible to register for a few remaining places. They will be allocated on a first-come-first serve basis.

The venue of the future: enabling the perfect customer journey - UFI Operations and Services Focus Meeting: 23-24 March 2017, Venue: Supernova (Jaarbeurs Conference Center), Jaarbeursplein, NL 3521 AL Utrecht. For more information visit the website: www.ufi.org

About UFI - The Global Association of the Exhibition Industry UFI is the leading global association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI directly represents around 50,000 exhibition industry employees globally, and also works closely with its 55 national and regional association members. More than 700 member organisations in 84 countries around the world are presently signed up as members. Over 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

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