

UFI's 2019 European Conference will focus on organisers' challenges, successes, and evolving business models

Paris – 11 April 2019: UFI, the Global Association of the Exhibition Industry, invites all exhibition professionals to join the 2019 UFI European Conference, which will take place in Birmingham (UK), from 15-17 May. Registration for the event is open and more than 150 industry professionals from 25 countries have already signed up. With the theme "The Organisers' Future", the conference will focus on what's in store for organisers in Europe and beyond. www.ufievent.org/birmingham2019

The conference will cover global opportunities from a European perspective as well as focusing on the US and China/Russia (OBOR). The opening keynote session will feature prominent broadcaster Robert Peston, and former Chief of Staff to the Brexit Secretary Nick de Bois, who will host a Q&A with delegates on Brexit and its consequences for the economy.

Eric Everard, CEO and founder of Easyfairs, will talk about different strategies for success, M&A, and the best ways to strengthen your business. Gabi Weiss from Trade Show Executive will chair a panel of US organisers who are looking to increase their international activity: Mary Larkin (Diversified), Cassandra Farrington (MJBizCon) and Dianna Steinbach (ISSA). Messe Frankfurt's Eugen Alles will talk about the Belt and Road Initiative focusing on China and Russia.

Denzil Rankine from AMR International (UK) will discuss how organisers must adapt their business models, and will lead a follow-up Deep Dive session where delegates will explore this issue in smaller groups. Lastly, Event Tech Live founders Adam Parry and Katie Crocombe will present some examples of new digital innovations in our industry.

There are two co-located events: the Digital Innovation Forum taking place on 15 May, focusing on real-life cases, problems and benefits of implementing digital innovation, and the Operations and Services Forum taking place on 14-15 May, which will be looking at different forms of smart technology that are currently in use to optimise operations.

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 60 national and regional association members. More than 780 member organisations in 86 countries around the world are presently signed up as members. Over 1,000 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.

For more information, please contact:

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