

UFI and VMA to launch second Asian venue education programme – English language version to be held in Macau in 2020

- Beginning on 28 June 2020 in Macau, the new programme will offer three days of face-to-face learning from leading exhibition venue managers
- This will be a first edition of the English language version of the VMS programme
- The programme is designed for managers of exhibition centres in Asia

Paris/Sydney – 16 December 2019: UFI, The Global Association of the Exhibition Industry, and the Venue Management Association (VMA) announced today that these two industry-leading associations would jointly launch their second venue education programme. Targeting exhibition venue managers in Asia, the programme begins on 28 June 2020 in Macau offering three days of face-to-face instruction. This English language version follows the 2017 launch of the very popular Mandarin-language version in Shanghai.

Since the launch of the VMS programme in Shanghai in 2017, nearly 100 students have completed the programme.

Beginning in 2016, UFI worked with VMA to adapt and modify VMA’s industry-leading venue management school to offer Chinese exhibition venue managers the opportunity to improve their operational and managerial skill sets.

The Mandarin-language programme covers a wide range of capabilities, including leadership skills, strategic planning, marketing, people management as well as problem-solving and decision-making skills. The content of the 2020 English-language version will be based on the Mandarin-language edition. Several modules will remain the same, and some of the instructors from Shanghai will participate in the English version in Macau.

As was the case in Shanghai, Mr Cliff Wallace, a past UFI President and long-time supporter of VMA’s educational programmes has agreed to act as senior advisor overseeing the development of the Macau programme.

Kai Hattendorf, Managing Director/CEO of UFI, commented: “Following the sold-out success of our Mandarin-language edition, UFI is pleased to once again partner with VMA to launch an English-language version of the Venue Management School. Exhibition venue capacity in Asia has grown enormously in the past decade and with this programme UFI aims to support the expansion with high-quality training for senior management. UFI is, once again, proud to partner with VMA to bring its widely respected Venue Management School to new markets.”

Michael Brierley, CEO of VMA, stated: “The VMA’s world-renowned Venue Management School in Australia has been teaching venue management professionals for over 26 years, and we are delighted that the partnership with UFI has gone from strength to strength. The VMS China, and soon to be launched VMS Macau are key building blocks in ensuring that we can educate the next generation of venue professionals to become better venue managers and leaders.”

Attachment: Visual [VMS Shanghai December 2019](#)

For more information, please contact UFI at vmsasia@ufi.org

About VMS – VMA is a venue industry association in Australia, New Zealand and Southeast Asia. VMA has over 700 members ranging from exhibition and conference centres, sports stadiums, entertainment arenas, performance centres and showgrounds. VMA is dedicated to the venue management industry in the region through professional development, education and networking.

The Mandarin-language programme was created after many of UFI's members in China recognised a need for education programmes that help support the development of the Chinese exhibition industry and continuously raise the overall standard of venue operations.

The VMS is aimed at mid to senior-level venue managers and provides participants with an outstanding learning environment and invaluable networking opportunities.

Key modules covered by the three-day programme included: security and crisis management, leadership for venue managers, human resources, effective customer care, event operations planning, venue marketing for managers, booking and scheduling and many more.

For more details, please contact vmsasia@ufi.org

About UFI – The Global Association of the Exhibition Industry: UFI is the global trade 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 more than 50,000 exhibition industry employees globally, and also works closely with its 60 national and regional association members. More than 800 member organisations in 89 countries around the world are presently signed up as members. Around 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.

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