



Exhibition  
Management  
School

In partnership with MBB-Consulting

# Register for the Exhibition Management School

UFI and MBB-Consulting have joined forces to launch a new industry education programme for exhibition organisers, the UFI-Exhibition Management School (UFI-EMS). This collaboration will drive high-quality education and training for the global exhibition industry for years to come.



DATE

10 online sessions starting  
**28 September 2020**

Format: Online session (Zoom)

Language:  English

COST

**895€** (exc. VAT)  
UFI member

**1195€** (exc. VAT)  
non-member

Register now at

[ufi-ems.com](https://ufi-ems.com)

**mbb** Consulting  
Group

 **ufi** The Global  
Association of the  
Exhibition Industry



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# About the Programme

The UFI Exhibition Management School is a continuum of the Exhibition Management Degree that UFI initiated and has been organizing since 2007. The new programme's curriculum was developed hand in hand with the UFI community. UFI and MBB worked with an exhibition industry task force, made up of senior members from different exhibition organisers across all UFI member regions. As a result, the curriculum is a programme designed by exhibition organisers for exhibition organisers.

## The Faculty

Dedicated to middle and senior level individuals from exhibition organizing companies, the programme will be delivered by a faculty of industry experts. The UFI-EMS combines both global insights and regional expertise – following the clearly articulated need for education that adapts a global curriculum to specific regional and local requirements. ([See page 3](#))

## Course Topics

Starting 28 September 2020, the inaugural programme will be held online and will cover a wide range of relevant industry topics, such as strategy, global business development, marketing, leadership, digital innovation and more. ([See page 4](#))

## Global Certification

Graduates from the UFI-Exhibition Management School will receive a globally recognized Certification for Exhibition Management.



# The Faculty

Delivered by a faculty of industry experts, the UFI-EMS will combine both global insights and regional expertise – following the clearly articulated need for education that adapts a global curriculum to the specific regional and local needs.

The first UFI-EMS will offer valuable insights to the Asia-Pacific region and the trainers include:



**Matthias Tesi Baur**  
CEO



Tesi is a highly skilled consultant in global B2B and trade shows industry. With over 20 years' experience working for the world's largest trade show and media companies (Messe Frankfurt, Reed Exhibitions and UBM), he has a rich knowledge in the global exhibition, conference and digital B2B industries.



**Natalie Campbell-Reid**  
Content Lead



Natalie is an experienced marketer sharing exclusive event industry insights to empower organisers and maximise event revenue.



**Fleur Kearns**  
Vice President, Human Resources, APAC, Reed Expo Singapore



Fleur is a strategic and operational HR professional, with over 20 years' experience spanning talent acquisition & development, engagement & culture, organisational development, change management and M&A integration coupled with commercial acumen.



**Eddie Choi**  
Managing Partner



A software programmer turned marketer, Eddie is a science believer who sees marketing a combination of art and science.



**Chris Kilbee**  
Executive Director, ASEAN



Chris is an internationally experienced business leader with extensive background in large-scale, global exhibitions and B2B media across multiple sectors and regions.



**Je Choong Yip (JC)**  
Senior Vice President Commercial, Reed Exhibitions Asia Pacific



JC is a sales and revenue management specialist with over 25 years of experience helping organizations realize better growth and profitability.

# Course schedule:

DATE

10 online sessions starting  
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PROGRAMME OVERVIEW \*

<b>Welcome</b> Tesi Baur (MBB-Consulting Group) / Angela Herberholz (UFI)	<b>28 September</b>	<b>9:30 – 10:30 CEST</b>
<b>Agile Cross-Sales Strategies</b> Je Choong Yip (Reed Exhibitions)	<b>29 September</b>	<b>9:30 – 11:30 CEST</b>
<b>Customer Centricity &amp; Care</b> Natalie Campbell-Reid (Explori)	<b>1 October</b>	<b>9:30 – 11:30 CEST</b>
<b>Cross-Channel Exhibition Marketing</b> Eddie Choi (Mills Singapore)	<b>6 October</b>	<b>9:30 – 11:30 CEST</b>
<b>Digital Innovation</b> Tesi Baur (MBB-Consulting Group)	<b>8 October</b>	<b>9:30 – 11:30 CEST</b>
<b>Human Resources &amp; Leadership</b> Fleur Kearns (Reed Exhibitions)	<b>13 October</b>	<b>9:30 – 11:30 CEST</b>
<b>Global Business Development</b> Tesi Baur (MBB-Consulting Group)	<b>15 October</b>	<b>9:30 – 11:30 CEST</b>
<b>Budget and P&amp;L</b> TBC	<b>20 October</b>	<b>9:30 – 11:30 CEST</b>
<b>Strategy Creation and Development</b> Chris Kilbee (Informa Markets)	<b>22 October</b>	<b>9:30 – 11:30 CEST</b>
<b>Final Exam</b> Angela Herberholz (UFI)	<b>23 October</b>	<b>9:30 – 10:30 CEST</b>

\*Order of course topics to be confirmed

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INFO

Email: [ems@ufi.org](mailto:ems@ufi.org)

Website: [ufi.org/education/exhibition-management-school](http://ufi.org/education/exhibition-management-school)

