

UFI and MBB-Consulting launch the Exhibition Management School

- High-quality education for and from the exhibition industry
- Registration opens for online pilot starting in September 2020

Paris/London – 7 July 2020: 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.

Both parties have already worked very successfully together on the Exhibition Management Degree, delivering training courses for the industry all around the world. The UFI-EMS will replace the UFI-Exhibition Management Degree. “Now is the perfect time to take that next step and evolve UFI’s educational offerings to the next level,” says Mary Larkin, UFI President. “The new UFI-EMS programme is an intense, time and budget-efficient course, designed to provide ongoing training and development for mid-senior level employees.”

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 UFI-EMS programme covers a wide range of relevant industry topics, such as strategy, sales, marketing, leadership, international business development and more. 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.

MBB-Consulting already offers a wide range of training courses and its founder Matthias Tesi Baur has lectured in previous years for UFI educational programmes. “We are extremely proud to bring our skills and experience in industry education to our partnership with UFI,” says Tesi. “This programme will play a key role in attracting and retaining the best talent in our industry.”

Starting 28 September 2020, the inaugural programme will be held online.

For course and registration details, please visit: www.ufi.org/education

Attachments:

- [UFI-EMS Logo](#)
- [MBB-Consulting logo](#)

***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 88 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.*

For more information, please contact: UFI Headquarters: Email: media@ufi.org Tel: +33 (0)1 46 39 75 00 or www.ufi.org

About MBB-Consulting: MBB-Consulting Group provides international management consultancy and educational services for diverse B2B sectors, including tradeshows, financial institutions, private equity firms, trade associations and governmental bodies. MBB's consultancy arm covers five distinct areas: strategy; business recovery and agility; sales and pricing; M&A and due diligence; and digital. Within the events world, it helps its clients to develop their shows into must- and want-attend events for the next generation of decision-makers. In the financial services sector, MBB helps to value companies or business models. And for governmental bodies, MBB develops strategies to stimulate export in various industries. MBB's education and training arm comprises courses and workshops on anything from strategy to sales, for new starters through to C-level executives. More information: www.mbb-media.com