



ufi certified
professional

Partner Guide



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UFI Certified
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Visit ufi.org/education to
start your UCP journey today!

Introduction

Over nearly a century, UFI has grown to become a symbol for quality amongst exhibition professionals. It is the only global exhibition industry association, leading the industry from within through highly reputable events, networking opportunities and educational offerings. Its member companies are at the cutting edge of the industry, consistently defining the evolving standard of what an exhibition should and can look like. UFI has offered a place for those organisations (and the industry as a whole) to come together in community and continue learning.

UFI is proud to offer UCP, the UFI Certified Professional endorsement. This designator is available to individuals both within UFI member organisations and without who complete the required modules. The programme builds on the existing UFI educational offerings to recognise those who have committed to furthering their education and leading their peers. It consists of the existing UFI educational offerings and a number of elective options, including UFI Forums and offerings from certified local and regional educational partners. At UFI, we know that “One Size Fits All” programmes have severe limitations; our industry works differently in different parts of the world. The modular structure of UCP offers everyone an individual combination of modules, adapted to local and regional needs.

To learn more about the certification’s structure and requirements, keep reading.

Click here to learn more about how to become a UCP education partner!

This guide is for those interested in becoming a UCP education partner. If you are interested in pursuing UCP for yourself, [click here for our Participant Guide](#). If you are interested in offering UCP to your employees, [click here for our Employer Guide](#).

Success Stories

Hear what our UFI education partners have to say...



"I thoroughly enjoyed the UFI-EMS course and being able to interact with other event professionals from all over the world. The focal points and priorities were slightly different when working on projects but the overall goals were the same, and this was really interesting to learn. I look forward to keeping in touch with this great group of people and hopefully meeting them in person in the future"

Amie Gonzalez – Director at Informa Markets



"UFI education programmes offered me an excellent platform and immense value to my practical experience gathered over 2 decades in the exhibition industry. The intense training by subject matter experts combining theory with practical exercise thru case studies was quite enriching and experiential. Many of us have made it to this amazing industry by chance and have gone thru the grind , UFI's education allowed to work more scientifically, smartly and be more productive"

**Mr Balasubramanian,
Executive Director & COO
IMTMA / BIEC**



'It is a great honor for me to attend the inaugural education programme launched by UFI-VMA Venue Management School in China and I am very happy to be awarded as the outstanding student.

My sincere thanks to UFI and VMA for preparing this comprehensive and practical arrangements and curriculums and inviting the great venue management experts as instructors to share their knowledge and experiences. As Chinese Venue Managers, we are very inspired by our industry peers and instructors of this programme, and will apply the knowledge we learnt to our daily work and enhance our professionalism."

Nancy Wang, Shenyang New World EXPO, Shenyang

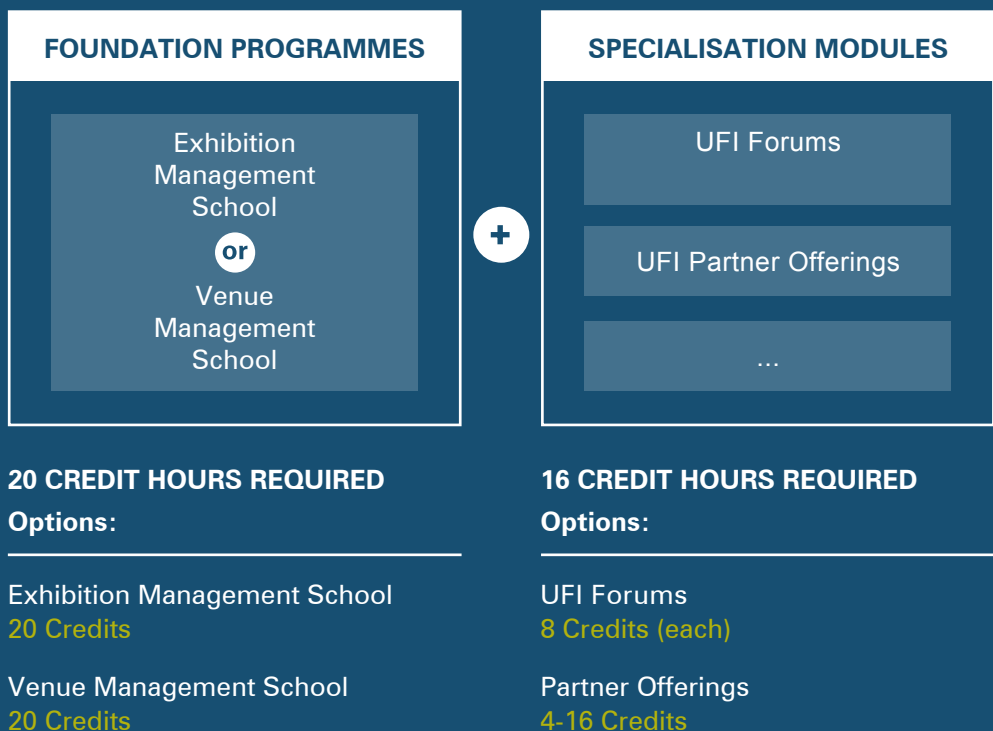
[Click here to empower your employees with UCP.](#)

How UCP Works

UCP consists of two sections: the foundation programmes and the specialisation modules. The foundation programmes consist of UFI's most popular existing educational offerings, the Venue Management School and Exhibition Management School, while the specialisation modules are more specific, topical offerings that allow participants to tailor the UCP experience to their area of expertise or interest.

Whilst the foundation programmes and select specialisation modules are offered directly by UFI, the variety of the UCP relies on UFI's partnerships with education providers all across the globe. These partners offer the topical education experiences that make the UCP so effective.

[Click here to start offering your educational experiences to UCP participants.](#)



[Click here to get started today](#)

How to become a UCP education partner

To maintain the high standard UFI has set for education in the exhibition industry, all UCP partners are qualified and approved by the UFI Executive Committee. To qualify, the partner must meet three sets of requirements: partner requirements, instructor requirements, and module requirements.

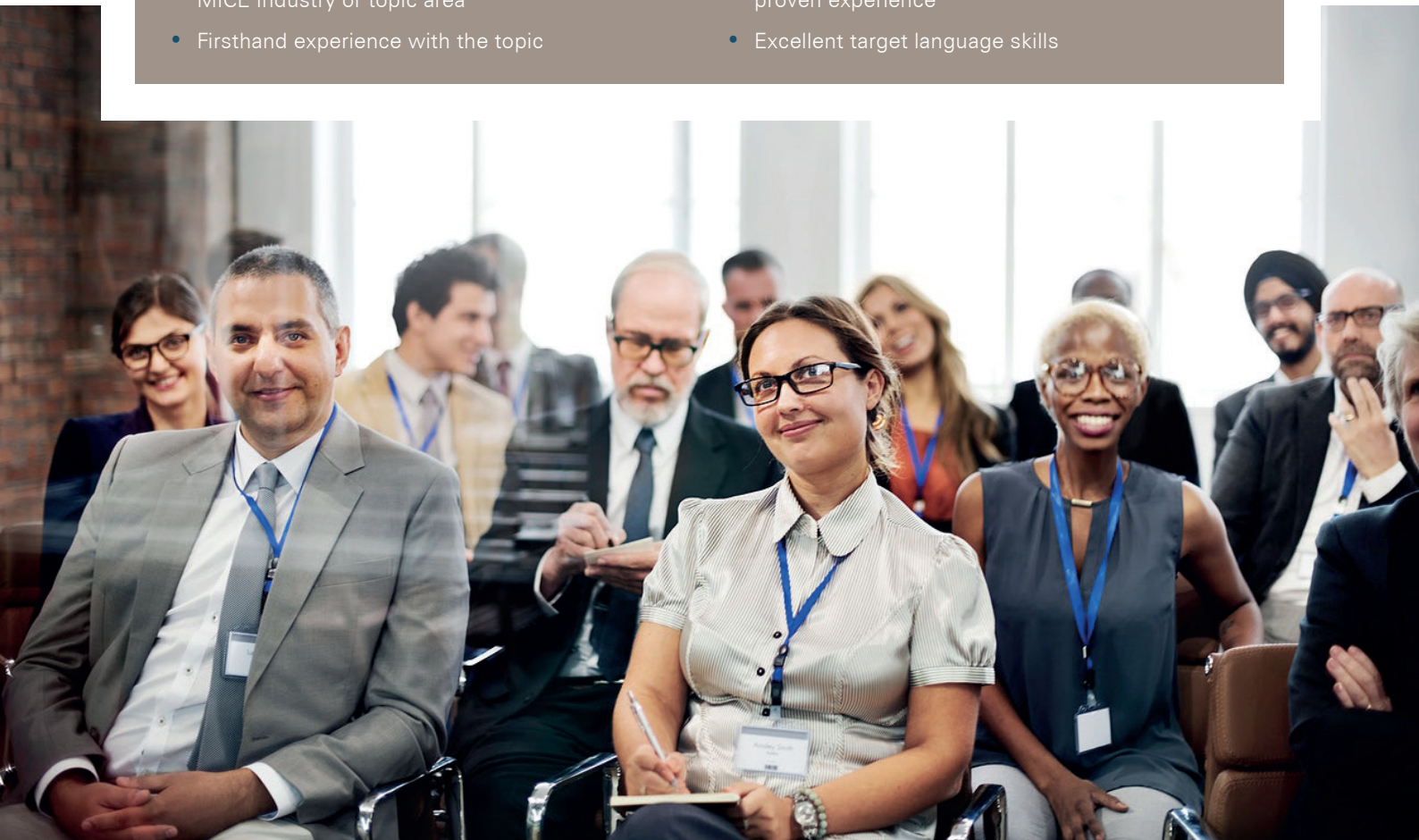
Partner requirements

Training institutions must be able to offer UCP modules for industry professionals on-site or online. They must also commit to complying with [the UFI code of ethics](#) and the UFI teaching style guide, which will be provided during the application process. The trainers must also comply with UCP instructor standards outlined below.

Instructor requirements

Training instructors for all UCP modules must meet the following criteria:

- Minimum of 5 years working within the MICE industry or topic area
- Qualification in teaching, or equivalent proven experience
- Firsthand experience with the topic
- Excellent target language skills



Module requirements

UCP modules submitted for inclusion should adhere to the following guidelines:

Time

The time invested for each education offer varies and does not include pre-course preparation or breaks.

Group size

Between 10 and 30 participants.

Marketing

UCP partners will be provided with UCP branding and materials for marketing and promotional use.

Termination of Partnership

Partners should notify UFI of any desire not to renew their partnership at least 6 months prior to any scheduled UCP modules

Registration

UCP education partners are responsible for setting up and maintaining module registration and paying commission to UFI within 45 days of module completion.

Exclusivity

Modules should be exclusive to UFI and UCP; partners may not teach these modules on behalf of third parties (e.g. other associations).

Assessment

After the first offering of any module, UCP training providers are responsible for preparing, conducting and evaluating an assessment of the module's effectiveness and for informing UFI about the results accordingly.

If a potential partner meets the requirements, then an application should be submitted. The centrepiece of this application is the competency framework, which clearly and concisely explains what participants can expect to learn and gain from the module. The framework should include (but is not limited to):

- Module name
- Module description
- Competencies
- Learning objectives
- Target audience
- Level of proficiency of that audience (beginner, intermediate or advanced)
- Evaluation method within the module
- Evaluation method for the module itself after completion

To learn more or begin the application process, contact education@ufi.org to get in touch with the UFI education team.

Click here to learn more about the application process.

UCP Benefits

The benefits of partnering with UFI to offer UCP modules

UFI is synonymous with quality in the exhibition industry, and in fact the UCP programme is a response to many of our members asking for such a certification of their UFI education.

A professional designator associated with UFI is a symbol of quality, expertise and innovation within the industry, and the education partners who offer UCP modules are an extension of that reputation and standard.

With UCP, you can:

- Reach new participants to grow your education business
- Create a reputation of trust and quality by associating with the UFI brand
- Form connections with some of the leading educators in the exhibition industry



[Click here to learn more about partnering with UFI](#)

Frequently Asked Questions

What is the cost of becoming a UCP education partner?

There is no immediate cost to becoming a partner; instead UFI receives % of tuition fees for each UCP participant/module.

How many modules can I offer as part of the UCP?

There is no limitation. As long as all modules have been vetted and approved by UFI, you can offer a multitude of modules.

How long does it take to be qualified as a UCP partner?

The process can take up to 6 months, so it is recommended that potential partners apply at least 6 months before their planned course.

Do I have to teach in English?

Not necessarily, but the application, including competency framework, must be made in English so that we can review it.

What module topics can I offer to UCP participants?

As long as it relates to the exhibition industry and the UFI education team approves it, the module topic can be as broad or as niche as needed to create a quality educational experience. Some possible topics include:

Budgeting and pricing
Business models
Change management
Digital innovation
Health & safety
Human Resources
Industry partners
Leadership
Marketing
Portfolio management
Security
Strategy
Sustainable development
Supply chain management
Standards assessment & implementation

How will UCP participants know about my modules?

All UCP modules, both those offered by UFI and those offered via educational partners, will be displayed on our website, shared on social media and detailed in any course overview or brochures created.

How will UFI support and promote me as a partner?

Our educational partners are highly regarded within UFI and will be shared via promotional channels when appropriate. We also provide resources to our partners to help equip them to promote their modules to their audiences and exhibition industry overall.

Can I teach the same module separate from UCP?

No, modules should be exclusive to UCP. Non-UFI members are welcome to participate at the non-member rate, however the module must be created and marketed as a UCP offering. This rule applies only to the module, not to the training provider or instructor.

[Click here to learn more.](#)

To get started with UCP or to learn more, [click here](#).

Get in touch

UFI has a global network of offices in Europe, Asia/Pacific, Latin America and Middle East/Africa. The Global Headquarters is located in Paris, France. Feel free to contact any of our offices with questions or comments! Contact: education@ufi.org.



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