



**ufi** certified  
professional

# UCP for Businesses



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Visit [ufi.org/education](https://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 the UFI Certified Professional endorsement, short UCP. This designation is available to companies active in the exhibition industry and who are keen to upskill their workforce. The UCP programme consists of two foundation programmes and a wide range of specialised modules, delivered by UFI and carefully selected educational partner. 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 the UCP offers valuable training programmes adapted to your company’s employee’s needs.

To learn more about how you can benefit from the certification, keep reading.

**[Click here to learn more about UCP for your employees!](#)**

This guide is for those interested in offering UCP to their employees. If you are interested in pursuing UCP for yourself, [click here for our Participant Guide](#). If you are interested in becoming an educational partner, [click here for our Partner Guide](#).

## Success Stories

Hear what our UFI Certified Professionals have to say...



"I am proud to be part of the UFI-EMS which provides the opportunity to bring together, and to support, the current and the future talent of the global exhibition industry. Never has there been a more prudent time for our industry to learn, to adapt and evolve, and to continue do what we do best, and that is to deliver meaningful events that are fundamental to regional and the global economy."

Ashely Roberts – General  
Manager at Omanexpo



"The UFI – Exhibition Management School was an excellent opportunity to interact and learn from the professional experts and peers from our exhibition industry. The combination of interactive online discussions coupled with team workshops enabled us to investigate issues, develop solutions and evaluate practical potential situations. We will continue to send senior management to this program. Thanks to the UFI Team!"

Diane Chen, General Manager  
and Member of the Board of  
Shenyang New World EXPO



"At any and every stage of our career, it is important, that we never stop learning. The UFI education program was instrumental in adding great value to my career of 16+ years in the exhibition Industry. The program is designed to help us understand the finer nuances of this sector. The opportunity to learn alongside colleagues and fellow exhibition professionals is an enriching experience. While we all have a good understanding of our respective domains, the program succeeds in giving us a comprehensive overview of the entire trade fair ecosystem. Highly recommended for all trade fair professionals."

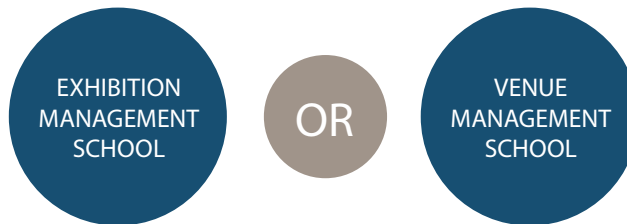
Satyendra Mehra (Mr.)  
Group Director, Member of the  
Management Board  
NürnbergMesse India Pvt. Ltd.

## UCP for Businesses

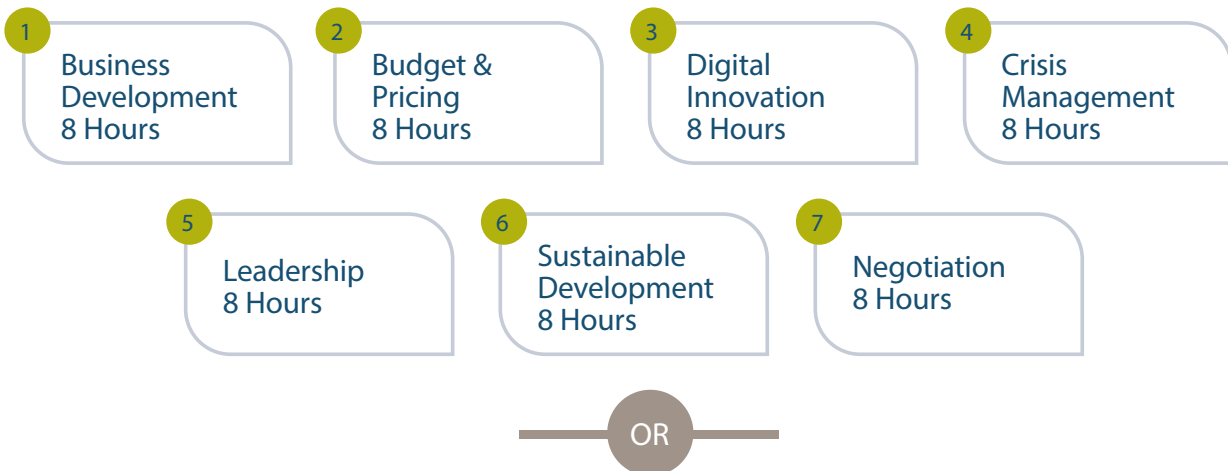
UCP consists of two steps: the foundation programmes and the specialisation modules.

In order to obtain the UCP, you are to complete one of the two foundation programmes and choose a minimum of 16 hours specialisation training.

### STAGE 1 FOUNDATION PROGRAMME 20 CREDIT HOURS



### STAGE 2 TWO SELECTIVES 16 CREDIT HOURS



### PERSONALISED MODULES

Develop a customized training programme adapted to your company's needs

16 CREDIT HOURS

### EXAMPLES TO OBTAIN YOUR UCP

I: Exhibition Management School + Leadership module + Negotiation module

III: Venue Management School + Business Development + Crisis Management

II: Exhibition Management School + Personalized modules

IV: Venue Management School + Personalized modules + Crisis Management



## UCP Benefits

# The benefits of having UCP-certified employees

### Exhibition Management School (EMS) focuses on:

- Budget and P&L
- Customer Centricity & Care
- Cross-Channel Exhibition Marketing
- Digital Innovation
- Global Business Development
- Human Resources & Leadership
- Agile Cross-Sales Strategies
- Strategy Creation and Development

### Venue Management School (VMS) focuses on:

- Booking and scheduling
- Crisis and emergency management
- Effective customer care
- Event operations planning
- Human Resources & Creating a Learning Environment
- Leadership & Change Management
- Safety, Security and Risk Management
- Venue marketing

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 employee's education. A professional designator associated with UFI is a symbol of quality, expertise and innovation within the industry, and it signals that the holder works to a high standard.

### With UCP, you can:

- Tailor the educational experience for your employees to relevant topics
- Fill the knowledge gaps of your team and empower them to succeed
- Keep your business at the forefront of the exhibition industry
- Retain and foster top talent through high quality educational offerings
- Enable your employees to make valuable connections with others in the industry



**Contact us** to start empowering your team with UCP!

## Frequently Asked Questions



### Where do the educational experiences take place? Will my team have to travel?

UFI's education programmes are available online and on-site across the globe. We jointly evaluate what is the best solution for your workforce.

### What specialisation modules are available?

We offer a wide range of specialized modules that are adaptable to your needs. If there is a topic currently not covered by our programmes, we develop it for you.

### Which training path is right for my team?

The foundation programmes include Venue Management School, which is specifically for venue professionals, and Exhibition Management School, which is for exhibition organisers. All other UFI modules can be selected based on area of interest and company needs.

### What language do you teach in?

UFI educational offerings are taught in English.

### How much does UCP cost?

The programme starts from a total investment of €1805 per participant.

### How long does it take to complete the certification?

The UCP programme is self-paced, so companies decide when is the best time for their workforce to join the training. The UCP programme can be delivered within one week or stretched over a longer period of time.

### Does the UCP expire?

No, employees obtaining the UFI Certified Professional designation do not have to re-new their certification. However we do encourage life long learning.

[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](mailto:education@ufi.org).



UFI Headquarters/  
European Office  
Tel: +33 1 46 39 75 00  
[info@ufi.org](mailto:info@ufi.org)

UFI Asia/Pacific  
Regional Office  
Tel: +852 2525 6129  
[asia@ufi.org](mailto:asia@ufi.org)

UFI Latin American  
Regional Office  
Tel: +571 3445486  
[latam@ufi.org](mailto:latam@ufi.org)

UFI Middle East/Africa  
Regional Office  
Tel: +971 4 331 7180  
[mea@ufi.org](mailto:mea@ufi.org)