



**ufi** certified  
professional

# UCP for individuals



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[Visit ufi.org/education to  
start your UCP journey today!](https://ufi.org/education)



## 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 excellent 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. The designation is available to individuals working in the exhibition industry and who are keen to up-skill and network. The UCP programme consists of two foundation programmes, from which one is mandatory for professionals interested to obtaining the global certification. Furthermore the training path includes a wide range of elective modules, focusing on topical deep dives delivered by UFI and carefully selected 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 the UCP offers everyone an individual combination of focuses, adapted to their needs.

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

[Click here to start your UCP journey today!](#)

This guide is for those interested in pursuing the UCP designator for themselves and will outline the steps necessary to obtain it. If you are interested in UCP for your employees, [click here for our Employer 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...



"After many years working for a Tourism Board, I joined one of the largest exhibition venues in the Middle East as Sales Manager Exhibitions. It was steep learning curve but my seasoned colleagues supported me and introduced me to the UFI educational programs. I successfully completed the Exhibition Management Degree (UFI-EMD) and attended the International Summer University. Fifteen years later, I am Executive Vice President at the venue and I thank UFI for putting me on the road to success."

**Mahir Julfar, EVP - Venue  
Services Management  
Dubai World Trade Centre**



"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**



"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**

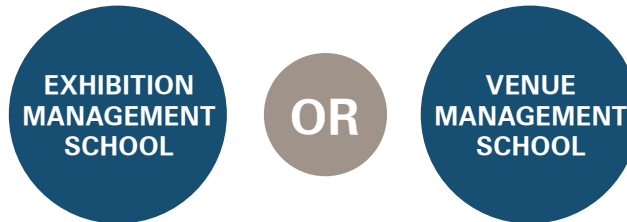
[Click here to start writing  
your own success story.](#)

## UCP for individuals

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 SPECIALISATION MODULES 16 CREDIT HOURS REQUIRED

#### A CHOICE OF UFI FORUMS 8 HOURS EACH



#### AIPC Academy 16 HOURS

Comprehensive training serving the needs of for convention and exhibition centers.



#### International Summer University 16 HOURS

Interactive training serving the needs of exhibition industry professionals including staff or exhibition organiser, venue operators and service providers.

### EXAMPLES TO OBTAIN YOUR UCP

**I:** Exhibition Management School + UFI Forum HR Management + Executive Leadership Masterclass

**III:** Venue Management School + UFI Forum Marketing + UFI Forum Operations and Services

**II:** Exhibition Management School + AIPC Academy

**IV:** Venue Management School + International Summer University



## 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 the UCP you can:**

- Tailor your educational experience to your areas of interest
- Fill your knowledge gaps and expand your expertise
- Stay at the forefront of the exhibition industry with the most up-to-date training
- Improve your employability and/or your value to your current organisation
- 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 I have to travel?

UFI's foundation programmes are available online and onsite across the globe. You may need to travel, but we do our best to offer regional solutions for our participants to limit travel and maximise relevance.

## What specialisation modules are available?

Click [here](#) for an up-to-date list of the current educational offerings.

## Which training path is right for me?

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.

## What language do you teach in?

UFI educational offerings are taught in English unless stated otherwise.

## How much does UCP cost?

The cost depends on the training path selected. The programme starts at €1805 for online courses. If you'd like help demonstrating the value of the programme to your employer, [click here for our employer guide](#).

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

The UCP programme is self-paced, so participants can complete the modules on a timeline that works for them. There is no minimum or maximum time required.

## If I've already completed some of the modules, do I have to re-take them for UCP?

No, any modules completed before UCP registration can be registered to count towards the requirements.

## Does the UCP expire?

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

[Click here to get started now.](#)

# 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)