

**INTERNATIONAL
SUMMER
UNIVERSITY**

for
Trade Fair
Management

13 – 14 September 2023

Onwards & Forwards: People, Planet, Profit



Organized by/in cooperation with/
conceptual partner:



Selected Speakers of ISU 2023



Prof. Dr. Martin Paul Fritze

Director, Institute of Trade Fair Management, University of Cologne

Reinventing Live: Marketing (R)evolution



Nino Grüttke

CEO Asia, Tarsus Group

Nimble. Lean. Profitable - 5 Tricks on how Tarsus became the world's most profitable exhibition organizer



Carlos Jiménez

Director of Operations and IT, IFEMA MADRID

New Digital Business Opportunities & Innovations



Dr. Victoria Kramer

Chair of Marketing Management, University of Muenster

Evolution of Trade Shows



Carole Boletti

Senior Manager, Stax LLC

Reinventing Live: People, Planet, Profit



Maximilian Sobetzko

Psychologist (M. Sc.), Senior Consultant, ITB Consulting

HR (R)evolution - what psychology tells us about modern leadership & HR

Participation Fees

Prices (excl. VAT) are as follows:	UFI members	Non UFI members
Early Bird*	1,050.00 €	1,350.00 €
Regular fee	1,250.00 €	1,550.00 €

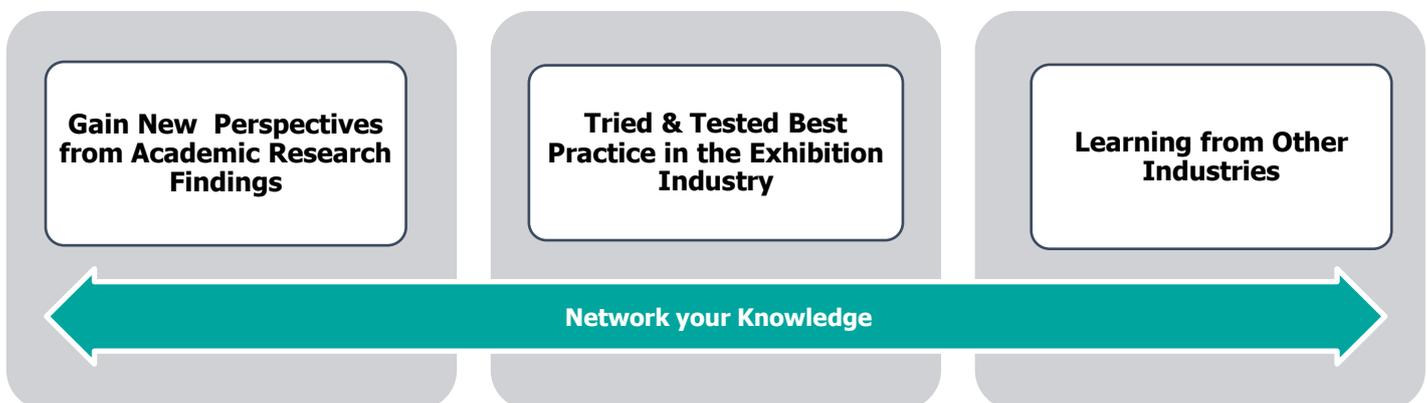
***Early Bird
Deadline
July 13th
2023**

GET YOUR TICKET NOW

Top 5 reasons to participate

- 1. Gain an overview of present market trends in the trade fair industry:** ISU 2023 will focus on how the trade fair industry can effectively address evolving social and environmental concerns through integrating the concept of Corporate Social Responsibility into existing and new exhibition formats while staying highly profitable.
- 2. Grasp the value of CSR:** Lectures, workshops and case studies, moderated by top executives and recognized university professors, will help you to create and capture the value of embracing and implementing sustainable business practices.
- 3. Think differently and profitably:** Visionary sessions with lateral thinkers will allow discussions of unconventional ideas along new paths.
- 4. Enrich your business network and enhance your professional value:** Social get-togethers and excursions will provide good networking opportunities.
- 5. Prove your competence:** You will receive a personal certificate signed by the responsible university professors and by the UFI President. The ISU is part of the UFI Certified Professional (UCP) and participants collect 16 credit hours towards the UCP designation.

Concept of ISU



Location: CC Nord, Cologne, Germany

The 13th International Summer University for Trade Fair Management will take place in Cologne, Germany. Rooms including breakfast are available at reduced rates.

For questions or for further information please visit our website www.ufi.org/education/international-summer-university or contact us:

Mr. Michael Burek | Email: isu@ufi.org | Phone: +49 (0) 221 821 2876

ISU Statement



“The ISU is part of the UFI Certified Professional designation and delivers a compact two-day experience. Exhibition industry professionals from around the world form a learning community for a joint excursion on a specific theme, a theme that is critical to the success of our industry”.

Kai Hattendorf, Managing Director/CEO

UFI – The Global Association of the
Exhibition Industry

Background and History

The International Summer University (ISU) provides an interactive educational platform for the exchange of strategic and operational knowledge. Almost 500 exhibition professionals from 44 different countries participated in the past twelve editions of the ISU.

It is organized annually in cooperation with **the Institute of Trade Fair Management at the University of Cologne**, Koelnmesse and the Global Association of the Exhibition Industry (UFI) in Cologne. It is aimed at the middle and upper management of internationally operating companies in the trade fair and exhibition industry. For more information about this year’s event please click here: [International Summer University – UFI The Global Association of the Exhibition Industry](#)

Quick Facts

- Condensed time frame: 2 days of intensive lectures, discussions and networking;
- Annually changing focus: We will focus on how business-related impacts on profit, environmental and social well-being affect the trade fair industry and what challenges this will pose for trade fairs in general and our participants in particular;
- Multifaceted structure: strategic, operational & visionary sessions;
- Highly interactive: workshops and case studies ensure practical discussions;
- Top-class speakers: academics, practitioners and lateral thinkers.



Your Benefits

- ✓ Unique mix of theoretical aspects and industry case studies
- ✓ Professional workshops
- ✓ Unconventional thinking is encouraged
- ✓ Prestigious certificate
- ✓ ISU is part of the UFI Certified Professional (UCP)



Target Group

The International Summer University is targeted at middle and higher management of companies in the trade fair, exhibition and event industry. Professionals from around the world are welcome in Cologne. The conference language is English.



Supported by



AUMA – Association of the German Trade Fair Industry

Littenstraße 9
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www.auma.de

Organized by/in cooperation with/conceptual partner/supported by

Koelnmesse GmbH

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