



# 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. André Marchand**

Director of the Institute of Service and Relationship Management, Marketing Chair University of Leipzig,  
**Strategic Marketing & Consumer Behavior**



**Dorian Kschesniak**  
Manager, EY (Ernst & Young)

**Customer Experiences, Technology & Revenue**



**Carlos Jiménez**

Director of Operations and IT, IFEMA MADRID

**New Digital Business Opportunities & Innovations**



**Carole Boletti**  
Senior Manager, Stax LLC

**Reinventing Live: The Profit Challenge**



**Prof. Dr. Walter Jochmann**

Managing Director, Partner, Kienbaum Consultants International

**Reinventing Live: Overcoming the Biggest HR Challenges**



**Anna Lawrence**

Programme Manager, UFI Paris

**Onwards & Forwards: People, Planet, Profit**



**Dr. Victoria Kramer**

Chair of Marketing Management, University of Muenster

**Evolution of Trade Shows**



**Prof. Dr. Hugo Guyader**

Associate professor, Linköping University, Sweden

**Sustainable Service Ecosystems and Circular Economy**

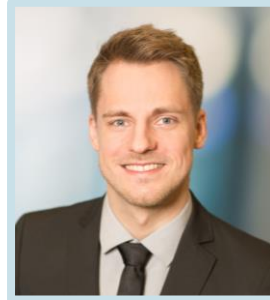
## Selected Speakers of ISU 2023



**Prof. Dr. Martin Paul Fritze**

Director, Institute of Trade Fair Management, University of Cologne

**Reinventing Live: Marketing (R)evolution**



**Maximilian Sobetzko**

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

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



**Lena Buhleier**

Sustainability Consultant, ClimatePartner Germany

**How trade fair companies and major events can set up their climate action strategy and involve exhibitors and visitors**



**Catja Caspary**

Vice President Marketing Communications, Koelnmesse

**Panel: The Profit Challenge - Reinventing Live**

## Participation Fees

Prices (excl. VAT) are as follows:	UFI members	Non UFI members
<b>Early Bird</b> (Deadline July 13th 2023)	<b>1,050.00 €</b>	<b>1,350.00 €</b>
<b>Regular fee</b>	<b>1,250.00 €</b>	<b>1,550.00 €</b>

[GET YOUR TICKET NOW](#)

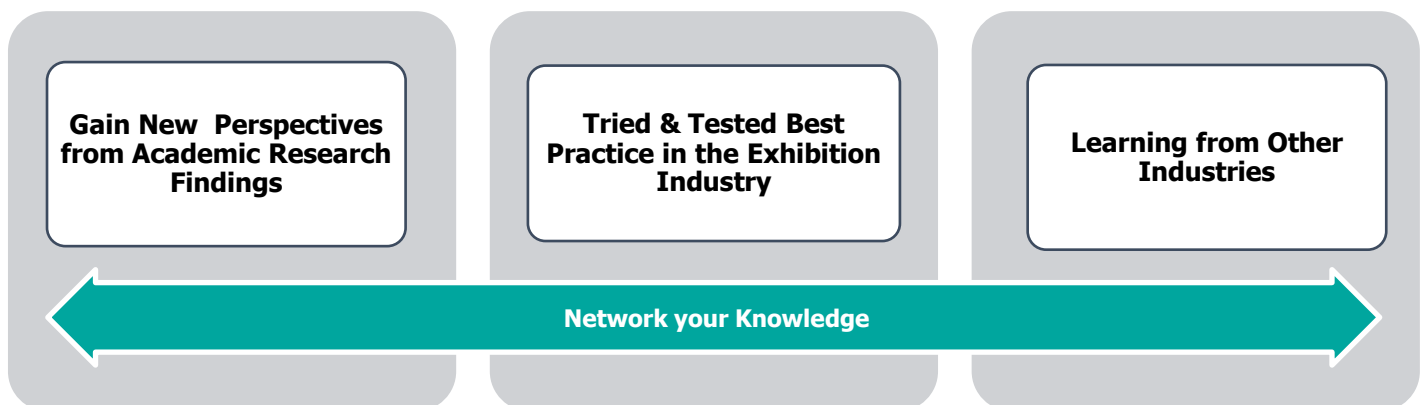
You will receive a **personal university certificate** signed by the responsible university professors of the University of Cologne and by the UFI President. The ISU is part of the UFI Certified Professional (UCP) and participants collect **16 credit hours** towards the UCP designation.



## 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 and boost your career:** You will receive a personal university 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

The 12<sup>th</sup> International Summer University for Trade Fair Management will take place at Koelnmesse, 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](http://www.ufi.org/education/international-summer-university) or contact us:**

Mr. Michael Burek | Email: [isu@ufi.org](mailto: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 (**16 UCP**)
- ✓ University of Cologne Certificate



## 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  
10179 Berlin  
[www.auma.de](http://www.auma.de)

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

### Koelnmesse GmbH

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50679 Cologne  
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[www.koelnmesse.com](http://www.koelnmesse.com)



### UFI Headquarters

17, rue Louise Michel  
92300 Levallois-Perret  
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[www.ufi.org](http://www.ufi.org)



### University of Cologne

Institute of Trade Fair Management,  
Albert-Magnus-Platz 1  
50923 Cologne, Germany  
[www.tradefair.uni-koeln.de](http://www.tradefair.uni-koeln.de)



### AUMA Association of the German Trade Fair Industry

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