



**INTERNATIONAL
SUMMER
UNIVERSITY**

For Trade Fair Management
13 - 14 September 2023
Onwards & Forwards: People, Planet, Profit

**Top 5
reasons to
participate:**

1
Gain an overview of present market trends in the trade fair and event industry

2
Receive a personalized certificate from the University of Cologne

3
Attend lectures, workshops and case studies

4
Receive 16 credit hours towards the UCP designation

5
Grasp the value of corporate social responsibility and profitability

Carlos Jiménez
Director of Operations and IT, IFEMA MADRID
New Digital Business Opportunities & Innovations

Prof. Dr. Hugo Guyader
Associate professor, Linköping University
Sustainable Service Ecosystems and Circular Economy

Dr. Victoria Kramer
Chair of Marketing Management, University of Muenster
Evolution of Trade Shows



Maximilian Sobetzko
Psychologist (M. Sc.), Senior Consultant, ITB Consulting
HR (R)evolution - what psychology tells us about modern leadership & HR



Carole Boletti
Senior Manager, Stax LLC
Reinventing Live: The Profit Challenge



Prof. Dr. Martin Paul Fritze
Director, Institute of Trade Fair Management
Marketing (R)evolution



Organized by/in cooperation with/
conceptual partner:

