



Page

- 2 • Calendar of UFI meetings and events
- 3 • Message from UFI's President
- 4 • UFI on the Move
- 5-6 • UFI experiences Bahrain
- 7 • UFI's Middle East & Africa Chapter looks forward
- 8-9 • Two UFI Focus Meetings in Paris look at operations and social media
- 10 • Under the volcanoes
- 11 • 2010 UFI ICT and Operations Award winners announced
- 12 • Heads-up to UFI member organizers
- 13 • UFI at SISO
- 14 • UFI visits Expo Centre Sharjah
- 14 • Cost efficient operations - sign of the times
- 14 • UFI members in the news
- 15-16 • Complete UFI Open Seminar in Europe Programme



To provide material or comments, please contact: lili@ufi.org

No reproduction of the content of this document is authorized without the written permission of UFI HQ.



UFI Meeting and Events Calendar

2010		
UFI Executive Committee Meeting	10 -11 May	Munich (Germany)
UFI Sustainable Development Cttee Meeting	26 May	Amsterdam (Netherlands)
UFI Executive Committee Meeting	21 June	Budapest (Hungary)
UFI Marketing Committee Meeting	21 June	Budapest (Hungary)
UFI Board of Directors Meeting	21 June	Budapest (Hungary)
UFI Associations' Committee Meeting	21 June	Budapest (Hungary)
UFI European Chapter Meeting	22 June	Budapest (Hungary)
UFI Open Seminar In Europe*	21- 23 June	Budapest (Hungary)
UFI Education Committee Meeting	23 June	Budapest (Hungary)
UFI Operations Committee Meeting	2 September	Cologne (Germany)
UFI Marketing Committee Meeting	7 September	Verona (Italy)
UFI 77 th Congress	10 - 13 November	Singapore
2011		
UCF Global CEO Forum* (UCF)	9 - 11 February	Geneva (Switzerland)
UFI Open Seminar in Asia*	24 - 25 February	Bangkok (Thailand)
UFI 78 th Congress	2 - 5 November	Valencia (Spain)

UFI Supported Events		
CEFCO 2011	13-15 Jan. 2011	Hangzhou (China)

UFI Platinum Sponsor



UFI Media Partners





Message from UFI's President

Dear UFI Colleague,

Well once again we've come through a "crisis" which has affected the meetings industry at a global level. As the dust settles, many of us are wondering how we could have better handled this unique situation. Was this a one-off situation? Clearly no-one can tell. But we've now been through a variety of "unique" situations ranging from 9/11 to H1N1 to a global economic crisis and now - volcanic ash! Certainly we've learned something from this, right?

I watched in admiration as many of you rose to this challenge on the eve of key international exhibition events. As our exhibitors and visitors made valiant efforts to reach our exhibitions, organizers supported them by providing staff for unmanned booths, chartering busses for overland transport and quickly developing online and video conference opportunities so that business could be pursued despite these massive travel disruptions.

Communications once again became a critical element as we worked to support our exhibitors and visitors. Organizers reached out quickly to provide accurate and timely information on a continuing basis. Websites were put to work with regular updates and social media were effectively activated. I also watched with surprise as some organizers pretended to ignore the hardships faced by their industry partners and exhibitors altogether and proceeded with "business as usual". And I became angry as I saw some hotels raise their prices and insurance companies walk away from policy holders.

Our exhibition industry will weather new clouds in the future. The frustration of having no one to blame and no finger to point, may put us in a more constructive frame of mind as we fine tune procedures to cope with the challenges we may face tomorrow from unexpected sources. Of one thing I am certain. Our success will only be possible if we acknowledge that our efforts must be concerted with those of our customers and our industry partners.

A handwritten signature in black ink, which appears to read "Manfred Wutzlhofer". The signature is fluid and cursive, written over a large, faint, stylized watermark of the UFI logo.

Manfred Wutzlhofer
UFI President



UFI On the Move

By: Vincent Gérard
UFI Managing Director



Do you realise just how international an association UFI really is?

Non-members of UFI are sometimes very surprised to hear just how international UFI really is. Our name, UFI - the Global Association of the Exhibition Industry, states the situation accurately. We truly are a global association. UFI's members are located in 83 countries. As some members have operations in additional locations, our reach actually extends to over 90 countries around the globe. Our association represents the exhibition community on five continents.

Physically our association has offices in three major city hubs. Our UFI HQ and the regional office for Europe is situated in Paris. Hong Kong is the site of our Asia/Pacific Regional office, and Abu Dhabi is the site of our regional office for the Middle-East and Africa.

UFI has taken a different approach to supporting its membership in the Americas. By closely working with UFI member associations SISO and IAEE in the USA and AFIDA in South America we are able to effectively reach out to our members on these continents.

The UFI Board of Directors of 55 members is composed of members from 27 nations. And Group members on the Board represent so many international subsidiaries that our Board really is global! The Executive Committee of thirteen representatives is currently composed of a German President, an incoming President from Belgium, an outgoing President from France and Vice-Presidents from Italy, Spain, Russia, China, Hungary, the UK, India and the UAE – 11 countries in all!

But our international spirit is not limited to our membership composition. Our activities and programmes are global in nature as well. The ten principal UFI events organized annually are geographically spread out and attract participants from around the world. Our annual UFI Congress usually includes participants from over 60 nations, our Open Seminars attract those from 20-30 nations and our UFI Focus Meetings draw attendees from 15-20 countries.

UFI is, therefore, truly a unique forum for initiating international contacts and developing global business opportunities. Membership in UFI provides prominent players within the exhibition industry with the opportunity to exchange information, develop a unique network of international colleagues and identify global industry benchmarks.

So spread the UFI word. Quality members are always welcome!



UFI experiences Bahrain

The 4th UFI Open Seminar in the Middle East took place in Manama, Bahrain, from 29-31 March 2010. The BECA hosted event attracted over 80 participants from 23 countries, covering the region's most vibrant industry markets. Many international participants joined the Seminar from the USA, Europe and Asia Pacific.

Topics examined by a host of experienced speakers were complemented by an exciting and carefully planned social programme. Networking opportunities provided throughout the event. The

ence so that these become a "3rd place", a home away from home, where sales can be driven as much by mood management as by 'traditional' appeals to rational decision-making.

Former UFI President Jochen Witt left delegates in no doubt that, if they don't focus on pricing policies and tools, they are leaving "money on the table" whilst ESB's Patrick Seitter revealed lessons that can be learned by exhibition organizers from the sport sponsorship world.



quality of the event merited a rating of good or excellent by 90% of those surveyed. 90% of participants said that the Seminar more than met their expectations.

GL Event's Middle East Director Yann Roubert commented: "I want to thank the UFI team for this great organization. It was a real pleasure to attend my first UFI Seminar and understand how useful this association really is."

Building on the Seminar theme 'Toolbox for Future Exhibition Management' the gathering appreciated Cape Town International Convention Centre's CEO Rashid Toefy interesting, practical ideas. These included his creation of the Nurture our World (NOW) partnership which brings together interested parties in the Cape Town events community to promote and share their best practices.

Karla Juegel urged organizers to view the world through the eyes of our exhibitors and, even more importantly, our visitors. She encouraged participants to manage all aspects of the event experi-

ence so that these become a "3rd place", a home away from home, where sales can be driven as much by mood management as by 'traditional' appeals to rational decision-making.

UBM's Simon Foster shared his experience with the company's virtual events programme. Foster is convinced that 2010 will be the year of the "hybrid event" where virtual elements will combine with physical activities before, during and after traditional face-to-face fairs. Exciting as this may be, he notes, however, that "online cannot properly replicate the handshake".

"It was a great experience sharing the synergy of this meeting and we look forward to supporting UFI and attending many programmes in the future" said Oman Expo's General Manager Nasser Deeb.

The unforgettable dinner at the La Fontaine, Contemporary Art Centre in a setting of oriental splendor was a highlight of the social programme, which was greatly appreciated by all participants. As a final attraction, a tour covering the historic and cultural heritage high points of the Island allowed the participants to round off their "Bahrain Experience".



The Bahrain experience





UFI's Middle East & Africa Chapter looks forward

Chaired by H.E. Ahmed Humaid Al Mazrouie, UFI's Middle East & Africa Chapter Meeting was held in Manama, Bahrain on March 29, 2010.

Over 25 attendees representing 15 full UFI members, joined 1st Vice Chair Ahmad Baabood and the 2nd Vice Chair Mohammad Hammoud for this regional gathering, in addition to UFI's Vincent Gérard, Paul Woodward and Ibrahim Alkhaldi.

As the Platinum Sponsorship of ADNEC and NECC draws to an end, UFI members expressed their gratitude to these members for their generous support which was provided the foundation for the creation of the UFI Middle East/Africa Regional Office in Abu Dhabi. UFI members discussed the future after 2010, as the current sponsorship support will end in December of this year.

All members agreed that the office has provided significant quality support to UFI's presence. The office has been active in recruiting new members and UFI has seen its membership in the area double as the office supports new programmes and services in the region. UFI members are determined to retain this regional platform and are currently examining a number of options in this direction.

Mr. Al Mazrouie, nominated as Chairman of the UAE Red Crescent, is now associated with the exhibition industry in an honorary capacity. Vincent Gérard informed the gathering that a new Chapter Chair must be elected before the UFI Congress in Singapore. He thanked H.E. Ahmed Al Mazrouie for his actions supporting the creation of the platinum sponsorship, his strong support of the MEA Chapter and its activities. He expressed UFI's heartfelt appreciation to Mr. Al Mazrouie and was joined in a warm round of applause by all the members present.

"Without the continuing support of H.E. Ahmad Al Mazrouie, the achievements of the UFI Regional Office were simply not possible" commented, Ibrahim Alkhaldi, UFI MEA Regional Manager.

The Chapter members also discussed recent updates of the UFI audit rules which will take effect from July 1, 2010. Based on topics from the UFI Live blog, a lively discussion and brainstorming was initiated relative to the importance and popularity of social media used regionally and globally.





Two UFI Focus Meetings in Paris highlight Social Media and Exhibition Operations

Hosted by VIPARIS, UFI held two back-to-back Focus meetings at the Palais de Congres on April 29 and 30, 2010. Participants feedback show that the topics hit the spot in each case.

Led by Andreas Winckler, Chair of the UFI Operations Committee, the participants worked through a full day of thought provoking discussions on "Cost Efficient Operations". Recognizing that it's our exhibitors who really pay our bills, Andreas Hitzler (MEPLAN) provided day with an excellent review of the core services our exhibitors really want. Hitzler insisted that we should enable the exhibitor to budget his participation as early and precisely as possible without fear of after-show surprises. It's our job to make the order process as simple and easy as possible. And we should remember that quality in a product or service is not what the supplier puts in. It is what the customer gets out and is willing to pay for. And ultimately, by helping the exhibitor achieve his trade fair goals, you will be achieving your goals as well.

Rowena Arzt, UFI Director of Business Development presented the results of the recent UFI survey on cost efficient operations which you can

download in th'e members area of the UFI website under the presentations/focus meeting menu.

Raúl Sánchez (Deloitte) provided guidelines for learning from other sectors with particular emphasis on other low-cost business models including IKEA, Ryanair and Carrefour.

Participants listened to VIPARIS' CEO Renaud Hammaide as he described the merger of the CCIP and Paris Expo venues in Paris. This move allowed the new structure to eliminate the fierce competition between the two organisations, enabled Paris to effectively promote the venue internationally and created a new investment strategy for infrastructure development.

Participants also joined in several animated rounds including a review of the practical fallout felt from the volcanic ash travel disruptions and a panel on the bottom-line results of different business models which had Rowena Arzt, Andreas Hitzler, Achim Lotzwick, Raúl Sánchez, and Rob van den Heijden tackle a variety of questions.

Participants then evaluated the presentations of the finalists for the UFI Operations award. The result of their selection can be seen on page10.

.../...



April in Paris provided participants with some excellent networking opportunities at UFI Operations Focus Meeting.



Two UFI Focus Meetings in Paris highlight Social Media and Exhibition Operations

On April 30, UFI's ICT Committee organized a programme on social media applications in the world of exhibitions. A very tech savvy group twittered (#UFIParis10) throughout the day on the presentations underway.

Yves Creteigny (Lift Conference) moderated the day's programme which began with an overview of the social media phenomena by Stéphanie di Mattia, (HPR) and Caroline Faillet (BOLERO). They pointed out that while social media can not be controlled, exhibition organizers must be present where e-reputations are being built in order to influence the opinion of target audiences. But only after a thorough analysis can you understand how your targets are thinking, and understand their search route.

Felix Haas (Amiando AG) provided a concrete example of how your participants can do the marketing for you in their respective environment using social media before, during and after your events.

IFEMA's Maria Martinez stated the thoughts of many of us saying: Trends can kill us all, but technology and common sense will let us survive!

She pointed out that social media is not expensive from an IT perspective, the expense comes from the animating of the different sites. While not all shows require the same strategy, a community manager can provide consistency and harmonization in the messages issued. And make sure you integrate web uses and web culture into your organization.

Matthias Baur (REED Exhibitions) gave a clear presentation of the challenges, rewards and pitfalls of the social media landscape.

Kai Hattendorf joined the other speakers in a wrap-up panel. So what points came through the days discussions clearly? Start now. Support social media consistently. If you have something interesting to say, say it. And be ready for the unexpected.

Meeting participants then joined in the selection of the winner of the 2010 UFI ICT Award Winner. After presentations by the three finalists their choice was made! Go to page 10 of this edition of UFI Info to learn who this year's winner is.

Focus Meeting presentations and podcasts are already online in the members area of the UFI website and slidecasts for both meetings will follow shortly.



Matthias Baur, Stéphanie di Mattia, Caroline Faillet, Kai Hattendorf, Felix Haas, Maria Martinez field questions from participants on the "real" need to be communicating using social media tools today.



2010 UFI ICT and Operations Award winners announced

UFI has announced the winners of its annual ICT and Operations Award competitions for 2010. This year's contenders, chosen from throughout the global exhibition community, provided hands-on solutions to key industry issues in the fields of information technology and customer relations management.

The 2010 UFI Operations competition focussed on concrete solutions related to cost efficient operations. All entries provided clear explanations of the objectives of the solution, the tools used, the quantitative and qualitative results obtained, and the added value for the exhibition industry. Direct Energy Center, Toronto, Fira Barcelona, and Messe München International were the finalists chosen by the UFI Operations Committee. After presentations at the UFI Operations Focus Meeting in Paris on April 29, the winner was selected by a vote of the meeting participants.

Much to the surprise of all, the final vote was a tie between Direct Energy Center, Toronto, and Fira Barcelona, so, exceptionally, the 2010 Operations Award has been awarded jointly for these outstanding entries. Direct Energy Center's objective was to lower electrical consumption associated with operating their exhibition facilities, thereby reducing the environmental footprint.

Fira Barcelona took a broader look at reducing operations costs, freeing resources and reinvesting these resources in growth to provide better quality and service at less cost.

The 2010 UFI ICT competition theme required candidates to provide entries related to CRM applications that were successfully implemented by an exhibition organizer or venue manager. The finalists, Impact Exhibition Management Co., Ltd, Bangkok, Jaarbeurs Utrecht BV and Messe München International, described their respective project objectives, and the value-added services which resulted to their customers. The winning CRM business project from Messe München International was based on the establishment of a clear definition of the roles of Marketing and Sales, seamless system integration and a 360° view of the customer in order to restructure and professionalize their relationship with their 2 million trade fair visitors.

UFI annual awards recognize creative, results-oriented initiatives relating to ICT, operations and marketing topics in the global exhibition community. The winning 2010 UFI ICT and Operations competition presentations may be seen on the UFI website at www.ufi.org under the activities menu. For additional information on UFI competition participation criteria, please contact awards@ufi.org.



Winners of the 2010 UFI Operations Award: left to right: Jordi Estruga of Fira Barcelona and Mark Goss and Jeff Gay of Direct Energy Center Toronto.

Ulrich Besch (Messe München Intl.) winner of the 2010 UFI ICT Award and UFI ICT Committee Chair, Werner Krabec.



Under the volcanoes

UFI was well represented this year at the annual meeting in Quito, Ecuador, of the Latin American federation AFIDA. As it does on a biennial basis, that meeting was linked to the Congress of UNIFIB, the broader Ibero-American union which includes Spain and Portugal. UFI President Manfred Wutzlhofer spoke at the meeting as did incoming UFI MD Paul Woodward and the co-ordinator of the UFI Live blog, Barry Siskind.

Some 75 leaders of the business from Latin America, Spain and Portugal met in Quito where the focus of discussion was sustainability. The opening ceremony in the magnificently restored Iglesia de la Compañía de Jesús - the 'gold church' - was certainly one of the most memorable locations for an exhibitions industry event like this.

The subject of sustainability was addressed broadly by the meeting looking at issues such as "inclusive businesses" as well as the more obvious environmental issues. In his main speech, AFIDA President, Colombia's Andrés López Valderrama, suggested that venues could act as the anchors of inclusive trade fair businesses, helping small enterprises to improve their professionalism.

UFI President Manfred Wutzlhofer picked up this point, commenting that sustainable initiatives don't have to come in one "big bang" but can be generated through many small steps leading to better

overall performance. He encouraged delegates with the suggestion that "intelligent environmental protection has every chance of translating into efficient economics", using the example of the development of the new exhibition centre in Munich.

Leigh Breslau of architects Skidmore, Owens Merrill presented delegates with sustainable highlights of two of his recent projects, the Zhongshan Exhibition Centre (a recent UFI member) and the Virginia Beach Convention Centre. Looking at Ecuador's friendly climate, where temperatures are normally between 15° and 24°C, he suggested that, rather than simply following US or European practices, developers in the region might think about creating "non-buildings"; shelters which take advantage of local conditions and cultures.

Paul Woodward talked about the development of the exhibitions industry in Asia and the challenges and opportunities in terms of sustainability presented by very rapid development. Organizers were, he said, given opportunities to do things in new ways in brand new venues in some markets while they grappled with the challenges of old and inefficient venues in others.

UFI blog master Barry Siskind wrapped up the meeting with a call for organizers to see "exhibitors as part of the solution to the creation of green events".



Left to right: Patricio Gaybor, Director, Empresa Metropolitana Quito Turismo, Alejandro Rubin, Director, Expo Ourense, Spain and Vicepresident of AFE (Spanish Association of Exhibitions), Pablo Ponce, Councilor of Quito, Andres Lopez Valderrama, President, AFIDA, Miguel Corais, Director, Palacio de Exposiciones de Braga, Portugal, and UFI President Manfred Wutzlhofer.



Heads-up to UFI member organizers

From 1 July 2010, you will be required to provide an audit certificate on the exhibition statistics for **every other edition** of each "UFI Approved Event". A "UFI Approved Event" is an internationally recognized label which is obtained by the UFI member responsible for its organization after a quality assessment.



This audit certificate on the exhibition statistics should include the net square metres of the exhibition, the number of visitors (or visits) and the number of exhibitors. Furthermore, a breakdown of the number of foreign visitors and exhibitors is required.

The list of auditors who have been validated by UFI to conduct this audit will be now available on the UFI website at the following address:
www.ufi.org/pages/ufimembers/ufiapprovedevents.aspx.

If you need assistance identifying an auditor, if you would like to request the approval of an alternative auditor, or if you have any other questions, please contact Sonia (sonia@ufi.org), Carline (carline@ufi.org) or Deborah (deborah@ufi.org) at the UFI Headquarters. Each UFI member organizer will be receiving more detailed instructions in the next few weeks.



UFI at SISO

UFI's partnership with SISO, (the Society of Independent Show Organizers) has led to a significant broadening of exchange between the organisations over the past two years. There was a strong showing from Europe and Asia at this year's SISO CEO Summit held at the Barton Creek Resort & Spa in Austin, Texas at the end of April. UFI was represented by President Manfred Wutzlhofer and incoming Managing Director, Paul Woodward. Past Presidents Jochen Witt and Cliff Wallace were both also at the meeting of over 200 industry leaders.



UFI's Paul Woodward addressing the SISO group in the US.

A particular highlight of the Summit was the lively presentation by US Travel Association President and CEO Roger Dow on the recently-passed Travel Promotion Act. The first ever official, national effort in the United States to promote travel was very relevant to business events, he said. It is important, he told delegates that business meetings "stop being seen as frivolous and are seen instead as critical".

SISO's CEO members were meeting at a time when there was much focus on recovery. Access Intelligence CEO Don Pazour kicked off the meeting pointing out that 2009 was the first time ever that the CEIR index of industry growth had fallen below zero. Other speakers pointed out that "it would be naïve to assume we will bounce back as the ball is actually going to land in a different place". Reed Exhibitions CEO, Mike Rusbridge, honoured during the meeting with the Robert L. Krakoff Award for his contribution to the industry, commented "we have to give our customers exactly what they want and how they want it".



UFI visits Expo Centre Sharjah

Ibrahim AlKhaldi, UFI MEA Regional Manager, met **Expo Centre Sharjah's** Director General Saif Al Midfa, who expressed his strong support for UFI goals, standards and Code of Ethics. AlKhaldi commented, "this was a very positive meeting underlining UFI's achievements, and Sharjah's efforts to reinforce UFI's presence and activities in the region".



Expo Centre Sharjah proudly displays their UFI Membership Certificate

Cost efficient operations sign of the times

91% of UFI members recently surveyed have taken measures to improve their cost structure in the field of operations. Energy, cleaning and maintenance top the list of areas where savings have been initiated.

If you want to see what our UFI members are doing, complete survey results are available in the Members area of the website at www.ufi.org under the presentations/focus meeting menu.

If you've forgotten your UFI login and password, just contact pascal@ufi.org.

UFI members in the news

Mike Rusbridge, Chairman and CEO of **Reed Exhibitions**, received the Robert L. Krakoff Award during a lunch meeting of SISO at its CEO Summit in Austin, Texas. In naming Rusbridge, Questex Media Group President and CEO Kerry Gumas said of him, "He began his career as a marketer and, at root, he remains a marketer and a brand builder." Rusbridge said, "this is a great honor. It's been a pleasure to be part of a great industry, and I hope to be part of it for a little while longer."

It is with immense sorrow that we inform you of the passing of Bernard Becker. He was the CEO of **Comexposium**, Paris, and previously, Director General of Blenheim France, President of Tarsus France and President of Reed Exposition Europe.

Alastair Gornall has resigned his position as CEO of **Reed Exhibitions UK**. His responsibilities will be assumed by Andrew Fowles, a member of the Worldwide Board of Reed Exhibitions for the past 13 years. Fowles will also continue to be responsible for Reed Exhibition's businesses in Germany, Austria and Russia.

Singex Group announced the appointment of Aloysius Arlando as Chief Executive Officer of its flagship company, Singex Venues Pte Ltd, in which role he will oversee the operations of the Group.

The Board of **FSCEF** has re-elected unanimously Thierry HESSE for a second term as President of Foires, Salons, Congrès et Événements de France, the French Association for Exhibitions and Events.

UFI member **Skidmore, Owings and Merrill, LLP (SOM)**, architects of the Virginia Beach Convention Center, are pleased to announce that it is the first convention center in the USA to achieve LEED® Gold certification for Existing Buildings. The Leadership in Energy and Environmental Design (LEED) Green Building Rating System is the USA's benchmark for the design, construction, and operation of high performance green buildings, which was developed by the U.S. Green Building Council (USGBC).



UFI Live
The blog of UFI
The Global Association of the Exhibition Industry

www.ufilive.org

Hosted by:



UFI 2010 Open Seminar in Europe Driving Business Forward

Budapest, Hungary
21-23 June 2010
Venue: Hungexpo

www.ufi.org/budapest2010

Monday, 21 June For all UFI Open Seminar participants:

14:00 – 17:00 Guided visit of Budapest

19:45 – 22:00 Get-together buffet reception near the Intercontinental hotel

Tuesday, 22 June For UFI Members only:

09:15 – 09:45 Welcome Coffee

09:45 – 12:45 Meeting of the European Chapter

Tuesday, 22 June For all UFI Open Seminar participants:

12:45 – 14:00 Welcome of the Seminar participants and lunch

14:00 – 14:15 Opening of the Seminar by the moderator, Steve Monnington



14:15 – 15:00 Interview: How did the marketing mix of exhibitors change? Challenges and opportunities to improve your exhibitor relations!
In this session we will talk about the change in the marketing mix and the consequences for the exhibition industry. Especially after the crisis and with new marketing tools coming up, what do marketing managers think of exhibitions and what are they expecting from exhibition organizers and venues? Is it time to redefine the USP of exhibitions? When marketing budgets are questioned what can exhibition companies do to improve the exhibitor relations? Be prepared to talk about the core of our business!

15:00 – 15:45 Moderated Panel: Different business behaviour – survival of the fittest?
During the crisis exhibition companies showed differing business behavior. Some dramatically cut costs and stopped launching new shows, others especially used this difficult time to invest in new projects and created new shows successfully. Is there a right and wrong? Learn about different ways of handling the crisis. Is there any best practice that helps you to be prepared for the future? What can we learn from the different behaviors of a rather large and a rather small organizer? Learn from our panelists how they did adapt to the difficult economic situation and what consequences they are now facing as a result.

15:45 – 16:15 Coffee Break

16:15 – 17:00 Moderated Panel: Still a win-win situation? How do organizers work with venues and suppliers in difficult times?

In an economic downturn, companies need to be flexible on prices but who bears the brunt of the cuts? Do organizers ask their contractors to share too much pain? And do they give enough to their exhibitors? How realistic are venues in understanding the organizers' needs in difficult times? Does everyone work effectively together or is the organizer trying to hold its profit level at the expense of everyone else? Hear from our panelists about their experiences of the interaction within the exhibition supply chain and how the different organizations could work together more effectively.

17:00 – 17:15 Wrap up of the first day by: Steve Monnington

20:00 – 22:30 Dinner at Lázár Equestrian Park

Hosted by:



UFI 2010 Open Seminar in Europe Driving Business Forward

Budapest, Hungary
21-23 June 2010

www.ufi.org/budapest2010

Wednesday, 23 June

09:30 – 10:00 Welcome Coffee

10:00 – 10:15 Welcome by the moderator, Steve Monnington

10:15 – 11:00 M&A versus organic growth – what's possible right now?



by: Anna John, Partner, Mayfield Media, London

Driving business forward - that's the main topic of this seminar and also the main agenda for most businesses. But what is the best way to achieve this? Is M&A a shortcut to growth or is organic development more reliable and less of a risk? After the crisis what are the current M&A opportunities for the exhibition industry and what are the golden rules you should obey? Are deals still being done and what trends are we seeing on prices and deal structures? What are the major challenges to organic and acquisitive growth?

11:00 – 11:30 Coffee Break

11:30 – 12:15 Innovative pricing strategies in the trade fair industry



by: Jochen Witt, CEO, JWC GmbH, Cologne

Pricing is the most important profit driver in our exhibition business. But most show organizers apply pricing methods which do not reflect this principle. They do not charge for the real value they are offering to their customers. Based on a benchmark to other industries, Jochen Witt will demonstrate how organizers and venue owners can significantly increase their profit by adopting modern pricing strategies.

12:15– 13:00 Optimize your sales!

How can exhibition companies optimize their sales process? This is a question we should ask ourselves not only in difficult times. Take a look at your company and find out where there is unused commercial potential. Which elements in your organization can you change to improve your sales approach? Should you adjust the structure of your sales team or the way you define your product? What are the selling techniques that really work? Our speaker will help you to find an answer to all these questions.

13:00 – 14:30 Lunch

14:30 – 15:15 Best Practice in using social media

We have heard it a lot: You should use social media – it is important! But besides the fact that it is important to use – what is the best way to use it within the exhibition industry? Are there any best practices, any golden rules as to how to apply social media successfully? What are the do's and don't's of using this new marketing tool? Where is it just hype and where does it really make sense? What is the cost of using it? Learn from our speaker how you can make the most of social media for your exhibitions and customer relations!

15:15 – 16:00 New business ideas – how to change your business?

Driving business forward means being prepared to think about new business ideas. How can you create an innovative environment within your team or in your company? What is the basis for an organization to be ready for a change? How much can you actually change your business – are there limits? Learn from an expert which techniques help you to create a positive atmosphere for new ideas! Drive your business forward!

16:00 – 16:15 Wrap up of the second day by: Steve Monnington