

May 2006

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UFI Meeting Calendar

Upcoming UFI Meetings

2006

UFI Marketing Committee Meeting	23 May	Poznan (Poland)
UFI Executive and Board Meetings	26 June	Helsinki (Finland)
UFI Associations Committee Meeting	26 June	Helsinki (Finland)
UFI Open Summer Seminar	26-28 June	Helsinki (Finland)
UFI Executive Committee Meeting	29 September	Stockholm (Sweden)
UFI 73rd Congress	8-11 November	Beijing (China)

2007

UFI 74th Congress	24-27 October	Paris (France)
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UFI Platinum Partner



Message from UFI's President



Dear UFI Member, Dear Reader,

During May, through a number of different and exciting events, UFI once again proves that our association is providing truly global service to our members and to our exhibition industry.

On May 24, we will open a **new UFI Middle East/Africa regional office** in Abu Dhabi, United Arab Emirates. This UFI office will serve the fast growing exhibition market of the Middle East. We are both pleased and proud to have this opportunity to open a new UFI office in this region.

In another area – that of continuing professional education – UFI continues to guarantee that our industry stays abreast of the latest information and trends. Over the last few years UFI has increased the opportunities for education and networking among its members. To better coordinate and develop our education efforts we have just created a new **UFI Working Committee on Education**. The launch session of this group was held recently in Stockholm.

UFI already has a 6-hour online education course available on our website. This month we are pleased to launch, in partnership with the University of Cologne, an **International Summer University** programme which will provide a focussed programme to management level exhibition industry professionals.

In our effort to provide continuing education programmes, we have greatly expanded our series of **UFI Focus Meetings**. Drawing on the efforts of our UFI Working Committees, these sessions enable our members to really profit from their UFI membership. To date our Focus meetings have clearly met a need among you. These meetings have really been a success. In February, more than 80 people participated in the Marketing Focus Meeting in Porto. In April, over 130 attendees took part in the ICT Focus Meeting in Stockholm and our Focus Meeting on Catering in Lyon. This clearly shows that more and more of our members have discovered the benefits of these meetings and are encouraging their staff to use them to update their professional knowledge and benefit from information exchange through networking.

“Education” comes in all forms. At UFI we are developing a variety of programme options to allow you to ensure you stay abreast of the latest trends and practices in our exhibition sector. I certainly hope that you are encouraging your staff to participate in these programmes.

A handwritten signature in black ink that reads "Tom Beyer". The signature is written in a cursive, flowing style.

Tom Beyer
UFI President

UFI ICT Focus Meeting Tackles Service Trends

Hosted by Stockholm International Fairs, UFI's Focus Meeting on *IT Trends for Quality Exhibitor and Visitor Services* attracted 77 participants from 16 countries. Meeting on April 28 in Stockholm, the one-day session was packed with useful, practical information.



UFI Committee Chairman Arie Brienen (Amsterdam) kicked off the session by introducing Bo Magnusson, Head of Business Development at Stockholmsmässan, who presented the IT topic from a practical, business approach. As an organizer and venue operator, Stockholmsmässan has continually sought to meet client needs with IT improvement in areas across the board. They have taken a well rounded approach, showing the advantages of integrated IT solutions to all aspects of the exhibition business.

Among the highlights of the presentations was a case study by María Alejandra Martínez of IFEMA, Madrid. IFEMA put together a cross-functional team whose target was to improve the quality of its answering service by creating a state-of-the art Call Centre for its clients. And today the results speak for themselves. Monthly call handling increased from 27,337 for the month of January 2004 to 46,748 calls in January 2005. And the satisfaction rate is now over 90%.

Graham Mulcock, Group Technical Director of Event Management Communication, UK provided an analysis of online exhibitor services including visitor profiling. New IT options for visitor registration were presented by Dr. Andreas Winckler, VP-Services at Messe Frankfurt Venue GmbH, and trends on exhibi-



tion ticketing and venue access by Thomas Wiedner, VP-Fairs, Attractions & Arenas at Skidata AG (Salzburg). Paul Rutishauser, MD of Stikibak (UK) provided some interesting options for delivering show guides to PDAs and smart phones. The session was wrapped up by Robert Drblik, MD of NGN (Berlin) who provided insight on options for providing event-to-event support and contact with exhibitors and visitors to provide year-round business and sales opportunities.

UFI Hosting Opportunities

UFI events are organized throughout the year at our member's sites. Thanks to the generous participation and support which you provide, we are able to hold Committee Meetings, Focus Meetings, Seminars and our Annual Congress in a variety of interesting destinations around the globe.

If you are interested in hosting a UFI event in the future, please contact monika@ufi.org

Matchmaking Under Helsinki's Midnight Sun

Have you scheduled your UFI Summer Seminar Matchmaking Sessions?
4-6 PM, Tuesday, June 27, 2006



Well it's not too late to do so!

To begin to schedule your matches, just click on
www.ufi.org/helsinki2006/matchmaking
and

Use your personal password and login to start the matchmaking process!
Simple instructions on how to make the most of this real-time
matchmaking programme can be found on the programme's sidebar.

Before you know it, you'll be notified each time
someone seeks a meeting with you!

It's easy, its fun - act now and be certain to make it worthwhile!

UFI's New Education Committee



UFI HQ's Briac Le Mouel, Janos Barabas (the Education Working Committee's Chairman), Hungexpo, Budapest, Mariella Chieppa, Fiera Milano, UFI Asia/Pacific Regional Manager Paul Woodward, Karoly Nagy, AHEFO, Budapest, UFI President Tom Beyer, UFI MD Vincent Gerard and Heinz Küsters, Messe Düsseldorf kick off the first meeting of the UFI Education Working Committee.

The International Summer University for Trade Fair Management is Launched!

UFI and the University of Cologne have announced the creation of a new education programme for trade fair professionals. The programme will provide an overview on present market trends and an understanding of current and future opportunities and challenges in the globalizing trade fair industry.

The programme provides an interactive platform for the exchange of theoretical and practical trade fair-related knowledge. Participants will discuss developments with the trade fair industry, exchange business experience and expand their personal business network.

State of the art management techniques will be evaluated in the context of daily business processes.

The International Summer University is targeted at members of the middle and upper management of trade fair and exhibition companies. Professionals with experience in the trade fair sector are invited to participate.

This is a unique course aimed to provide an enriching educational programme to support your strategic decision-making concepts.

Speakers of the International Summer University are either top executives of trade fair companies or highly acknowledged university teachers and researchers. The course programme is provided in English.

The first session of the International Summer University will be held in Cologne, Germany, from August 21-25, 2006, at the Jolly Hotel,, a four star congress hotel in the Cologne MediaPark.

The participation fee (not including accommodation) will be reduced to 1690 euros for the first UFI member and 1490 euros for further participants from the same company. Non-UFI members are also invited to participate on a different fee scale: 1990 euros for the first person and 1790 for each additional person from the same company.

For more information, and to learn more about registration options, please contact:
Rowena Arzt at: arzt@wiso.uni-koeln.de
Telephone: +49 (0) 221 470 4317,
Fax: +49(0) 221 470 5007.

Updated programme information and registration forms can be downloaded at:
<http://www.summeruniversity.tradefair.uni-koeln.de>



A Joint Education Programme:

Call for UFI Board Candidates

The election of the new UFI Board of Directors will take place on 9 November, 2006, during the General Assembly at the occasion of the 73rd UFI Congress in Beijing.

Membership on the UFI Board of Directors entails an active and regular involvement in its meetings for a two year mandate. Candidates for consideration should hold a position of management in their respective organizations. The Board's working language is English.

41 seats are allocated to full member organizers or exhibition centres and are elected by the General Assembly. The other Board seats (maximum 19) are allocated

in another way, for instance through the Regional Chapters or the Associations Committee.

Each UFI Member will receive a call for candidates and related forms during the coming days.

The deadline for candidates for the 41 seats for election by the General Assembly is 1 June 2006.

If you have any questions on this, please contact Vincent Gérard, UFI Managing Director, at v.gerard@ufi.org

UFI People in the News

Cliff Wallace, Managing Director of Hong Kong Convention and Exhibition Centre, is adding another role to his career. He will soon be serving the additional function of Chairman for the newly created private venue management company and joint venture, Hong Kong-Shanghai Venue Management (Zhengzhou) Limited (VMZL).

UFI Awards Update

Well the deadlines for participating in the 10th International Fair Poster Competition and the UFI Marketing Award Competition have come and gone. Now we'll have to await the decision of the respective juries.

The Marketing Award drew 16 entries from 12 countries. The winner will be announced at the UFI Open Summer Seminar in Helsinki next month.

The 10th International Fair Poster Competition attracted a total of over 150 posters in the two categories. The winners will be announced at the Impressia Fair in Plovdiv,

UFI Media Partners



UFI's 2006 Open Summer Seminar boasts an exciting programme certain to meet the needs of exhibition professionals from around the world. Informative "Techniques and Tips for Exhibition Success", match-making opportunities, quality networking and even an optional trip to Lapland

promise to make this a UFI event long remembered. UFI encourages all exhibition organisers, venue operators, and industry partners to join us in Helsinki, Finland, as we bask in the midnight sun shining on this 2 day gathering of exhibition professionals.

PROGRAMME

MONDAY 26 JUNE 2006



15:00 - 17:00

Helsinki City Tour

20:00 - 22:00

Welcome Get-together at the Helsinki Fair Centre

TUESDAY 27 JUNE 2006



Moderators

Plenary and Marketing session: **Håkan Gershagen**, Commercial Director, Mack Brooks, UK
Operations session: **Paul Thandi**, Commercial Director, The NEC, Birmingham

09:00

Opening of the 2006 UFI Open Summer Seminar by the Moderator **Håkan Gershagen**, Commercial Director, Mack Brooks, UK

09:15

Keynote Speech - Re-inventing our Industry and our Shows
Trevor Foley, Group Chief Executive, EIA - Events Industry Alliance, London

09:45

Profitable relations between Organizers and Venues
Nick Forster, Global Commercial Director, Reed Exhibitions UK, London

10:15

How to reconcile the different objectives of organizers, exhibitors and visitors at the same time?
René Kamm, CEO, MCH Swiss Exhibition (Holding) Ltd., Basel

10:45



Coffee Break

11:15

Exhibitor ROI and ROO: theory and practice
Jörg Messwarb, Manager Fairs & Exhibitions, Schott AG, Mainz

11:45

UFI Marketing Award 2006: "Best Ideas to Win Customers"

12:15



Lunch





TUESDAY 27 JUNE 2006



14:00

PARALLEL SESSION

Essential market research
before show launch
Denzil Rankine, Founder and Chief
Executive, AMR International, London

Outsourcing or Insourcing?
Wolfgang Prager, Director Services & Partners,
Messe Düsseldorf GmbH, Düsseldorf
Ian Hume, Director Site Services, Logistics &
Security, Messe Düsseldorf GmbH, Düsseldorf

14:45

PARALLEL SESSION

Best practices in sales and CRM
Simon Naudi, Managing Director,
Answers Training International Ltd.,
London

"How to" train and motivate your staff?
Maria Alejandra Martinez,
Organisation, Human Resources and
Systems Director, IFEMA, Madrid



15:30



Coffee Break

16:00

Matchmaking Session (pre-arranged one-to-one meetings between participants)



20:00

Dinner Party

WEDNESDAY 28 JUNE 2006



09:15

Introduction by the Moderators of the respective sessions

09:30

PARALLEL SESSION

Improving the profitability of your events
through Sponsorship
Kimberley Davies-Phippen,
Managing Director,
Indaba Market Research Limited, Nottingham

Web trends: "blog" opportunities
Speaker to be announced

10:15

PARALLEL SESSION

The value-added benefits
of parallel events
Mariella Chieppa, Head of Special Projects
& International Dpt., Fiera Milano, Milan

Sustainable Development: a business asset
Georges Kindhauser, Marketing Manager,
Geneva Palexpo, Geneva



11:00

Coffee Break

11:30

Keynote Speech - Vertical differentiation: The secrets of a successful business model
Olivier Ginon, Chairman, GL Events, Lyon

12:00

Attracting the "Digital Generation" to your tradeshows
Paul Lewis, Vice President Marketing Strategy, MindComet Corp., Orlando

12:30

Panel Discussion - How are exhibitions perceived by our clients?
Juha Herranen, CEO, Aegis Media Finland, Helsinki
Other panellists to be announced

13:00

Closing Comments by the Moderator



13:15

Lunch

