

8th International Summer University for Trade Fair Management

8th – 10th June, 2016 in Cologne

follow
#ufisu

Customer Journey – Touring the Trade Fair Touchpoints



organized by



Institute of
Trade Fair Management,
University of Cologne

in cooperation with



The Global
Association of the
Exhibition Industry

hosted by



koelnmesse

Program ISU 2016

Wednesday, 8th June 2016 – The Customer Journey Concept

Moderator	Dr. Rowena Arzt, UFI – The Global Association of the Exhibition Industry, Paris
09:15 a.m.	Welcoming and Introduction
09:45 a.m.	Introduction "Satisfying the Trade Fair Customer"* Kai Hattendorf, UFI – The Global Association of the Exhibition Industry, Paris
10:45 a.m.	Lecture: "Customer Journey Analysis"* Prof. Dr. Jens Boecker, Bonn-Rhein-Sieg University of Applied Sciences, Sankt Augustin
11:45 a.m.	Coffee Break
12:00 p.m.	Lecture: "Customer Journey - A Novel Approach in Trade Fair Management" Prof. Dr. Jan H. Schumann, University of Passau, Passau
01:00 p.m.	Lunch Networking
02:30 p.m.	Workshop Part I: "Exploring the Journey: Entering the Minds of your Audience" Arwen Obermeyer, Jelba, Utrecht
03:30 p.m.	Coffee Break
04:00 p.m.	Workshop Part II: "Exploring the Journey: Entering the Minds of your Audience" Arwen Obermeyer, Jelba, Utrecht
Afterwards	Networking Dinner

Thursday, 9th June 2016 – Customer Journey of the Trade Fair Industry

Moderator	Stefanie Dorn/Michael Schulz, University of Cologne, Cologne
09:15 a.m.	Welcoming and Introduction
09:30 a.m.	Lecture: "The Visitor's Journey"* Klaus F. Meier*, dimedis, Cologne
10:30 a.m.	Lecture: "How Service Quality is Key to Profitability"* TBA
11:30 a.m.	Coffee Break
12:00 p.m.	Lecture: „Customer Journey from the Service Provider Perspective “* Jason Stead, GES UK, London

organized by



Institute of
Trade Fair Management,
University of Cologne

in cooperation with



The Global
Association of the
Exhibition Industry

hosted by



koelnmesse

Program ISU 2016

01:00 p.m.	Lunch Networking
02:30 p.m.	Workshop Part I: "Customer Journey through the Trade Fair Industry"* Friedrich Ostermann, IPM United, Lisbon
03:30 p.m.	Coffee Break
04:00 p.m.	Workshop Part II: "Customer Journey through the Trade Fair Industry"* Friedrich Ostermann, IPM United, Lisbon
06:00 p.m.	Guided Tour Markus Vogel, Koelnmesse, Cologne

Friday, 10th June 2016 – Customer Journey of the Future

Moderator Prof. Dr. Dr. h.c. Werner Delfmann, University of Cologne, Cologne

09:15 a.m.	Welcoming and Introduction
09:30 a.m.	Lecture: "How Big Data is Revolutionizing CRM"* TBA
10:30 a.m.	Lecture: "Future Journey of the Trade Fair Customer"* Eva Teruzzi, Fiera Milano, Milan
11:30 a.m.	Coffee Break
12:00 p.m.	Interactive Key Learnings Session
01:00 p.m.	Lunch Networking
02:00 p.m.	Official Closing and Distribution of Certificates Prof. Dr. Dr. h.c. Werner Delfmann, University of Cologne
03:00 p.m.	End of ISU 2016

* = working title

Global Exhibitions Day



**GLOBAL
EXHIBITIONS
DAY 8 JUNE 2016**

On ISU's opening day the exhibition industry will celebrate Global Exhibitions Day 2016! Come join us! #GED16

organized by



Institute of
Trade Fair Management,
University of Cologne

in cooperation with



The Global
Association of the
Exhibition Industry

hosted by



koelnmesse

Selected Speakers of ISU 2016



Arwen Obermeyer
Director & Partner,
Jelba



Prof. Dr. Jan H. Schumann
Professor of
Marketing and Innovation,
University of Passau



Prof. Dr. Jens Böcker
Management Sciences,
Bonn-Rhein-Sieg
University of Applied Sciences



Kai Hattendorf
Managing Director,
UFI – The Global Association
of the Exhibition Industry

Participation Fees

Prices (excl. VAT) are as follows:

	UFI members	Non UFI members
Early Bird*	975.00 €* 	1,150.00 €
Regular fee	1,075.00 €* 	1,250.00 €

*Early Bird fee is valid until April 10th, 2016

Location

The 8th International Summer University for Trade Fair Management will take place at Koelnmesse, Germany. Rooms including breakfast are available at reduced rates.

For questions or further information please visit our website www.tradefair.uni-koeln.de or contact us:

Mr. Christoph Menke,
Email: isu@ufi.org
Phone: +49 (0) 221 821 3790
Fax: +49 (0) 221 821 3719

Supported by



AUMA – Association of the German Trade Fair Industry
Littenstraße 9
10179 Berlin
www.auma.de

organized by



in cooperation with



hosted by

