



## “HR Managers as Marketers”

**Efficient networking platform for dialogue on key HR issues of the exhibition industry**

**DATE:** 10 December 2015

**VENUE:** Fondazione Fiera Milano  
Viale Boezio, 15 Palazzina B  
20145 Milano MI

### **ABOUT THE EVENT**

The success of our exhibition industry depends on qualified and well-trained personnel. As an element of future support to members in this area, UFI plans to develop a platform for knowledge exchange between human resources experts and other exhibition professionals.

This year's topic for discussion is “**HR Managers as Marketers**”. The one-day meeting invites HR Managers of UFI member companies to join lively discussions, share best practices and their networking among HR experts in the exhibition industry and beyond.

### **We aim to support you in:**

- Enlarging your network and improving your expertise
- Strengthening your contact to UFI members
- Exchanging knowledge and sharing best practices

### **AUDIENCE**

HR Managers of the exhibition industry.

This event is exclusively reserved for HR Managers from UFI member companies and is free of charge. The number of places is limited and will be allocated on a first-come first-served basis.

### **FORMAT**

This event will include key note presentations as well as roundtable discussions, interactive workshops and direct exchanges with all participants.

### **LANGUAGE**

English

## PROGRAMME

**08:45 – 09:15**

**Registration & Welcome Coffee**

09:15 – 09:45

Openig of the meeting

**09:45 – 10:30**

**Keynote Speech**

“What has changed in the field of recruitment” – how has the role of the HR manager changed

10:30 – 12:15

**Snapshot Presentations (including coffee break)**

4 industry cases and discussion

**12:15 – 13:30**

**Joint Lunch**

13:30 – 14:15

**Tour de Table** – What is challenging your company?

14:15 – 17:00

**Workshop (including coffee break)**

“How do you visualize things and how to transform your message into a 1min communication?”

How to produce an HR related film?

What is the most effective channel to use a film?

How to evaluate what is a good film?

How to produce small films in simple, cost saving way?

**17:00 – 17:15**

**Summary / Wrap up of the meeting**

**HOSTED BY**



**Fondazione  
Fiera  
Milano**



**“HR Managers as  
Marketers”**

## LOGISTICAL NOTE

**Date:** 10 December 2015

**Venue:** Fondazione Fiera Milano  
Viale Boezio, 15 Palazzina B  
20145 Milano MI



## “HR Managers as Marketers”

### Registration fees

This event is exclusively reserved for HR Managers from UFI member companies and is free of charge.

### How to register

The number of places is limited\* and will be allocated on a first-come first-served basis.

\* Please note that due to the limited number of places, we cannot accept more than one HR manager from each member company. Should you have more colleagues interested to join; we have a waiting list and will allocate places (if and when available) in due course.

Please fill in the registration form and return it to Rowena Arzt, **E-mail:** [events@ufi.org](mailto:events@ufi.org)

Fax: +33 (0)1 46 39 75 01

### Registration deadline

4th December 2015

### Cancellation of registration

UFI should be informed of any cancellations as soon as possible.

Please note that we reserve the right to make minor alterations to the content and timing of the programme or to the identity of the speakers.

### Travel arrangements

Participants are responsible for making their own travel arrangements and hotel reservations.

A selection of hotels recommendations in Milan will be sent to you upon receipt of the registration form. In the unlikely event of cancellation, delegates will be held responsible for any related expenses that may be incurred.

### Networking Dinner

UFI is looking forward to invite the participants arriving before the event to a networking dinner on 9 December 2015 at 20:00. Please confirm your travel schedule with us during registration.

### Contact

For further information please contact Rowena Arzt by **E-mail:** [rowena@ufi.org](mailto:rowena@ufi.org) or

**Tel:** +33 (0)1 46 39 75 10.

## REGISTRATION FORM

Thursday, 10 December 2015

Hosted by: **Fondazione Fiera Milano**

### 2<sup>nd</sup> UFI HR MANAGER MEETING



#### “HR Managers as Marketers”

**Participant information:** *(please print or type)*

Title (Mr/Dr/Mrs/etc.) .....

Last name .....

First name .....

Position .....

Company .....

Address .....

City/state .....

Zip/postal code .....

Country ..... E-mail .....

Phone (...) ..... Fax (...) .....

YES, I would like to take part in the networking dinner on **9 December 2015 at 20:00 o'clock**

Spaces are limited, so complete our registration form now to reserve your place. Shall you aim to register more than one person of your company, please be advised that we can only accept one representative directly whereas everyone else will be placed temporarily on the waiting list.

Date .....

Signature .....

Company Stamp

The details you provide on this form will be used for registration purposes. They will be stored in UFI's databases for the sole use of UFI. Under the French law 'informatique et libertés' of 6 January 1978, you may have access to these details and request deletions and corrections at any time by contacting UFI at [events@ufi.org](mailto:events@ufi.org). The details you provide may be used by UFI to keep you informed of developments in your area of activity through publications, subscriptions, events and other commercial offers. Please indicate if you wish to receive such information:

YES

NO