

## Wednesday, 9 February

19:30 - 21:30

**Welcome reception at the InterContinental Geneva**



sponsored by



## Thursday, 10 February

10:00 - 10:30

**Networking and coffee break in the internet and hospitality lounge**



Internet and hospitality lounge sponsored by



**Suntec**  
SINGAPORE  
International Convention &  
Exhibition Centre



Coffee break sponsored by



10:30 - 11:15

**Welcome and introduction of all participants**



by **Seven Smulders**, UFI Senior Consultant

and



**Paul Woodward**,  
UFI Managing Director, Moderator

Thursday, 10 February

11:15 - 12:15

**How to make your organisation more innovative**



by **Costas Markides**,  
*Professor of Strategic and International Management,  
London Business School (UK)*

*In today's hypercompetitive world, innovation is the only source of competitive advantage. Organisations must continuously innovate to stay one step ahead of competition. But innovation is not just creativity; and it is not just the province of top management.*

*For innovation to become a source of competitive advantage, it must be institutionalised so that it takes place anywhere and at anytime in the organisation. How to institutionalise innovation is a real challenge for companies and this presentation will provide insights on how to do it. Top management has a key role to play in this and we will also explore how the top people can set the right example in the organisation.*

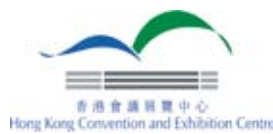
*Real life examples will be provided to support the generalisations made.*

12:15 - 14:00

**Networking and business lunch at Villa Sarasin**



hosted by



14:00 - 15:00

**Year-round lead generation at the heart of an exhibition strategy**



by **Ton Otten**,  
Managing Director, VNU Exhibitions Europe (The Netherlands)

and

**Wim Gramsma**,  
Marketing Director, OAD (The Netherlands)



and



**Cheryl Max**,  
Director, Functional Capabilities, IBM (USA)

*Our client CEOs are asking their marketing teams to prove ROI on every exhibition in which they participate. As a result, marketers are more carefully scrutinizing their audience profiles and eliminating underperforming events.*

*Major exhibitors are increasingly taking a more integrated and targeted approach to how they participate in exhibitions. What should be the strategy to create valuable services which support and accelerate the lead generating process of our customers?*

*To answer this question we need a better understanding and knowledge of the marketing activities and objectives of our customers and the fit of the exhibitions within their marketing strategy. To realise this we have to learn the language and thinking of the CMOs and then rethink our role; exhibition organizer or year-round lead generator?*

*Our speakers will help give us a deeper insight into the marketing activities of their companies, the role of exhibitions in the marketing mix, and the opportunities for exhibition organizers to support the 365/24/7 lead generation process.*

Thursday, 10 February

15:00 - 15:45

**The world economy and its impact on our business**



by **Roger Martin-Fagg**,  
Managing Director, Roger Martin-Fagg Associates (UK)

*Explaining complicated economic mechanisms in simple terms is no easy feat, but is something that Roger Martin-Fagg achieves with finesse. It is therefore not surprising that Roger has been recognized as one of the best speakers on economics today. Roger will return to the forefront of the scene to give his latest views and predictions on the global economic climate...*

*In Asia, growth continues but tensions are building, with the USA convinced that China is exporting jobs: will it be India or China who will dominate in 10 years time? Roger will provide the response, by comparing and contrasting these two major economies.*

*Roger will examine the main issues confronting global exhibition organizers today hence providing insight on the best means of response and adaptation. The biggest challenge for the Western world in the near future will be the prospect of low, slow growth as banks continue to limit the supply of credit (money) and governments reduce their net borrowing.*

*A double-dip recession is increasingly feared as numerous countries approach the end of those short term measures taken to deal with the recent crisis. The major issue for Europe will be the sustainability of the Euro and the prospects for the Southern part of the continent (and in particular for Greece).*

15:45 - 16:15

**Networking and coffee break in the internet and hospitality lounge**



Internet and hospitality lounge sponsored by



**Suntec**  
SINGAPORE  
International Convention &  
Exhibition Centre



Coffee break sponsored by



مركز المعارض  
Expo Centre Sharjah

16:15 - 17:00

**CEO panel discussion:  
state of the industry - reports from different continents**



**Pieter Idenburg,**  
*Executive Director & Chief Executive Officer,  
Suntec Singapore International Convention and Exhibition Services  
Pte. Ltd. (Singapore)*

and

**Wolfgang Marzin,**  
*CEO, Messe Frankfurt (Germany)*



and



**Charles McCurdy,** *President, Apprise Media (USA)*

*Three leading CEOs will share their views with our moderator on key developments and trends in the industry.*

*What are the major differences from one continent to another?*

*What are the underlying global influences?*

*And what does 2011 hold for us?*

19:00 - 22:30

**Gala Reception and Gala Dinner  
at the International Museum of the Reformation**



hosted by

**GENEVA PALEXPO**



Friday, 11 February

09:45 - 10:00

**Networking and coffee break in the internet and hospitality lounge**



*Internet and hospitality lounge sponsored by*



**Suntec**  
SINGAPORE  
International Convention &  
Exhibition Centre



*Coffee break sponsored by*



10:00 - 10:45

**The trade show industry in Asia**



by **Jime Essink**,  
CEO, UBM Asia, Hong Kong (China)

*The head of one of the most successful exhibition businesses in Asia will take us on a tour of the region with a commentary on the following countries: India, Thailand, Singapore, Malaysia, Indonesia, Hong Kong, China, Taiwan, Vietnam, Japan and the Philippines.*

10:45 - 11:15

**Your questions on the world economy answered**



by **Roger Martin-Fagg**,  
Managing Director, Roger Martin-Fagg Associates (UK)

*The economist's presentation normally raises a lot of interesting questions from the floor. Roger will return to field any questions and help give a clear lead for the coming year on how the world's economy will develop. This session provides a unique opportunity to present questions to this prominent specialist.*

11:15 - 12:15

**The Latest in Social Media**



by **Margaret Pederson**,  
President, Amirexx LLC (USA)

and



**Ronnie Overgoor**,  
CEO, Pitchmanagement (The Netherlands)

*Social Media has moved beyond a fad but is not yet mainstream, at least in the exhibition and event world. Many of us know we should be using it but struggle to identify how, when, where and to whom.*

*Is it only to attract 20 somethings, or is everyone LinkedIn today? How do we know if the results justify the resources - time, money and people? Results need to be measured but quantification is in the embryonic stage.*

*This session will provide an overview on how social media is being used in different parts of the world, what is most effective and the latest developments.*

*A panel discussion will follow the presentations.*

sponsored by



12:15 - 12:30

**Closing remarks by moderator and organizer**



by **Paul Woodward**,  
Managing Director, UFI (France)

12:30 - 13:30

**Networking and business lunch at Geneva Palexpo**

