

UFI CEO Forum 2013 for Exhibition Organizers

Wednesday 30 January

19:30 - 22:00 Welcome reception in the Shambala Bar of the Meridien Vienna hotel

at the invitation of:



Thursday 31 January

09:00 - 09:30 Welcome coffee and networking in the hospitality lounge

sponsored by:



and



09:30 - 10:30 Welcome and introduction of all the participants

by: **the moderator**



Paul Woodward,
UFI Managing Director

and

Seven Smulders,
UFI Senior Consultant



10:30 - 11:30 Riding the marketing trends

Wave after wave of innovative services have dramatically changed the marketing world in recent years. What is being considered today? What will come next and how might this all affect the world of exhibitions and events?



by: **Jez Groom,**
Strategy Integration Director,
Ogilvy and Mather (UK)

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UFI CEO Forum 2013 for Exhibition Organizers

Thursday 31 January

11:30 - 12:00 Networking and coffee break in the hospitality lounge

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**12:00 - 12:45 The global exhibition industry:
where are today's market opportunities?**

So what's left to conquer? Is it MINT, BRIC, BRICSA, CIVET? So many acronyms, but which is the "right" one for exhibitions? Paul Woodward will interview Mike Rusbridge of Reed Exhibitions on where he believes opportunity lies in the exhibitions business.



by: **Mike Rusbridge**,
CEO, Reed Exhibitions UK (UK)

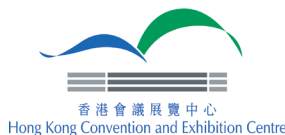
interviewed by:

Paul Woodward,
UFI Managing Director



**12:45 - 14:15 Networking lunch at the Shambala restaurant
in the Meridien hotel**

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**14:15 - 15:15 So what's next for the world economy?
And for our industry?**



by: **Roger Martin-Fagg**,
Economist, Martin-Fagg Associates (UK)

interviewed by:

Paul Woodward,
UFI Managing Director



Roger is a regular at the UCF, but this time we have decided to really put him on the spot. This will be the chance for the participants to ask all those burning questions they most surely have on the current state of the economy.

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15:15 - 16:00 How the financial markets view our business

Whether listed or private, most major exhibitions businesses must interact with the financial markets. What do they think of us and what can we do to improve the image of our business?

Panel discussion with:



Sami Kassab,
Analyst, Exane BNP Paribas (UK)



Nick Dempsey,
Director, European Media Equity Research,
Barclays (UK)

16:00 - 16:15 Networking and coffee break in the hospitality lounge

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16:15 - 17:15 "Think Tank": What is the image of our industry?



Moderator: **Jochen Witt,**
CEO, jwc GmbH (Germany)

Following on from the panel of financial market specialists, our moderator will lead the delegates through an interactive discussion of how to raise our profile and improve our image in the financial markets and elsewhere.

This session will include an interview with **David Levin,** the CEO of UBM (UK) on what he feels to be the image issues for our industry.



19:30 Gala Reception and Gala Dinner at the Albertina Museum

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Friday 1 February

09:00 - 09:30 Welcome coffee and networking break in the hospitality lounge

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09:30 - 10:30 Reinventing management

The recent economic crisis was not just caused by a failure of regulation or economic policy. It was a story of the failure of management in a fundamental sense. Instant access to information and global resources have changed the world we live and work in and here Julian Birkinshaw will demonstrate how traditional managerial methods won't work in a 21st century fluid workplace.



by: **Julian Birkinshaw**,
Professor and Chair of Strategy and Entrepreneurship,
London Business School (UK)

10:30 - 11:15 Entrepreneurs driving innovation in exhibitions

The exhibition industry is clearly a people industry, but how much do entrepreneurial skills come into play? How do we develop these skills within our company? How is this reflected in the company culture?

Panel discussion with:



Eric Everard,
CEO, easyFairs/Artexis Group (Belgium)

Marie-Laure Bellon Homps,
CEO, Eurovet (France)



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11:15 - 11:45 Networking and coffee break in the hospitality lounge

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11:45 - 12:30 Growing into exhibitions

Not all companies had exhibitions as their core activity when they started out. Here are examples of two companies who moved into exhibitions from other sectors, and rather successfully too.

Speakers:



Will Morris,
CEO, Informa Exhibitions & Conferences (Switzerland)

Richard Hease,
Chairman, Turret Media (UAE)



12:30 - 12:45 Closing remarks by the moderator

12:45 - 14:00 Networking lunch at the Shambala restaurant in the Meridien hotel

14:15 Departure by coach to Reed Messe Wien

14:30 - 16:30 Tour of Reed Messe Wien, followed by a short sightseeing tour

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