



# The UFI Exhibition Management Degree (UFI-EMD)



*Today's` International  
Professional Standard  
for the Exhibition and  
Event Industry*



*2007—2014*

*11 programmes in 5 different  
locations around the globe  
with 300 graduates from 25  
different countries!*



Exhibitions are competitive, global events. Only exhibitions of the highest quality will successfully attract international exhibitors and visitors.

UFI, the Global Association of the Exhibition Industry, working with the Cooperative State University in Ravensburg, Germany, has created the UFI Exhibition Management Degree (UFI-EMD) to train exhibition industry professionals to meet tomorrow's event management demands.

In today's global exhibition business, top managers stand out through strategic thinking and well-developed professional expertise. Exhibition professionals who complete UFI-EMD meet the requirements to effectively conduct exhibitions.

### UFI-EMD Programme ■ Benefits & Target Group

To successfully operate exhibition and convention centres and to produce winning trade shows and conferences requires sound management skills based on the MICE industry. The UFI-EMD is structured to built upon the specific demands of the exhibition industry.

For industry newcomers, the UFI-EMD programme gives a comprehensive vision and detailed methodologies to drive their careers forward, while also providing a solid theoretical reference to exhibition industry professionals.



### ■ Advantages

- Optimise the competitive position of your business while implementing international exhibition and convention management standards
- Upgrade your management qualifications
- Increase project quality and hence improve customer satisfaction
- Strengthen the planning and production of your trade shows, conventions and events
- Ensure long-term profit potential

### ■ Target Audience

*(English language skills required)*

- Organisers of exhibitions and conventions
- Associations & government institutions
- Managers of exhibition and congress centres
- Senior & mid-level project managers responsible for the development and operation of exhibitions, conventions and events

### **Programme Structure**

*The seminar is divided into four modules totalling 150 hours. A renowned group of international instructors and exhibition industry experts lead the courses on-site and e-learning sessions.*

### **Face-to-Face Modules**

*Two on-site, six-day modules are organized during each UFI-EMD course. Both on-site course modules are either held at the same geographic location, or they at two different locations.*

### **E-Learning: On-going contacts**

*Two e-learning modules create the link between the on-site sessions. An online learning platform allows participants to continue their learning experience from a distance. Experts from a variety of professions ensure individual contact and support for all participants during the online modules.*

To graduate the following credits must be achieved:

Excellent = 160 - 131 credits

Very Good = 130 - 106 credits

Good = 105 - 81 credits

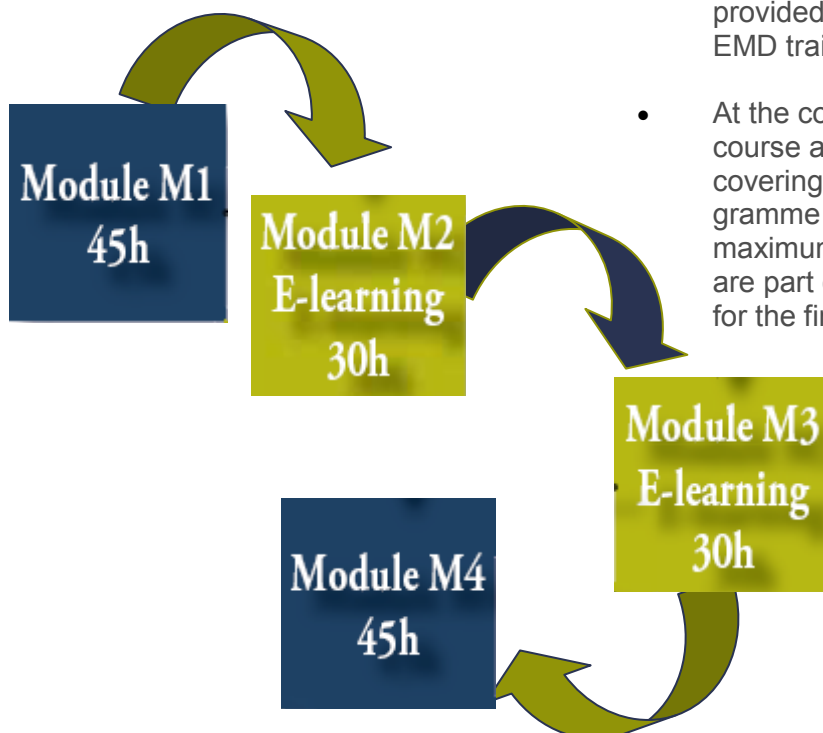
Credits below 80 unfortunately do not grant completion of the degree.



## UFI-EMD Evaluation Procedere

The Exhibition Management Degree is awarded to participants who have successfully completed all four modules within a period of three years. If anyone is not able to complete all modules in one region, they are invited to participate in another UFI-EMD programme hosted in a different regions.

- Each module, subject and assignment will be evaluated. At the end of each subject there will be a multiple choice test.
- To successfully complete each course module, all tests must be passed.
- During the e-learning modules the participants will be required to provide short, online presentations on 8 out of the 13 assignments. The topics will be provided and evaluated by the UFI-EMD trainers.
- At the conclusion of the UFI-EMD course a one hour written (final) exam covering the entire UFI-EMD programme cursus will be given. The maximum achievable 10 credit points are part of the overall credits required for the final certification.



## The Curriculum of the UFI Exhibition Management Degree (UFI-EMD)

The UFI-EMD advanced training curriculum incorporates a cross-functional approach to exhibition management. Each UFI-EMD course includes: Business Management, Marketing Management, Service Partners of the MICE Industry, Project Management and Special Cross-Section Subjects.

### Module 1 Basics in Exhibition Management (I) On-site module (45 hrs)

1. **Business Management** provides an overview of exhibition-oriented business administration and management. This introduction to the MICE industry is practice-oriented. It follows a decision-oriented theoretical approach. Economic aspects of the industry are displayed as well.

2. **Marketing Management** explains the principles of marketing and marketing instruments, with a special focus on different communication tools. Each aspect is examined in relation to the specific concerns of the exhibition industry. Media planning, promotion to visitors and exhibitor recruitment are studied.

3. **Project Management** is a critical skill for successful exhibition managers. In this course module, exhibition and project managers will be taught comprehensively. Course content includes: theory and principles of project management, project structure, exhibition objectives and concepts, project development and controls.

4. **Congress and special event management:** The planning and operation of congresses and auxiliary events is closely related to the exhibition industry. Exhibitions are often a part of congresses and vice versa. The principles of congress and event management must be well understood by exhibition professionals.

5. **Risk Management** must be implemented during the exhibition process. Today it is accepted that risks are an integrated part of a project. In this module, participants will develop an understanding of the factors involved and means to control.

### Module 2 Basics in Exhibition Management (II) E-Learning module (30 hrs)

#### 1. **Marketing Management - Specialised Tools**

- Public Relations: Introduction to public relations tools, planning and evaluation options as they relate to the exhibition industry.
- Sponsoring: Sponsors contribute increasingly to exhibition revenues. As a partnership, sponsorships can provide financial and barter advantages to all parties. This topic will explore ways to develop balanced sponsorship opportunities.
- Special events: Special events are often used as promotional activities to launch brands, products and companies. They are initiated at exhibitions by exhibitors or by organizers. While some special events complement exhibitions, others can become unwanted competition. UFI-EMD participants will examine ways to develop special events with a win-win result for all.

#### 2. **Exhibitions from the exhibitor's perspective**

Exhibitors are one of the key customer groups for an exhibition organizer. Exhibitions exist to support the marketing objectives of an exhibitor. Organizers must offer services which meet the needs of exhibitors. UFI-EMD participants will learn how to coordinate activities and services so that they successfully meet these goals.

#### 3. **Service partners of the MICE Industry**

Exhibition organisers cooperate with a variety of exhibition service providers. All partners must work to develop a mutually beneficial and supportive network system:

- Service strategy and organisation;
- Professional Congress Organizer (PCO);
- Catering, interpreting, hostess staff;
- Stand design and building;
- Freight handling.



## Module 3: Advanced Studies in Exhibition Management (I)

### E-Learning module (30 hrs)

#### 1. Marketing Management

**Market Research:** Exhibitions are an excellent source for market research. Many exhibitors and visitors representing market segment meet at the same location at the same time. This provides an ideal opportunity to undertake specific market research. Market research techniques and objectives are studied in this course section.

**Customer Relationship Management (CRM):** CRM is one of the most important aspects of today's marketing activities. Customer satisfaction and customer loyalty are important objectives for exhibition companies. UFI-EMD participants will evaluate a variety of CRM approaches.

**E-Marketing:** The internet has become an essential tool to communicate about exhibitions and congresses. Means to effectively use the world wide web for marketing campaigns and administrative purposes will be presented.

#### 2. Service Partners of the MICE Industry

The relationship between agencies providing promotion, incentives, events, travel and interpreters will be related to the exhibition industry.

#### 3. Cross-Section Subjects

**Information Management:** A competitive force for exhibition organisers is known to be the organiser's databank of personal contacts with exhibitors, visitors and representatives of different organizations. UFI-EMD participants will learn how to carefully manage this material and profit from its potential.

## Module 4: Advanced Studies in Exhibition Management II

### On-site module (45 hrs)

**1. Business Management:** Finance, Accounting and Treasury. The exhibition manager is responsible for the budget of the exhibition project. Strong knowledge of cost management, including cost control, finance, budget management, accounting and treasury management, is a requirement for every exhibition manager.

#### 2. Management Strategy

Exhibition organiser and venue manager must develop strategic plans which reflect corporate evolution. Companies must plan for long term growth and profitability. New events must be developed. Strategic management is an important part of the company's management process.

#### 3. Special Event Management

The planning and realisation of special events is closely related to the exhibition industry. Therefore the principles of special event management should be well known by exhibition managers.

#### 4. Intercultural Management

Globalization is the current development phase in all areas of contemporary society. As exhibitions bring together people from all parts of the world, project management should be well versed in the principles of intercultural management. These will be addressed thoroughly in the UFI-EMD course.

#### 5. Cross-Section Subjects:

These interdisciplinary topics are studied as integral elements of exhibition management:

- **Management of exhibition and congress centres (selected UFI-EMD courses only):** Management of exhibition or congress centres is different from that of exhibition organizations. Venues must optimize their business units (i.e. exhibitions, congresses and other events are single units of the overall product portfolio). Strategic and operating aspects are to be considered.
- **Facility and venue management (selected UFI-EMD courses only):** Exhibitions require large and expensive infrastructure and facilities. This may be privately or state owned. This topic examines the "how to" of professional facility administration and management.
- **Exhibition logistics:** Three types can be distinguished and will be explored. Exhibitor logistics concern the transport and the information flow during the mounting and dismantling of stands; visitor logistics require the guidance of visitors on the exhibition ground; and logistics for international stand building companies.

**I n t e r n a t i o n a l T r a i n e r G r o u p**



**Prof. Dr. Joerg Beier** is a Professor at the Cooperative State University in Ravensburg, Germany. He is head and founder of the department of Exhibition, Convention and Event Management where the junior managers of the German exhibition industry are trained and awarded with a Bachelor Degree. He has 25 years of experience in exhibition management and is responsible for the UFI Exhibition Management Degree (UFI-EMD) initiated by UFI, the Global Association of the Exhibition Industry. His professional fields of interest are market research for the exhibition industry, strategic and exhibition management.



**Charles Hamrick** is an executive coach, speaker, and trainer with experience earned from an array of professional corporate experiences. He is a specialist in multi-cultural consulting and coaching. With over twenty years of experience in managing multinational corporations in Asia and Europe, he understands the complexities that people face in creating and meeting their goals in global settings. He has coached hundreds of executives on both individual and group bases, as they live and work across borders. He delivers programs and briefings on global leadership and managing cultural diversity for many of the largest companies worldwide.



**Dr. Lynn Minnaert** is a Lecturer in Events Management at the University of Surrey, UK. The University of Surrey is the top-ranked university for Tourism and Hospitality (including events management) in the UK. She co-ordinates the teaching in the post-graduate programmes of the Conference Management course, introducing students to the conference industry and to the different aspects of running conferences successfully. She has conducted research into corporate hospitality and has been funded for a research project by the International Olympic Committee.



**Mark Pixley** is Managing Director of LEADERSHIP INC, a performance improvement consultancy company serving Greater China. He is an organizational change facilitator/ consultant and executive coach. He works with senior managers to design and facilitate their organization's change processes including strategic planning, corporate vision and mission, team building, leadership development, personality styles, and organizational culture assessment. These programs are custom designed to meet the client's situation and particular needs. Mark has eleven years of experience in corporate development and previously worked at Standard Chartered Bank in corporate banking.

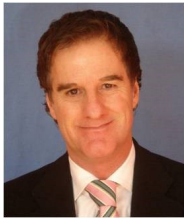


**Christian Utz** is Managing Director of expo-gate GmbH, which he founded in 2003. Since then the company has grown as a globally active specialist for consulting and services within the fairs & exhibition industry and was merged with eventlog Consulting GmbH in 2012. In 2008, Christian also co-founded the motionID technologies AG, an IT solutions specialist for Access, Logistics and Payment Solutions within the infrastructure industry. Until 2012 he ran the firm as CEO. As a logistics expert between 1993 and 2003 he established Birkart Fairs & Events as a global player in the exhibition & event industry before he sold the international business unit to the Kühne + Nagel group. At this point he started his consulting career. He is founder and board member of the RFID Competence Center™ Germany and lecturer at the Cooperative State University in Ravensburg, Germany.



**Angelika Eberhardt** is one of the co-authors of the UFI module "Interpretation", together with her colleague → Julia Böhm. Angelika Eberhardt has worked as a freelance conference interpreter since she completed her degree at the University of Saarbrücken in 2000. Her working languages are German (A), French (B), English and Spanish (C). As a consultant interpreter, she has organized interpreter teams for numerous conferences of renowned clients. She is a member of two professional associations for conference interpreters: aiic and VKD. Within VKD (German Association of Conference Interpreters), she and Julia Böhm were responsible for Public Relations from 2003 to 2009. She lectures on "Interpreting and Management of Multilingual Events" at the Cooperative State University in Ravensburg, Germany, Trade Fair and Event/Congress Management course, and gives talks on various aspects of interpreting and interpretation projects at universities and conferences.

**I n t e r n a t i o n a l T r a i n e r G r o u p**



**Rob Davidson** is a Senior Lecturer in Events Management at the University of Greenwich in London, where he works in the London Centre for Events Management, within the Business School. His main areas of expertise are conferences and business events, and over the last ten years he has written widely on these themes. Mr. Davidson also runs his own consultancy business, and has carried out research for a number of major conference organisations in the UK and overseas. He is regularly invited to speak at international conferences on themes linked to business tourism. Since 2002, Mr. Davidson has been employed on a consultancy basis as Industry Analyst by Reed Travel Exhibitions, for whom he carries out ongoing research. At EIBTM in Barcelona each year, he launches his annual report on trends in the meetings and events industry worldwide. For the past 5 years, he has been included in Conference & Incentive Travel magazine's 'Power 50' – the 50 most influential people in the UK conference industry.



**Klaus Goschmann**, certified economist, is managing director of FairCon GmbH in Mannheim, Germany, a consultancy company in the trade fair and convention industry. For more than 35 years he held leading positions in this field: former managing director of AUMA and editor-in-chief for m+a report. For the last 15 years he has been lecturer at the Cooperative State University in Ravensburg, Germany.



**Ulrich Semblat** has been working in the field of special events for clients like Mercedes-Benz-Busses, SAP, BASF, MIGROS (Switzerland), brands such as Capri-Sun and in projects like the GRUNDIG-FIS-Worldcup since 1993. In the 1980s he was at St. Austell Sixth Form College in Cornwall England, then studied Sports Economics at the University of Bayreuth/Germany and gained experience at Salomon Brothers Inc., World Trade Center, N.Y. City in 1991/1992. Since 2000 Mr. Semblat has been head of the professional organization of sports managers in Germany and teaches event and sport management at the international university of cooperative education in Heidelberg. As a consultant he is still actively involved in the creation, conception and management of special events.



**Edgar Leitinger** is an experienced lecturer in Event Marketing, Sponsoring and Strategic Management. During the last 20 years he has worked for global players, such as Thyssen, Preussag or Mercedes-Benz as well as mid-cap companies. Between 2002 and 2006 he was CFO to a consulting company before setting up his own agency generation-Value advising their clients in all questions on PR, Event Marketing and Sponsoring. Since 2008 his company is also acting as an organizer of special interest regional exhibitions and trade fairs. Additional lecturing engagements are at the BITS University of Applied Sciences, Iserlohn, the Cooperative State University in Ravensburg, Germany, the University of Applied Sciences, Stuttgart and the private education institute ebam academy.



**Karla Juegel** is Marketing Expert and Exhibition Practitioner. She has over 30 years of experience in the international trade fair industry and combines strategic marketing with operative know-how. Her interdisciplinary knowledge characterizes her as specialist and generalist. As owner & CEO of Messe | Marketing in Munich Germany she is specialized in consulting, coaching & training for the exhibition industry since 1996. Karla Juegel studied economy focusing marketing and is educated as trainer and change-management-coach. She learned to play the game at advertising- & event-agencies, fair construction companies and as exhibitor. For more than a decade she was employed by Daimler. At the beginning responsible for the international trade fair participations of the Automobile sector: Mercedes-Benz in America & Africa, she later became head of the international fair & exhibition department of the Aviation & Space sector: German Aerospace (today's EADS) responsible for the entire worldwide trade fair activities. Karla is an active member and partner of the associations in the international exhibition industry such as UFI, IFES, AUMA. She has teaching assignments at several international academies & universities, is recognized and demanded as speaker & lecturer all over the world and became an advisor to the German Ministry of Education on behalf of her interdisciplinary know-how.

**I n t e r n a t i o n a l   T r a i n e r   G r o u p**



**Dr. Hans-Jürgen Gaida** studied Journalism, Economics and History at the Free University of Berlin. He held various appointments in leading positions of the MICE-industry in Berlin, Frankfurt (Messe Frankfurt), Vienna Wiener Staatsoper), CEO of Halle Münsterland, CEO of HCC –Hannover Congress Center. He has more than 15 years of experience in event catering as well as large arena catering (Hannover soccer-stadium). He is active as independent consultant for the MICE-industry, gaida@gaidaconsult.de. Since 1990 he has been lecturing on cultural management, event-catering, management of event venues and destinations at ICCM (Intl. Center for Cultural Management) in Salzburg/Austria, the Intl. Academy for Media and Events in Baden-Baden/Germany, the Cooperative State University in Ravensburg (since 2002), the University of Applied Sciences Worms, the Reinhold-Würth-Hochschule (University of Applied Sciences) Künzelsau, and at the Shanghai University of International Business and Economics, SUIBE (since 2008). Member of MPI.



**Prof. Dr. Michael Streich** is a Professor at the Cooperative State University, Ravensburg, Germany in the Department of Exhibition, Convention and Event Management. He also teaches at various universities and institutions, mainly in all fields of marketing. His expertise is marketing, market research and exhibition management. Apart from the education field he has been involved in consulting and market research projects in various business areas.



**Julia Böhm** is one of the co-authors of the UFI module "Interpretation", together with her colleague, Angelika Eberhardt. Julia Böhm has worked as a free-lance conference interpreter since she completed her degree at the University of Heidelberg in 1996. Her working languages are German (A) and English (B). As a consultant interpreter, she organizes interpreter teams for numerous conferences and end events of renowned clients. She is a member of both the international association of conference interpreters, aiic, and the German association, VKD, and served on its board as treasurer between 2003 and 2006. After that she was responsible for Public Relations together with Angelika Eberhardt until 2009. Aside from her pro-bono work for VKD, she lectures on "Interpreting and Management of Multilingual Events" at the Cooperative State University in Ravensburg, Germany, Trade Fair and Event/ Congress Management course, and gives talks on various aspects of interpreting and interpretation projects at universities and conferences.



**Prof. Stefan Luppold** is Founder and Head of IMKEM (Exhibition, Convention and Event Institute) in Kisslegg, Germany. He has experience in the event and trade fair industries for more than 25 years, working closely with highly recognized exhibition organizers and fair-ground owners in the UK, the Netherlands, Germany, Sweden and South Africa. He is Professor at the Cooperative State University, Ravensburg, Germany, and visiting lecturer at several universities.



**Rachel Ley** has worked in the event industry for 20 years and runs her own agency, RLC, delivering corporate and association conferences, congresses, incentives, awards dinners, team building concepts and high profile receptions for a wide portfolio of customers globally. She understands the pioneering entrepreneurship of her customers, and astutely assesses solutions to meet the most challenging of scenarios in order to exceed her client and delegate objectives and expectations. With a passion for education, Rachel is a permanent part-time Lecturer at Westminster University in London, Director of Learning and Senior Tutor for the Event Business Academy as well as Guest Lecturer for several other Universities around the globe. Rachel Ley is a Board Member of EVCOM, the trade association for the event and live communication industry in the UK, and is Head of the Professional Development Committee. She is also a member of numerous other leading associations including the PCMA (Professional Convention Managers Association).



**Prof. Dr. Gerhard Nowak** has been an owner and manager of the PR agency Sportline Ltd for nearly 25 years. In the free economy Nowak was the press agent of the Reed Exhibitions group Germany/ Switzerland from 1989 to 2002, before taking over Miller Freemann and before taking over Blenheim GmbH. From 2002 to 2010 he has been manager of the Corporate Relations department of the Reed Exhibitions Deutschland GmbH. Additionally, Mr. Nowak teaches Press Work and Public Relations at the Cooperative State University in Ravensburg, Germany. Other teaching engagements are at the German sports University of Cologne, the University of applied science, Fresenius in Cologne and the private education institute IST.



## UFI-EMD Programme Partners

**STZ-ECE**, Steinbeis Transfer Centre Exhibition, Convention and Event Management at the Cooperative State University, Ravensburg, Germany  
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For additional information on the Exhibition Management Degree, please contact:

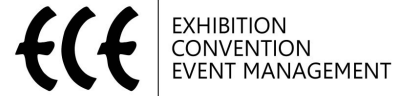
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## UFI, The Global Association of the Exhibition Industry

Together with the STZ-ECE, UFI has created the "Exhibition Management Degree (EMD)" to train exhibition industry professionals to meet tomorrow's event management demands.

UFI is the global association of the world's leading tradeshow organizers and exhibition centre operators, as well as the major national and international exhibition associations and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry.

UFI represents over 600 member organizations in 82 countries around the world. Almost 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.



## STZ-ECE, Steinbeis Transfer Centre Exhibition, Convention and Event Management at the Cooperative State University, Ravensburg, Germany

The STZ-ECE is responsible for the content, the presentation and logistical aspects of the UFI-EMD programme.

The STZ-ECE is part of the Steinbeis Foundation which is a worldwide, active service enterprise in technology and knowledge transfer. The centre is associated with the Cooperative State University in Ravensburg, Germany. This higher learning institution was founded in 1978 and cooperates with more than 120 companies working in the event industry. The main objectives of the STZ-ECE are to transfer this knowledge to the industry and to support companies in the development process. Knowledge transfer concerning the exhibition, convention and event industry to small and middle-sized organizations is the main priority.



# UFI-EMD Testimonial quotes

**“The UFI-EMD program was a great experience. It gave me better and clearer understanding of the current scenarios effective in exhibition industry. The knowledge and experience that I gained during the EMD Course is helping me a lot in my day-to-day job. Through the EMD Course, I had a chance to meet other professionals from the industry. I would like to recommend EMD Course to everyone willing to excel in this exhibition industry.”** Mohammed Al Mohammed, Managing Director, Expo Horizon, Riyadh, Kingdom of Saudi Arabia, UFI-EMD - Riyadh 2014

**“The UFI-EMD course is very content-rich. It offered access to the broad spectrum of the industry. It's a good opportunity to professionals from oversea. We exchanged country specifics and discussed different perspectives. I would like to thank you, TCEB for giving us this opportunity to attend UFI-EMD course and I hope this project will carry on and that it will lead to the improvement of the MICE industry as a whole.”** Suttisak Wilanan, Reed Tradex Company Limited, Thailand, UFI-EMD - Bangkok 2013

**“Earning my Exhibition Management Degree (EMD) has helped me to better understand current trends that influence my venue business. Having classroom discussions with different participants was a value lesson for communication and leadership trends. Importantly, the alumni network is most value for continuous sharing of current business practices.”** Andrew Garcia, General manager, Zhengzhou international convention exhibition centre (ZZICEC), Zhengzhou, China, UFI-EMD - Macau 2008

**“The UFI-EMD course has thankfully complemented my existing work experience within venue management. It has exposed me to facets of the MICE industry that I wasn't previously aware of, providing me with a range of tools to further enhance my activities in the business. I can comfortably recommend the UFI-EMD to anyone willing to enhance their knowledge in this unique industry.”** Mahir Abdulkarim Julfar, Senior Manager - Venues, Venues Management, Dubai World Trade Centre, UFI-EMD - Dubai 2007/08



## The UFI-EMD Community

Stay connected!

The UFI-EMD Community is tailored to support the UFI-EMD participants and alumni to stay connected with each other and the trainers of the programme. The community triggers continuous experience exchange before, during and after the completion of the programme.

The UFI-EMD Community is an ideal platform to receive and provide support, collaborate online or share experiences, opinions and know-how with other specialist of the exhibition industry.

Join the UFI-EMD Community on LinkedIn and benefit from discussions among experts, useful links shared by the trainer, recommendations for further reading and more. More importantly, get involved yourself! As a community member, you can, if you wish, start discussions that are of importance to you, ask questions and share your opinion and work experiences with other people in the exhibition, convention and special event industry.

Registration is fast, simple and absolutely free, so join our UFI-EMD Community on LinkedIn today!

[https://www.linkedin.com/groups/UFIEMD-Community-4039284?trk=my\\_groups-b-grp-v](https://www.linkedin.com/groups/UFIEMD-Community-4039284?trk=my_groups-b-grp-v)

## The UFI Alumni Network

Connect with participants and trainers across UFI's education programmes!

- Enhance your professional network through collaborating and connecting with fellow participants and professors
- Support from fellow peers through experience exchange within and across country borders.
- Benefit from free access to the UFI Education Centre, invitations to Get-Together events alongside UFI's Open seminars and more.

The UFI Alumni Network is exclusively reserved for all graduates of the UFI EMD programme (successful completion of all four modules), participants of the International Summer University (ISU) and professors of both UFI education programs.

To join the UFI Alumni Network, please send an e-mail to [education@ufi.org](mailto:education@ufi.org).

## Continuous Learning with the UFI Education Centre

- The UFI Education Centre offers a wide variety of education resources for the Exhibition Industry/ Speaker Sessions: videos of presentations from our UFI meetings enable you to follow the highlights from the speakers' PowerPoint slides from UFI Meetings;
- Monthly Webinars on current hot topics of the exhibition industry;
- UFI Online Course "The role of the exhibition industry in the marketing mix";
- Library with documents, videos and presentations;
- The service is free of charge for all UFI Alumni.

Go to <http://edcentre.ufi.org/ufiedcentre/html5/>

