

UFI announces webinar series on exhibition related “hot” topics

Paris – February 5, 2013: Building on the enthusiastic response to its online Education Centre, launched in June 2012, UFI is now moving ahead with a series of webinars devoted to hot topics in the exhibition industry. The series consists of free, one-hour, monthly webinars, beginning on 21 February 2013, on the following topics:

1. Thursday, 21 February 2013: 2:00 – 3:00 pm (GMT+ 01:00)
Barry Siskind on “Working with exhibitors to raise the bar on performance”
2. Wednesday, 20 March 2013: 2:00 – 3:00 pm (GMT+ 01:00)
Simon Naudi on “Selling events in and after a recession”
3. Monday, 29 April 2013: 2:00 – 3:00 pm (GMT+ 01:00)
Barry Siskind on “Help your exhibitors to measure ROI and ROO”

Each topic is designed to provide participants with solutions for challenges facing today’s exhibition community. Webinar participants will be invited to further discuss these topics in the “lounge area” of the Education Centre following each session.

The Education Centre already has over 600 registered users. Participants in the UFI Education Centre are provided with a unique opportunity to share knowledge and expertise about the exhibition industry drawn from the content of a variety of UFI meetings.

Virtual “booths” also contain information about current UFI Education programmes: the Exhibition Management Degree, the International Summer University (ISU) and the new UFI “8 Steps to Sustainability” online course.

The upcoming UFI webinars are free of charge to all although UFI non-members will be charged in the future. Webinar registration is unlimited for each session and is accessible online in the UFI Education Centre at www.ufi.org/edcentre in the “UFI Meetings” section. Additional queries concerning the UFI webinars or the UFI Education Centre should be addressed to info@ufi.org.

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 610 member organizations in 85 countries around the world. Over 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.

For additional information on UFI, please go to www.ufi.org or contact Lili Eigl, UFI Communications Manager, lili@ufi.org