



# UFI and Exhibition Education

UFI was founded in 1925 and is now the world's leading association of trade fair organisers, exhibition and convention centres, professional exhibition associations and industry partners. Our 485 members located in more than 84 countries are organisations recognised internationally for their high level of quality standards.

The mission of UFI is to represent and serve the world's exhibition industry. UFI is committed to promoting the unique value of trade fairs and educating exhibition industry professionals. UFI's strong global presence offers extensive networking and education opportunities, enabling members to generate business growth.

UFI opens up new horizons via its P.I.N. strategy (Promote – Inform – Network). To “Promote”, UFI continues its effort to guarantee the positioning of exhibitions as the # 1 marketing tool. This includes education initiatives ensuring that professionals are well informed about the various advantages of trade fairs and exhibitions. “Inform” is synonymous with offering pertinent and valuable industry data, studies and best practices. It is also UFI's aim to improve the Networking opportunities among UFI members and exhibition professionals worldwide, in order to create platforms to facilitate business leads.

For UFI, it is an absolute necessity to ensure that business leaders have the information and knowledge to properly appraise and implement the power of exhibitions in their professional activities. In addition, UFI is convinced of the importance to educate the next generation of event and marketing professionals on how to use exhibitions as an effective marketing medium.

It is also essential to educate exhibitors in evaluating their exhibition participation so that they really understand how to calculate their ROI and appreciate their investment. It's through a variety of educational efforts that exhibitors and visitors will be convinced that exhibitions are one of the most efficient ways of doing business.

That's why over the last few years UFI has increased the opportunities for education. And to better coordinate and develop these efforts, a new UFI Working Committee on Education has been created.

# UFI Education Policy



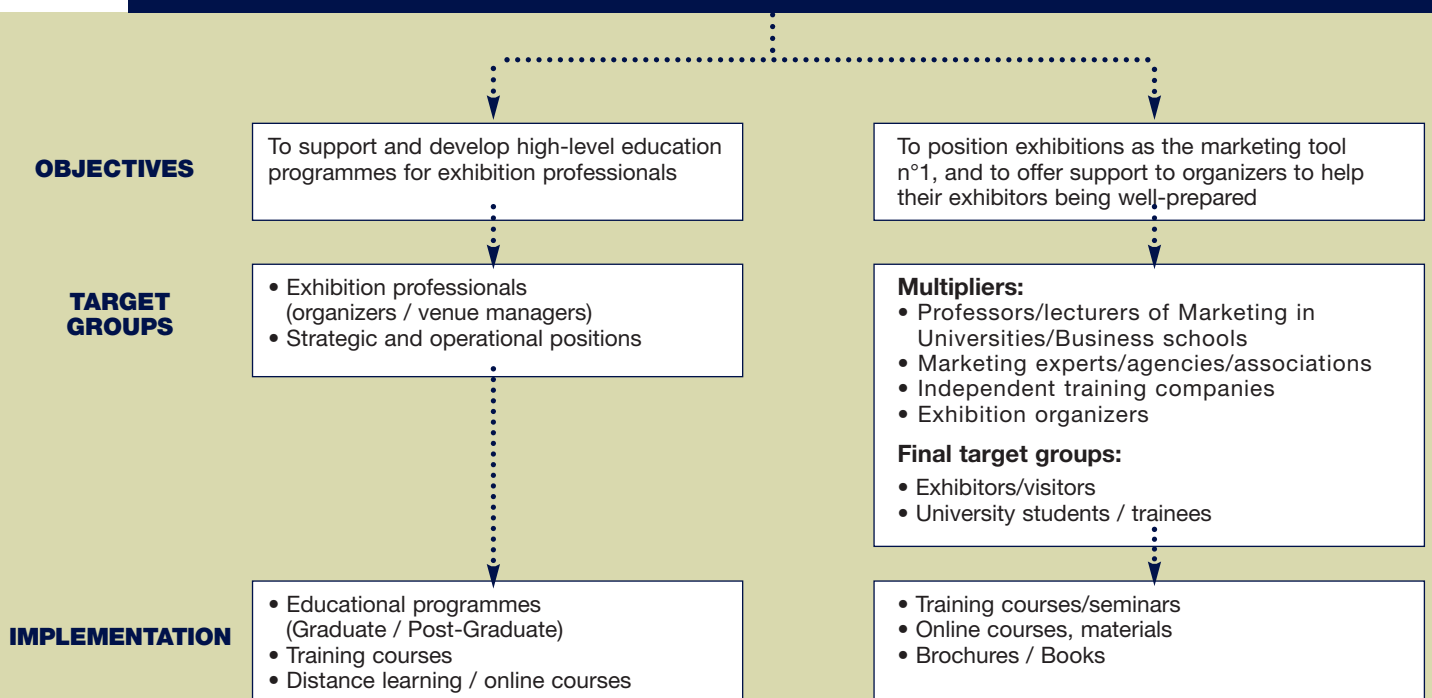
**There are two target groups regarding education in the exhibition field:**

1. The staff of exhibition organizing companies/venue operators/service suppliers
2. The customers of exhibitions, i.e. exhibitors and visitors

**In terms of education, the objectives of UFI are therefore to:**

- **identify** the existing educational programmes used in each country to train exhibition professionals and marketing professionals ;
- **define** a minimum set of standards to be used to appropriately train exhibition professionals (“exhibition management”) and marketing professionals (“exhibition marketing”);
- **promote** the educational programmes supported by UFI and created by recognised organizations and academic institutions;
- **develop** new educational programmes;
- **convince** business and marketing schools/universities to dedicate more time to teach the power of exhibitions as a marketing and communications tool;
- **cooperate** with organizations that have already launched educational courses for exhibition management.

## UFI EDUCATION POLICY



# Proposals for Training Courses

Via its Education Committee, UFI has defined some proposals to be used to appropriately train exhibition and marketing professionals, and help organizations set up or develop their own education and training courses on a local level. These proposed standards are only recommendations based on some best training practices used in different countries, as it is an impossible task to create a one-fit-all education programme on a worldwide level.

## UFI and its Education Committee have identified two types of training courses, and two types of education programmes:

- Training courses for exhibition/event organisers and venue operators.
- Training courses for the staff of exhibitors.
- Undergraduate/graduate education programmes for future exhibition/event organisers and venue operators.
- Education programmes for future exhibitors (undergraduate, graduate classes for non-exhibition professionals).

As several universities and business/marketing schools are already providing accredited programmes and curricula on exhibition subjects, the below-mentioned proposals are only related to training courses and mainly dedicated to independent and specialised organisations that provide short and longer-term training courses to exhibition professionals and exhibitors.

## A. Recommendations for TRAINING COURSES dedicated to exhibition/event organisers and venue operators

**Target groups:** Post-graduate and exhibition professionals (middle, junior, project managers)

**Duration:** Short and long-term courses (from 6 to 180 hours)

**Course structure:** Lectures, team works, case studies, distance learning

**Evaluation:** Test exam, or only completion of the course

**Providers:** Exhibition organizers, specialised training companies, national associations, universities

**Trainers:** University lecturers, experts in different business areas, marketing specialists, senior exhibition/event organisers, senior site managers

### COURSE TOPICS:

1. **General characters of the world exhibition market**  
Historical background, economic impacts, political, socio-cultural and technological factors

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2. **Exhibitions/trade fairs in the future**  
New business models, creating brands, multimedia/IT developments and impact

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3. **Internationally-recognized norms and legal ground** of the exhibition business

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4. **Business management**
  - 4.1. Management specifics of the exhibition industry  
Steps of the decision-making process  
Economic transfers to other industries (secondary impacts)
  - 4.2. Planning, budgeting, finance, accountancy, treasuring, controlling novelties, exhibition auditing standards

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5. **Strategic management**
  - 5.1. SWOT Analysis, Business Plan, Balance Score Card
  - 5.2. Product and service development
  - 5.3. Co-operation, alliances, mergers, acquisitions, duplications, cloning, privatization
  - 5.4. Globalization, intercultural aspects
  - 5.5. Human relation management (Leadership)
  - 5.6. International property rights, professional ethics
  - 5.7. International and national exhibition associations



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## 6. **Marketing management, Marketing instruments, Communication tools**

- 6.1. Media planning
- 6.2. Acquisition of exhibitors (sales)
- 6.3. Acquisition of visitors
- 6.4. Public relations in the exhibitions; Co-operation with other media
- 6.5. Partners, mutual interests
- 6.6. Customer Relationship Management (CRM)  
Concept and corporate strategy  
CRM and databases
- 6.7. The exhibitor is our customer  
Decision on participation, strategies, concepts, participation schedule, stand management, evaluation of participation, ROI, follow-up
- 6.8. Sponsoring
- 6.9. Market research studies
- 6.10. Other events at exhibition sites

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## 7. **Project management**

- 7.1. Specific training contents for exhibition/trade fairs  
Targets, concepts, realization, controlling, risks
- 7.2. Specific training contents for other events project management (conferences, corporate events, etc.)

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## 8. **Venue management**

- 8.1. Strategic management  
Planning, budgeting, quality, regional and local network
- 8.2. Facility management  
Cost planning, controlling, contracts, maintenance, supplies, security, energy, waste
- 8.3. Exhibition logistics
- 8.4. Risk and crisis management; Security issues
- 8.5. Catering, Food & Beverage organization (F&B)

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## 9. **Information management**

- 9.1. Database management
- 9.2. Visitor registration

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## 10. **Partnership management with service providers**

- 10.1. Organization, outsourcing vs. in-sourcing
- 10.2. Stand building, techniques and realizations
- 10.3. Working with external agencies (travel, hostess, interpreters, promotion...)
- 10.4. Co-operation with other event organisers (congresses and seminars)



## **B. Recommendations for TRAINING COURSES dedicated to the staff of exhibitors**

**Target groups:** Marketing managers, staff members of exhibiting companies

**Duration:** 6-12 hours (short-term courses); 2 days maximum

**Course structure:** Lectures, team works, case studies

**Evaluation:** By completion of the course + some advantages/incentives for relevant exhibiting companies

**Providers:** Exhibition organizers, specialized training companies, professional associations, national associations

**Trainers:** Exhibition industry specialists, marketing specialists, senior exhibition organizers

### **COURSE TOPICS:**

1. **What does participating in an exhibition/trade fair mean?**
  - 1.1. Exhibition as the most powerful marketing and sales tool
  - 1.2. The advantages of exhibiting
  - 1.3. B-2-B and B-2-C shows
  - 1.4. The impacts of participation

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2. **Exhibitions as part of your corporate strategy**
  - 2.1. Objectives for participation; shareholder's objectives; marketing department's tasks
  - 2.2. Selection of the right exhibition – criteria for selection
  - 2.3. Exhibition participation as part of your CRM strategy (Customer relationship management)
  - 2.4. Development of the exhibition concept

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3. **Planning and budgeting the exhibition participation**
  - 3.1. Planning methods
  - 3.2. Type of costs
  - 3.3. Redefining the objectives

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4. **The visitor**
  - 4.1. What types of visitors do you need?
  - 4.2. How do you reach and attract them on your stand?

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5. **Organisation of the exhibition participation**
  - 5.1. Booth design and building
  - 5.2. Cooperation with the exhibition organizer and the service providers
  - 5.3. Request for services, special packages
  - 5.4. Getting visitor information on booth
  - 5.5. Pre-exhibition activities (match-making, mailing etc.)

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6. **Booth management**
  - 6.1. Promotion materials and actions, PR and media coverage, key account visitors
  - 6.2. The role of Internet and New technologies
  - 6.3. Participation or organization of other events during the exhibition (conferences, presentations)
  - 6.4. Success factors

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7. **Your staff**
  - 7.1. Staff selection and preparation
  - 7.2. Behaviour management on the booth and stands etiquette
  - 7.3. Sales techniques and communication skills

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8. **The other exhibitors**
  - 8.1. Network
  - 8.2. Observe your competitors and assess the market

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9. **Participation assessment**
  - 9.1. How to measure the efficiency of your participation (ROI, ROO)
  - 9.2. Marketing information research, objectives and methods
  - 9.3. Follow-up strategy and actions



# UFI Educational Programmes

as of October 2007

UFI offers training to both members and non-members, through a wide range of high-level seminars and education programmes. These programmes are either developed by UFI on its own or in partnership with recognised organizations and academic institutions.

## **The Exhibition Management Diploma (EMD)**

UFI has worked with the University of Cooperative Education in Ravensburg, Germany, to create the “Exhibition Management Diploma” in order to train exhibition industry professionals to meet tomorrow’s event management demands.

The EMD programme is divided into four stages totalling 150 class hours, upgrading management qualifications and increasing the knowledge level of experienced exhibition professionals. Two on-site six-day sessions are organized during each EMD programme, as well as two e-learning sessions via a distance learning platform using Internet connection.

The EMD programme is delivered around the world, several times a year. They have been organized in Bangkok and Dubai. Others are planned for Macau, St. Petersburg, Budapest and another in Bangkok.

## **The International Summer University (ISU)**

A different approach is represented by the “International Summer University for Trade Fair Management” organised by the Institute of Trade Fair Management (University of Cologne) in cooperation with UFI.

This programme provides an interactive platform for the exchange of theoretical and practical trade fair related knowledge. It takes place during an intense one-week session in August each year, in Cologne, Germany. Participants discuss developments within the trade fair industry and exchange business experience. The International Summer University is targeted to executives and future executives from all sectors in the trade fair industry. Each day’s programme is dedicated to a specific topic.

## **The Role of Exhibitions in the Marketing-Mix** (freely available at [www.ufi.org](http://www.ufi.org))

In order to ensure that exhibitions continue to be recognised and appreciated for their true value in the marketing mix, UFI has worked closely with the University of Cooperative Education in Ravensburg, Germany, to develop a focussed eight-hour curriculum for use by professors in introductory level university courses.

The UFI online course “The Role of Exhibitions in The Marketing Mix” (freely available at [www.ufi.org](http://www.ufi.org)) has therefore been developed to provide University professors with a complete, off-the-shelf course module which they can integrate into their introductory level marketing, communications and events management courses.

The programme is designed to introduce students in marketing, communications, PR and business administration classes to the unique role of exhibitions throughout history in the promotion of business relations, products and services.

Through this course, it is UFI’s intention to position the exhibition sector at the head of the marketing communications medley of available media vehicles - and to do this with students who have a targeted interested in MarCom related subjects.

Composed of a complete education course package, this programme is available to all for downloading on the UFI website ([www.ufi.org](http://www.ufi.org)) at no cost. Included in the programme are PowerPoint presentations, PDF versions for text reproduction, case studies and exam questions. This programme is available in different languages (currently English, Arabic, Czech, and Romanian).

## **“How to” exhibit / Successful Exhibit Marketing** (freely available at [www.ufi.org](http://www.ufi.org))

The UFI educational objectives go beyond the realm of organisers and venue managers to also embrace the clients themselves – exhibitors and visitors. A complete valuable guide on “How to Exhibit” is available for downloading on the UFI website.

This online manual on “Successful Exhibit Marketing” includes sections like “Selecting the Right Exhibition for Your Company”, “Pre-Show Communications with First Time Visitors”, “Managing Expectations in the Stand” or “Lead Classification”, among many others.

## UFI Focus Meetings

For many years, UFI provides its members with exclusive meetings, whose purpose is to discuss specific themes of interest for their day-to-day professional concerns. These meetings reserved for UFI members only enable them to really profit from their UFI membership.

The themes raised during these one-day meetings deal with all kinds of subjects related to marketing & promotion, operations & logistics, new technologies, and education. These include topics like “Catering during exhibitions”, “Database Management”, “ROI for Exhibitor/Visitor Participation”, “Traffic & Accessibility”, “Design of Exhibition Centres”, or “Exhibitor Training Programmes”.

These sessions allow UFI members to update their professional knowledge and benefit from information exchange.

## UFI Open seminars

Organizing educational seminars has been a long tradition within UFI, as UFI has been providing, for over 30 years, numerous events on various topics related to exhibition industry issues.

The three-day UFI Open Seminars, open to UFI members and non-members alike, take place each year in Europe, in Asia, and in the Middle East. They raise topics on both strategic and operational issues and allow participants to exchange information, know-how and best practices, based on case studies.



## UFI EDUCATIONAL PROGRAMMES

		EMD	ISU	ONLINE “THE ROLE OF EXHIBITIONS IN THE MARKETING-MIX”	HOW TO EXHIBIT	FOCUS MEETING (FOR UFI MEMBERS)	OPEN SEMINARS	
<b>FINAL TARGET GROUPS</b>	<b>EXHIBITION ORGANIZERS/VENUE MANAGERS</b>	UPPER MANAGEMENT(*)	×	×		×	×	
		MIDDLE MANAGEMENT(**)	×	×		×	×	
		JUNIOR MANAGEMENT(**)	×	×			×	×
	UNIVERSITY STUDENTS/TRAINEES					×		
	EXHIBITORS/VISITORS					×	×	
<b>MULTIPLIERS (MEDIATORS)</b>	PROFESSORS/LECTURERS OF MARKETING IN UNIVERSITIES/BUSINESS SCHOOLS				×	×	×	
	MARKETING EXPERTS/AGENCIES/ ASSOCIATIONS				×	×	×	
	INDEPENDENT TRAINING COMPANIES				×	×	×	
	EXHIBITION ORGANIZERS				×	×		

(\*) More than 5 years of professional experience; Responsible for different projects; Team Leader.

(\*\*) Less than 5 years of professional experience; Responsible for different projects; Team Leader.

(\*) Less than 1 year of professional experience.

UFI, via the members of the UFI Education Committee, is ready to advise organizations to help them integrate these recommendations into their training courses.

UFI is currently developing a database of identified education and training programmes, which will soon be accessible on the UFI website.

UFI endorsement and support for any training and educational programme could be given only after an internationally or nationally acknowledged accreditation or in the case of correspondence to quality standards (like ISO), and after submission and approval by the UFI Education Committee.

# The UFI Education Committee

## Committee Chairman:

- Dr. Janos Barabas, Executive Vice-Chairman, Hungexpo, Budapest, Hungary

## Committee Members:

- Mr. Sergey P. Alexeev, President, RUEF (Russian Union of Exhibitions and Fairs), Nizhny Novgorod, Russian Federation
- Mrs. Annie Arsaut Mazières, Chief Executive Officer, FSCF (Foires, Salons et Congrès de France), Paris, France
- Dr. Rowena Arzt, Corporate Development, Koelnmesse GmbH, Cologne, Germany
- Dr. Enrica Baccini, Research Development & Training Manager, Fondazione Fiera Milano, Milan, Italy
- Mr. Vincent Gérard, Managing Director, UFI, the Global Association of the Exhibition Industry, HQ Paris, France
- Mr. Hendrik Hochheim, Director University Contacts - Trade Fair Research - Training and Further Training, AUMA (Ausstellungen - und - Messe - Ausschuss der Deutschen Wirtschaft e.V.), Berlin, Germany
- Mr. Heinz Küsters, Director of Market Research, Messe Düsseldorf GmbH, Düsseldorf, Germany
- Mr. Cherif Moujabber, International Committee Chairman, SISO (Society of Independent Show Organizers), Chicago, USA
- Mr. Karoly Nagy, Secretary-General, AHEFO (Association of Hungarian Exhibition and Fair Organisers), Budapest, Hungary
- Mr. Valerii Pekar, Vice-President, Exhibition Federation of Ukraine, Kiev, Ukraine
- Ms Pojai Pookakupt, Director of the Board, Chair Person of the Education Committee, TCEB (Thailand Convention and Exhibition Bureau), Bangkok, Thailand
- Mr. Paul Woodward, Regional Manager, UFI Asia/Pacific Office, Hong Kong, China

### UFI Headquarters

35 bis, rue Jouffroy d'Abbans  
F-75017 Paris  
France  
Tel: +33 1 42 67 99 12  
Fax: +33 1 42 27 19 29  
E-mail: info@ufi.org

### UFI Asia/Pacific Office

1101 Wilson House,  
19-27 Wyndham Street,  
Central, Hong Kong  
China, People's Republic  
Tel: +852 2525 6129  
Fax: +852 2525 6171  
E-mail: asia@ufi.org

### UFI Middle East/Africa Office

Exhibition Center, Grandstand  
Arabian Gulf St.,  
P.O. Box 60507  
Abu Dhabi, UAE  
Tel: +971 (0)2 4064115  
Fax: +971 (0)2 4494166  
E-mail: mea@ufi.org

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