

## “Excellence in Sales – Selling Excellence” announced as 2012 ISU topic

Paris, February 22, 2012: The 4<sup>th</sup> International Summer University (ISU) for trade fair managers is focused on the topic sales and distribution opportunities and challenges for exhibition industry professionals. Organized by the Institute of Trade Fair Management (University of Cologne) and UFI, the Global Association of the Exhibition Industry, this year’s ISU will be hosted by Koelnmesse from June 13 – 15, 2012 in Cologne, Germany.

The ISU provides an interactive educational platform for the exchange of strategic and operational exhibition related knowledge. Since 2006, more than 100 professionals from 25 different countries have already benefited from the unique mix of theory and case studies which form the basis for ISU lectures and workshop sessions.

Speakers at this year’s three-day ISU programme will be looking at a variety of sales related topics, including:

- Dr. Rowena Arzt, UFI, Director of Business Development, "CRM for Exhibitions - Challenges Today and Tomorrow";
- Gerald Böse, Koelnmesse GmbH, President and Chief Executive Officer, "Mobilizing Sales";
- Kiumars Hamidian, BearingPoint GmbH, Partner, "Next Generation Customer Management for a Digital Trade Fair World - Transact, Relate, Experience";
- Dr. Thorsten Henning-Thurau, Münster University, Department of Marketing & Media Research, "Playing Pinball, not Bowling – Marketing in the Social Media Era";
- Hendrik Hochheim, AUMA, Manager Trade Fair Research, "The Trade Fair Benefit Check";
- Simon Naudi, Answer Training, Managing Director, "The Psychology of Selling in a Recession – and why People Treat You the Way You Let Them!"
- Prof. Dr. Werner Reinartz, Director, Department of Retailing and Customer Management, University of Cologne "CRM: Managing Customer Satisfaction, Loyalty and Profitability"
- Michaela Schneider-Mestrom, Schneiders' Kommunikation, Managing Director, "Sales Fair – Fair Sales? Is Sales for Sales Fairs Really Different to Other Industries?"

Full ISU programme information is available at [www.ufi.org/isu](http://www.ufi.org/isu). Middle and upper exhibition management professionals are invited to register online at [www.tradefair.uni-koeln.de](http://www.tradefair.uni-koeln.de). An early bird ISU registration fee is available to all before March 20. Participants in the 2012 ISU are also offered an exceptional registration opportunity for the 2012 UFI Open Seminar in Europe which will be held in Hamburg from 18-20, June 2012. For additional information to participate in both events, please contact [isu@ufi.org](mailto:isu@ufi.org).

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*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 586 member organizations in 85 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.*

The Institute of Trade Fair Management, University of Cologne, was jointly founded in August 1999 with Koelnmesse, and is supported by the foundation "Koelnmesse Stiftung". Since the summer semester 2000, participants have taken part in lectures and practical seminars on topics including trade fair management, trade fair controlling, and strategies for trade fair companies in the age of globalisation.

**For additional ISU information and registration options, please contact:**

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