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UFI Provides Free Academic Course Positioning Exhibitions in the Marketing Mix

1 September, 2005 – Paris: In order to ensure that exhibitions continue to be recognised and appreciated for their true value in the marketing mix, UFI, the Global Association of the Exhibition Industry, has worked closely with the University of Cooperative Education, Ravensburg, Germany, to develop a focussed eight-hour curriculum for use by professors in introductory level university courses.

By making this course available, it is UFI's intention to provide university professors with a free, off-the-shelf, tool for their adaptation and integration into academic programmes around the globe. The programme is designed to introduce students in marketing, communications, b2b, PR and business administration classes to the unique role played by exhibitions throughout history in the promotion of business relations, products and services. In today's dynamic marketing communications environment, exhibitions rank number one for demonstrating the benefits of products and services and for building relationships with customers and prospects.

Ruud van Ingen, UFI President, explained that, "through this course, it is UFI's intention to position the exhibition sector at the head of the MarCom medley of available media vehicles - and to do this with students who have a targeted interested in exhibition related subjects."

Composed of a complete education course package, the eight-hour programme is available to all for downloading on the UFI website – at no cost. Included in the programme are powerpoint presentations, PDF versions for text reproduction, case studies and even exam questions. The entire programme is available on UFI's website at: www.ufi.org/education

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UFI, the global association of the exhibition industry, promotes, serves and represents the trade fair and exhibition industry worldwide. Via its 294 member organisations, including the world's leading show organisers and fairground owners, and 42 national and international professional associations, UFI is present in 72 countries in 162 cities on 5 continents. Members are responsible for the management and operation of over 4,500 exhibitions around the world.

The University of Cooperative Education, Ravensburg, Germany, provides a combination of theoretical studies in business administration on University level with practice-oriented education in companies. The department of "Exhibition, Convention and Event Management", directed by Prof. Dr. Joerg Beier, cooperates with 130 companies of the corresponding industry and possesses 20 years of experience with education for the exhibition industry. For further information please go to: www.ba-ravensburg.de.

For additional information please contact:

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