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# UFI Meeting and Events Calendar

|   |                  |                         |
|---|------------------|-------------------------|
| <b>2010</b>                               |                  |                         |
| UFI Operations Committee Meeting          | 28 April         | Paris (France)          |
| UFI ICT Committee Meeting                 | 29 April         | Paris (France)          |
| UFI Operations Focus Meeting              | 29 April         | Paris (France)          |
| UFI Focus Meeting on Social Media         | 30 April         | Paris (France)          |
| UFI Executive Committee Meeting           | 10 -11 May       | Munich (Germany)        |
| UFI Sustainable Development Cttee Meeting | 26 May           | Amsterdam (Netherlands) |
| UFI Executive Committee Meeting           | 21 June          | Budapest (Hungary)      |
| UFI Marketing Committee Meeting           | 21 June          | Budapest (Hungary)      |
| UFI Board of Directors Meeting            | 21 June          | Budapest (Hungary)      |
| UFI Associations' Committee Meeting       | 21 June          | Budapest (Hungary)      |
| UFI European Chapter Meeting              | 22 June          | Budapest (Hungary)      |
| UFI Open Seminar In Europe*               | 21- 23 June      | Budapest (Hungary)      |
| UFI Education Committee Meeting           | 23 June          | Budapest (Hungary)      |
| UFI Marketing Committee Meeting           | 7 September      | Verona (Italy)          |
| UFI 77 <sup>th</sup> Congress             | 10 - 13 November | Singapore               |
| <b>2011</b>                               |                  |                         |
| UCF Global CEO Forum* (UCF)               | 9 - 11 February  | Geneva (Switzerland)    |
| UFI Open Seminar in Asia*                 | 24 - 25 February | Bangkok (Thailand)      |
| UFI 78 <sup>th</sup> Congress             | 2 - 5 November   | Valencia (Spain)        |

\* UFI events also open to non-members

| UFI Supported Events |                   |                  |
|----------------------|-------------------|------------------|
| SISO CEO Summit      | 11-14 April, 2010 | Austin, TX (USA) |
| CEFCO 2011           | 13-15 Jan. 2011   | Hangzhou (China) |

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## Message from UFI's President

Dear Colleague,

Having recently returned from Taipei, where UFI successfully completed an Education Focus Meeting, Asia Open Seminar, Asia/Pacific Chapter Meeting and Education Committee meeting, I am particularly aware of the "education" thread which is present throughout all UFI activities. As an association we work hard to ensure that our members take away knowledge and information from our networking activities. The strong level of participation at our events indicates that we are successful in meeting this objective. Today UFI has developed a range of programmes including our annual Open Seminars for all industry professionals, our Focus Meetings to targeted UFI member audiences and strategic programmes to the industry's CEO level through the UCF, Think Tank and UFI Congress.

But UFI has a number of other programmes and activities which also contribute to the education of its members and to that of the exhibition industry at large. Well-trained employees belong to core corporate resources when competition gets tough. There is no doubt that solid educational foundations are necessary, particularly in these changing times, if we are to maintain the high levels of professional service and expertise our customers deserve. While UFI will continue to offer its own educational opportunities, we also recognize that a variety of different levels of educational programmes are needed to meet different training needs. We are taking a close look at the education needs expressed by the exhibition industry in a recent study conducted by UFI in cooperation with the University of Applied Science Bad Honnef, Germany. Building on the results of this study, our UFI Education Committee is currently developing a "Policy Paper on Education for the Exhibition Industry" which will identify the criteria which should be present in all formal educational programmes which UFI may support in the future.

UFI also recognizes the need to promote the exhibition industry through educational tools. One of the key tools which is available in 7 languages on the UFI website is the UFI online course "**The Role of Exhibitions in the Marketing Mix**" which provides an introductory curriculum on the exhibition industry. This free course may be downloaded by everyone and is particularly useful as a segment to be included in university level introduction to marketing and communications courses. We will shortly be providing an updated 16 hour version of this online course programme which will include new video segments and audio sequences.

We all understand that education is a continuing process at all levels. As one of the pillars for a strong exhibition industry, education will continue to be high on the list of priorities of services UFI offers to its members and to the global exhibition industry.

Manfred Wutzlhofer  
UFI President



## Memorable UFI events in Taipei

UFI members from 24 countries and regions enjoyed a full and exciting week in Taiwan in early March. Unusual elements included an earthquake in the South of the island registering 6.4 on the Richter scale which shook up more than a few delegates on the first morning and the writing of a "UFI song" during the interactive workshop which took the place of the more conventional Chapter meeting format (more on this in the following article).

As well as the first ever UFI Focus Meeting in Asia which is covered elsewhere in this issue of *UFI Info*, the 'main event' of the week was the annual Open Seminar in Asia which attracted record registrations from 220 delegates from around the world. This was UFI's first meeting in Taiwan, and our hosts TAITRA went out of their way to ensure that everybody was very warmly welcomed.

With Asia's economies apparently bouncing back strongly from recession, our topic was how we could innovate our way to new business. The conference was kicked off in stirring fashion by Vertical Expo's Kenny Lo from Hong Kong. Rather than trying to launch new events into already crowded markets, he has chosen to try new topics in areas often considered "difficult" or even taboo. There were some uncomfortable giggles in the audience as he described queues of elderly visitors lining up to try out coffins for size at his Asia Funeral Expo. A real Asian entrepreneur, he has capitalized on their enthusiasm for this show by co-locating a new Asia Senior Fair alongside the May event in Hong Kong. The video he showed from his Macau-based Asia Adult Expo definitely shared a few images which have not been seen at an UFI event before! Lo's point, however, was not to titillate, but to describe how, when pushing the boundaries, professional management and risk management are essential.





## Memorable UFI events in Taipei (continued)

Other popular speakers included Peter McGilivray from the Speciality Equipment Market Association (SEMA) in the US talking about how to keep a long-established fair fresh, and Perry Fung from the Hong Kong Trade Development Council. Fung's presentation on the use of mobile communications to target event participants generated some lively discussion on privacy issues among the full-house audience. Meanwhile, UFI's Asia/Pacific Chapter Chairman wowed delegates with a speech uncovering the many ways in which World Expos have used and promoted innovation. His prime example was, of course, the upcoming Shanghai World Expo for which he is responsible and on which more exciting insights were presented.

The earthquake almost derailed plans to kick off the seminar's second morning with a presentation by Reed's Latin America CEO Marco Giberti by video link from his Miami base. Five key under-sea cables had been severed and TAITRA technicians worked frantically to re-route the connections. With 15 minutes to go, they succeeded and delegates were rewarded with one of the most interesting presentations of a very dynamic seminar. Giberti, as well as providing great insights into doing business in Latin America, quoting his one-time boss Steven Jobs, urged delegates that they had to innovate to be leaders and that, if they didn't innovate, they'd be doomed to be followers.

Brian Giesen of Ogilvy's Asian 360 Digital Influ-

ence team gave a highly-rated presentation on social media and how Twitter, LinkedIn, Facebook and the rest are changing our industry in Asia. After this, with the focus still on technology, four presenters came together in a panel session to review innovative technologies which can assist exhibitions improve their customers' ROI. Jo-Anne Kelleway talked about Xnip, Simon Burton presented FISH, Jimé Essink told the audience about virtual events while Panittha Buri tied this all together with a venue and user's perspective on how these technologies would be implemented. And, unusually for a panel of this type, our speakers were well disciplined on their timing, leaving plenty of time for some lively discussion!

Our host, TAITRA's Walter Yeh, wrapped up the meeting with an intriguing overview of how closer business links between Taiwan and the Chinese mainland are opening up a world of new opportunities for trade and trade fairs. To illustrate this, he noted that Taiwan has been invited to participate in a World Expo for the first time in over 40 years and that he will personally be supervising the Taiwan pavilion in Shanghai this year where he welcomes visits from other UFI members.

Another UFI first, was what was surely the highest ever welcome reception/dinner. Sponsored by Taiwan's Bureau of Foreign Trade, our delegates gathered on the 85th floor of the Taipei 101 Tower, until very recently, the world's tallest building.





## UFI Branding: Taipei Style



From tiramisu to first-day stamp covers, UFI was feted in style in Taipei by host TAITRA. From left to right: Yuen-Chuan CHAO, President & CEO of TAITRA, Vincent GERARD, UFI MD, Chih-Kang WANG, Chairman of TAITRA, Xianjin CHEN, Chair of UFI/Asia Pacific Chapter, Paul WOODWARD, UFI Asia/Pacific Regional Manager, Walter YEH, Executive VP of TAITRA.



## UFI Focus Meeting on Education: first in Asia

For its first Focus Meeting in Asia, UFI organized a well received programme on “Best practice in onsite education for the exhibition industry”. Janos Barabas, Chair of the UFI Education Committee, thanked host TAITRA for their warm reception in Taipei. The one-day meeting on March 3, examined a number of topics ranging from a “how to” session on webinars to best practices for organizers related to staff training, tools and procedures.

Michael Duck, Senior VP of UBM Asia Ltd, provided guidelines to follow in order to implement vocational training within your company. Participants came away with a good understanding of when it makes sense to use internal staff for training and when going outside to hire an expert might be the better course to follow. He also explained how UBM uses incentives to develop a corporate learning culture.

Looking at this from a long tradition in the exhibition business, Messe Düsseldorf, Germany, looks carefully at the training tools which are most suited for their continuing education programmes. Heinz Küsters, Director of Market Research at

Messe Düsseldorf, explained how the timing and formats for their training had a significant impact on training success.

One of the recent training methods to attract employers is the internet-based education provided via webinars. These are particularly attractive for both employees and management alike as they provide time-flexible, short, focused training opportunities. They're also very useful attractive when long distances may need to be overcome.

Prof. Dr. Jörg Beier of the Cooperative State University in Ravensburg Germany, looked at how target group selection was important if training programmes are to be successful. His presentation built well upon that of Prof. Dr. Astrid Mühlböck, from the University of Applied Science in Bad Honnef, Germany, who provided the results of a recent study conducted in cooperation with UFI on the education needs expressed by the exhibition industry.

For those of you who could not attend, the presentations and podcasts are available in the Members area of the UFI website. These are excellent resources for all members to use!



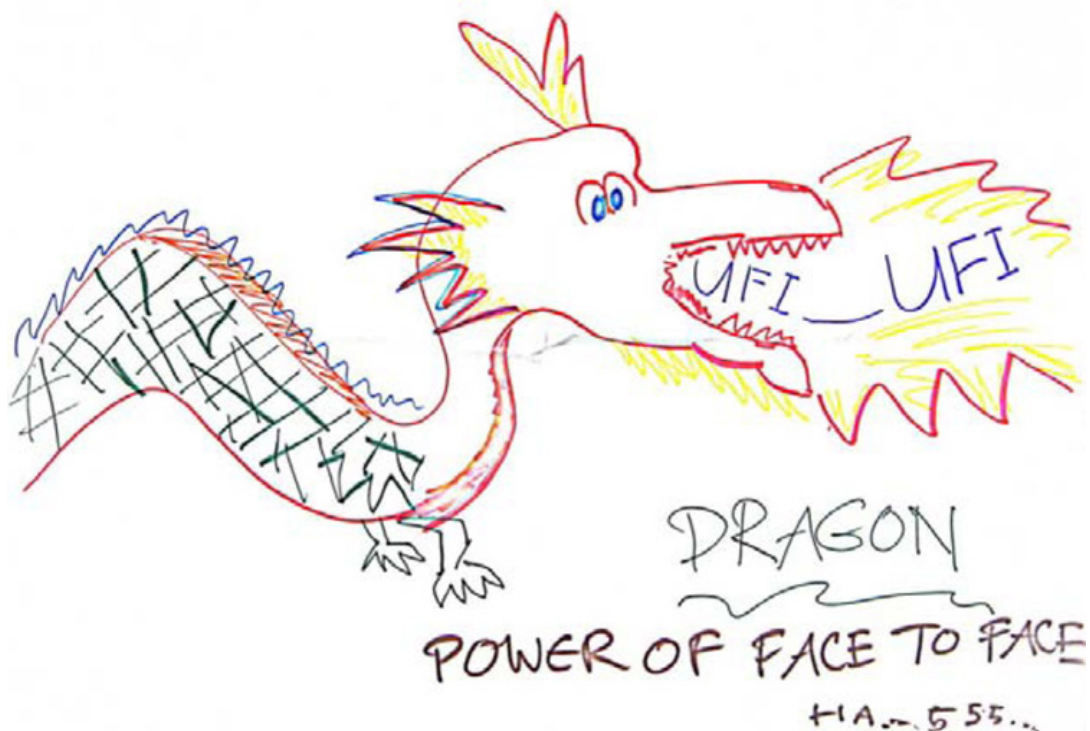
## UFI's Asian members brainstorm the future

Over the past six years, UFI's membership in Asia has quadrupled from around 40 companies to 164 across 16 countries and regions. When members met in Taipei for one of the twice-yearly Asia/Pacific Chapter meetings, the traditional format of formal presentations was set to one side and they engaged in an interactive workshop brainstorming ideas for the future.

The session, led by China-based UFI EMD lecturer and consultant Mark Pixley, focused on the topic "How can UFI better serve its members in Asia and how can members in Asia be encouraged to become more active in UFI's activities?". The whole group started off throwing out ideas before breaking out into six teams which came up with possible solutions. After presenting these back formally, the six teams combined into three

to draw the meeting to a lively conclusion by trying to summarise their ideas in a song, a slogan or a picture. By chance, each chose one of those and the UFI song, to the tune of "Que Sera Sera" - while probably needing a little more 'work' to polish it - will remain in the memories of all participants as one of the more unlikely conclusions of an UFI meeting.

On a more serious note, a significant number of useful suggestions were developed on communications, UFI Approved Events, membership and future Asia activities. These give the Chapter leadership and UFI offices in Hong Kong a very clear framework for developing future plans. Paul Woodward promised members to bring back to the next Chapter meeting in Singapore in November a report on how these ideas have been picked up and how UFI will respond to them.







## UCF 2011 wants to return to Geneva

CEO participants at the 2010 UCF have spoken out clearly: they want to return to Geneva and host Palexpo, for the next UFI Global CEO Forum (UCF). "We're certainly in agreement with this strong endorsement," said Seven Smulders, UFI Senior Consultant and founder of the UCF series of CEO level strategy sessions. "Our host was outstanding and Geneva's easy access makes it an excellent choice for this international gathering of the world's exhibition leaders." Organised by UFI, participation in this annual CEO-level event is by invitation-only.

The 2011 UCF will take place from February 9–11, 2011. This is the first time that this prestigious event has held back-to-back sessions in the same venue. But the participating CEO exhibition organizers from 27 nations who attended the 2010 event were adamant that Geneva was where they wanted to be again in 2011. UFI President, Manfred Wutzlhofer, agreed

wholeheartedly, saying, "quite honestly, Palexpo and Geneva spoiled us!"

Targeted to challenge the CEO's of the world's leading exhibition organizers, the UCF programme includes strategic topics ranging widely and including new communications techniques, leadership performance, and an assessment of the state of the global exhibition industry.

The UCF has become an important annual event for the world's leading exhibition CEO organizers. The quality and experience of the UCF speakers and participants guarantees that the information exchanged among industry colleagues will be of the highest level. But CEOs aren't the only ones looking forward to next year's UCF. Sponsors are already lining up to lend their support as well.

Claude Membrez, CEO at UCF host Geneva Palexpo, put it well, saying, "While Geneva is accustomed to hosting international gatherings, it gives us great pleasure to be able to once again welcome this prestigious meeting of our exhibition colleagues. And as an exhibition organizer, I am certainly looking forward to another exciting exchange of ideas during this challenging event".



**UFI FOCUS MEETINGS**

**PARIS, APRIL 2010**



**April 29, 2010**





**April 30, 2010**

**April in Paris with UFI! Register today!**

[www.ufi.org/paris2010](http://www.ufi.org/paris2010)

Host  Venue:  
Palais des Congrès de Paris

**Open to all UFI Members**



## Poster Competition deadline approaches

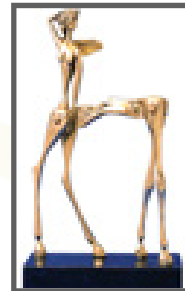
The deadline for submitting entries to the International Fair Poster Competition is rapidly approaching. All UFI members are invited to participate in the two poster categories:

- Category 1 (bi-annual competition) – Generic Promotion Poster promoting the exhibition industry as a whole; and
- Category 2 (annual competition) – Exhibition Event Poster.

The posters must not have been submitted to prior International Fair Poster Competitions.

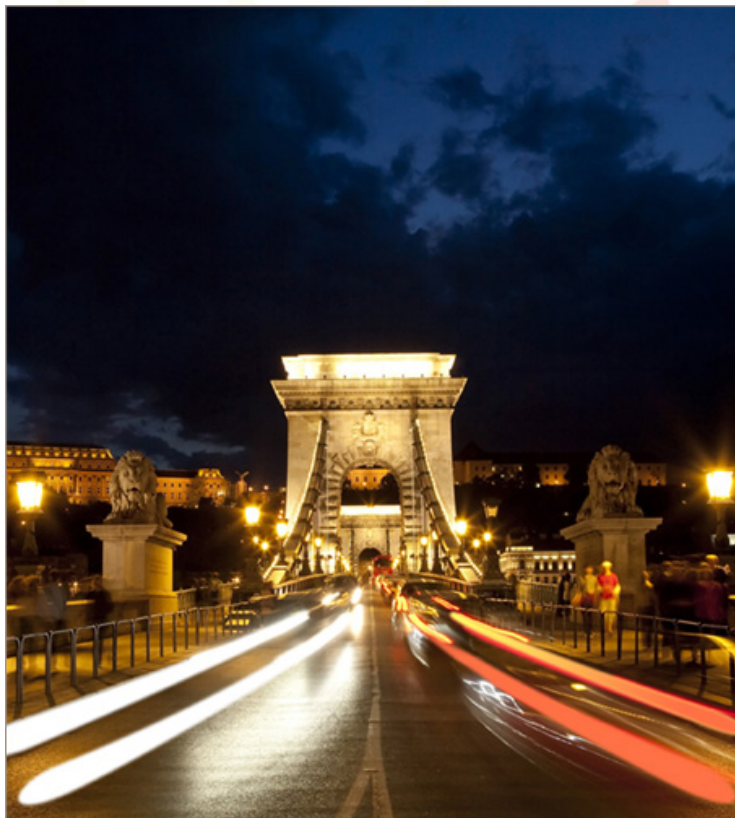
In 2009, thirty-two fair and exhibition organizers from 23 countries presented 100 exhibition event posters during the International Fair Poster Competition.

This unique statuette will be awarded to the Grand Prize winner at the 77<sup>th</sup> UFI Congress in Singapore in November.



Open only to UFI members, you can apply for participation by completing the registration form available on UFI's website. The posters shall be accepted and assessed in accordance with the 2010 Competition Regulations.

The deadline for submitting your posters is 9 April 2010. If you have any questions on the competition, please contact Marieta Krivcheva ([m.krivcheva@fair.bg](mailto:m.krivcheva@fair.bg)) or Lili Eigl ([lili@ufi.org](mailto:lili@ufi.org)).



ufi The Global Association of the Exhibition Industry  
**UFI OPEN SEMINAR EUROPE**

**June 21-23, 2010**

**DRIVING BUSINESS FORWARD**

**Save these dates!**

Keep your eyes on  
[www.ufi.org/budapest2010](http://www.ufi.org/budapest2010)

Full programme and  
on-line registration  
will be available soon.



## UFI's Committees at work

March was a busy month for UFI's Thematic Working Committees. Meetings of the Operations, Marketing and Education Committees took place in Frankfurt, Paris and Taipei respectively.

Hosted by TAITRA in Taipei, the Education Committee put the final touches on the organisation of the first UFI Focus Meeting ever held in Asia. Two new members were welcomed to the Committee: Régis Emanuel Crouzet (KIF, Kuwait) and Ana Kharitonova (Lenexpo, Russian Federation). With these new additions, the committee now has representatives of all the UFI Chapters sitting on the committee.

Not satisfied with just organizing a very successful Education Focus Meeting, the Committee identified their immediate targets for the months ahead. UFI members can look forward to an updated Online Course before long, and a new report summarizing the role of education for the exhibition industry which will help structure the different types of education. The results of the survey on the needs for training and education in the exhibition industry will also be published later this spring.



*UFI's Education Committee left to right: Anna Kharitonova – Lenexpo Exhibition JSC, Régis-Emmanuel Crouzet – Kuwait International Fair, Rowena Arzt – UFI, Paul Woodward – UFI Asia/Pacific, Pojai Pookakupt – TCEB, Mark Cochrane – UFI Asia/Pacific, Enrica Baccini – Fondazione Fiera Milano, Janos Barabas – Hungexpo, Giovanna Duca – Fondazione Fiera Milano, Jörg Beier – Cooperative State University - Ravensburg, Heinz Küsters – Messe Düsseldorf, Vincent Gerard – UFI*

Meeting at UFI HQ in Paris on March 12, the UFI Marketing Committee developed the topic for the next UFI Marketing Award. You'll be hearing more about this next month.

You'll also be receiving a questionnaire on the "Role of Matchmaking for the Exhibition Industry." This should be sent out in early May. Please be sure to complete and return it so we can take your information into account.

And it's been decided that the next Marketing Focus Meeting will be held next Spring. The topic which will deal with the management of exhibition life cycles is being fine tuned by the committee right now.



*Left to right: Wolfgang Schelkes (Fair Relations GmbH), Christian Glasmacher (Köelnmesse GmbH), Katharina Hamma (Messe München GmbH), Rowena Arzt (UFI), Björn Delin (Stockhomsmässan AB) and Giovanni Colombo (Veronafiere)*

UFI's Operations Committee was hosted by Messe Frankfurt on March 18. The Committee welcomed two new members: Giacomo Lucchini (Fiera Milano, Italy) and Rob van der Heijden (Jaarbeurs, Utrecht).

The Operations Committee plunged right into an evaluation of the candidates for the 2010 UFI Operations Award competition. Finalists selected are Messe München, Toronto Energy Center, and Fira Barcelona. All three are invited to present their entries at the UFI Operations Focus Meeting which will be held in Paris on April 29.

(continued)



## UFI Committees at work (continued)

The theme for both the 2010 UFI Operations Focus Meeting and Award are the same: Cost Efficient Operations. Participants at the meeting will be the judges for the winner of this year's Operations competition. At the same time a survey on Cost Effective Operations has been launched and the results will be presented at the Paris Focus Meeting. All UFI member contacts have received a request to participate before April 16.

There's still time to register for this Focus Meeting so go online to [www.ufi.org/Paris2010](http://www.ufi.org/Paris2010) if you want to join us!



*UFI Operations Committee members taking a time out in Frankfurt: Salvador Tasqué – Fira Barcelona, Stefan Eckert – Koelnmesse, Rowena Arzt – UFI, Juan Carlos Gomez – IFEMA, Pentti Kivinen – The Finnish Fair Corporation, Frédéric Pitrou – FSCEF, Annette Slotty – Messe München, Rob van den Heijden – Jaarbeurs Utrecht, Andreas Winckler – Messe Frankfurt, Giacomo Lucchini – Fiera Milano, and Giovanni Tessarin – Fiera Milano*

### UFI uses Slideshare

UFI has used Slideshare for the first time for the presentations of both the UFI Open Seminar in Asia and the UFI Focus Meeting on Education. This tool allows UFI members to see the speakers' powerpoint presentations and hear the podcasts simultaneously.

These are both available to all UFI members in the members area of the website under presentations.

## Are you a member of the UFI Live community?

Imagine a world where the best tool you had to build your business was trial and error. In bygone days that was all many of us had and we all know the costly mistakes that were a direct result of this primitive business practice.



The good news is we don't have to do this anymore. While UFI has publications and an active educational program to help you sidetrack the pitfalls that others may have experienced, there is more.

Now you don't have to wait for a Focus Meeting or Congress, you have the ability to stay in touch with your industry 24/7.

UFI Live is your industry's online community where organizers and facilities from around the globe connect, talk, share ideas and explore timely issues.

In a few short months UFI Live has opened discussions on a number of timely issues including virtual trade fairs, post recession recovery, social media, and more!

It's easy to join the UFI community, just register at [www.ufi.org/blog](http://www.ufi.org/blog). You can also follow us on twitter: [www.twitter.com/ufilive](http://www.twitter.com/ufilive) where you will receive up-to-date notification about the UFI community discussions. Anyone can join!

If you have ever wrestled with a problem and wished you could learn how others have handled it then UFI Live is the place you want to be.

And if you want to learn more about how you can use social media in your business environment, join us in Paris at the UFI Focus Meeting on Social Media on April 30. Registration is open at [www.ufi.org/paris2010](http://www.ufi.org/paris2010)



## Add your data to the next Euro Fair Statistics Report

Last month UFI Info provided the results of the 2008 Euro Fairs data collection to our readers. In an effort to advance the production of this data in a more timely fashion, UFI has just begun the data collection of the statistics of audited events held in Europe in 2009.

The last report - downloadable at no cost on the UFI website at [www.ufi.org](http://www.ufi.org) under the trade fair sector/surveys menu - related to 2,195 trade fairs



and exhibitions, represents almost half of the European trade fair market in terms of space rented to exhibitors. It was made possible thanks to the support of the following organisations: AEFI, Italy, AFE, Spain, BDO bdc & Associates, Portugal, CENTREX, Hungary, DO, Denmark, Fairlink / SFC, Sweden, FKM Austria, FKM Germany, FUTFO, Finland, OJS, France and RUEF, Russia.

UFI wishes to extend the geographical coverage of the report and contacts are currently being established in countries not yet covered such as Greece, Netherlands, Switzerland, Turkey and the UK.

UFI is also developing this project by introducing a list of industry sectors. The medium term objective is to be able to produce global trend analysis. This list is composed of 27 items ranging from agriculture to education to telecommunications.

If you'd like more information on these results, or if you feel your organization can provide data for future editions, please contact Christian Druart at [research@ufi.org](mailto:research@ufi.org).

## Good news on the UFI membership fee front

To all members of UFI: for the next membership invoicing period which commences 1 July 2010 and ends 30 June 2011, **you will no longer need to pay French VAT** on your membership subscription (which are intangible services, business to business) thanks to a new European VAT reform. The European Directives 2008/8/CE of 12<sup>th</sup> February 2008 and the 2008/117/CE of 16 December 2009 became legally applicable on 1<sup>st</sup> January 2010.

For those members who are localized in Europe but not in France, the VAT will be payable in their country (and refunded there too). However, UFI is only permitted to exclude French VAT from the invoice if the member in question provides a **valid** intercommunity VAT number. Without this number, French VAT will be added.

For those members outside Europe, no VAT will be charged – the member will pay and then claim back the VAT depending on the law in force in their country.

And for all the French members, French VAT will be invoiced as before (and is still refundable).

More detailed information will be sent to each member individually.

### Let the exhibitor beware! Construct Data's Fair Guide fraud reaches Slovakia

It may look like a free catalogue listing offer, but actually exhibitors will find themselves hooked for big payments in the future.

So please help us to spread the word. More info is available at: [www.ufi.org](http://www.ufi.org) under the trade fair sector. menu.



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# ufi | Focus Meeting

## Operations

Register at:  
[www.ufi.org/paris2010](http://www.ufi.org/paris2010)

**Paris (France), Thursday 29 April 2010 (08:30 - 17:00)**  
**Venue: Palais des Congrès de Paris, Porte Maillot**

### Cost Efficient Operations – How to focus on what really counts?

#### Wednesday 28 April 2010

**20:00 – 22:30** Dinner at “Le Bistro Saint Ferdinand” with all participants

#### Thursday 29 April 2010

**08:30 – 08:50** Welcome Coffee

**08:50 – 09:00** **Opening of the Focus Meeting by: Dr. Andreas Winckler**, Chair of the UFI Operations Committee and Moderator of the Focus Meeting.

#### **09:00 – 09:45** Which core services do your exhibitors really want?

**by: Andreas Hitzler**, CEO, MEPLAN, Munich, Germany: When thinking about which products and services we should offer, why don't we ask the real experts? Listening to our clients turns out to be a fruitful approach which can even help save time and money. Join us as we follow an exhibition professional as he identifies what his company is really expecting from venues and organizers. Be prepared to join in this discussion which hits at the very core of our business!

#### **09:45 – 10:30** What services does an organizer expect from a venue?

**by: Sylvia Phua**, Chief Executive Officer, MP International Pte Ltd, Singapore  
From a venue perspective it is essential to know which services are vital for the organizers of guest events. Learn from an independent organizer how they perceive their cooperation with venues.

**10:30 – 11:00** Coffee Break

#### **11:00 – 11:45** Learning from other sectors: How did low-cost business models change an industry?

**by: Raúl Sánchez**, Director, Strategy & Operations, Deloitte, Barcelona, Spain  
During this session an internationally known consulting company will provide insights on how low-cost models in the airline or retail industry changed today's business world forever.

#### **11:45 – 12:30** What potential benefits are gained by using new cost effective business models? What are the consequences of streamlining?

**by: speaker to be announced:** Is there any “best practice” to streamlining your business? Yes there is! Share with a leading exhibition company what they did to change their operations completely. Their example is bursting with creative ideas and outstanding solutions – be ready for a top story!

**12:30 – 13:45** Lunch

#### **13:45 – 14:30** Bottom-line results of different business models– Panel discussion

**by panelists: Andreas Hitzler**, CEO, MEPLAN, Munich, Germany; **Sylvia Phua**, CEO, MP International Pte Ltd, Singapore; and **Raúl Sánchez**, Director, Strategy & Operations, Deloitte, Barcelona, Spain  
This panel discussion will build up on the different presentations made this morning and will give a more detailed insight from the perspective of an organizer, a venue and an exhibitor.

#### **14:30 – 15:00** Results of the Questionnaire on “Cost Efficient Operations”

**by: Dr. Rowena Arzt**, Director of Business Development, UFI  
The latest UFI research provides a comprehensive insight into the structure of exhibition industry operations. Learn what your colleagues consider to be cost effective opportunities in the field of exhibition operations. Where should the focus be placed? Where do they see difficulties and what are critical cost benchmarks?

**15:00 – 15:30** Coffee Break

#### **15:30 – 16:45** 2010 UFI Operations Award

Presentations by the finalists of the 2010 UFI Operations Award: **Fira Barcelona, Messe München International and Direct Energy Center (Toronto)**

Look forward to the presentations of the UFI Operations Award finalists. Join us and become a member of the jury as we vote for this year's winner.

**16:45 – 17:00** **Conclusions and closing of the UFI Operations Focus Meeting:** by **Dr. Andreas Winckler**, Chair of the UFI Operations Committee and Moderator of the Focus Meeting.



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# ufi Focus Meeting

Social Media

Register now at  
[www.ufi.org/paris2010](http://www.ufi.org/paris2010)

Paris (France), Friday 30 April 2010 (08:30 - 16:30)  
Venue: Palais des Congrès de Paris, Porte Maillot

## Social Media in the Exhibition Industry

### Thursday 29 April 2010

**20:00 – 22:30** Dinner at “Le Congrès Maillot” with all participants

### Friday 30 April 2010

**08:30 – 08:50** Welcome Coffee

**08:50 – 09:00** Opening of the Focus Meeting, by: **Werner Krabec**, Chair of the UFI ICT Committee and Moderator of the Focus Meeting.

#### **09:00 – 09:45** General overview on social media

by: **Caroline Faillet**, Founder and Managing Director, BOLERO, Paris: Take a look at how your communications strategy can effectively incorporate social media. How can you identify which social media best meet your objectives? How can you influence today's internet audience? Caroline Faillet has been guiding companies as they take the internet plunge and will guide us now too.

#### **09:45 – 10:30** Event Organizer experience from a corporate point of view

by: **Maria Martinez**, Organization, Human Resources and Systems Manager, IFEMA, Madrid, Spain

#### **10:30 – 11:00** Coffee break

#### **11:00 – 11:45** Social Media Marketing for Trade Shows

by: **Matthias Baur**, Director for e-Business Development, Reed Exhibitions, United Kingdom  
Only two years ago everybody was talking about Web 2.0. But two years in “internet-time” is like two generations in “real time”. Web 2.0 has virtually been cast from our memories and no longer tops strategy meetings. The hot topic today is social media marketing. Can social media marketing provide the same value for tradeshows as it has for the B2C sector? Will this topic vanish in another two years? Matthias Baur will present some answers during his session.

#### **11:45 – 12:30** Ticketing and Social Media: a provider point of view

by: Felix Haas, CEO Amiando AG, Germany: Having heard about different ways of using social media today, what does the future hold? What are leading social media network providers considering for the future? What ideas do they have regarding the further development of virtual communication tools? Listen to one of the leading social media providers explain how they plan to develop their tools and what they think about the future of the exhibition industry? Is social media a complement to exhibitions or will we face competition between the electronic and the real world? Take a glimpse into the future!

#### **12:30 – 13:45** Lunch

#### **13:45 – 14:30** Business value of social media: will they contribute or be a cost to your exhibition?

Moderator: **Yves Cretegny**, General Manager, Lift Conference, Switzerland  
Panelists: **Matthias Baur**, Director for e-Business Development, Reed Exhibitions, United Kingdom  
**Maria Martinez**, Organization, Human Resources and Systems Manager, IFEMA, Madrid, Spain

This panel discussion will allow us to tackle the question of the added value that social media bring to exhibitions. Is social media just a communications fad or does it really offer a new experience to the exhibition event's participants (both visitors and exhibitors)?

#### **14:30 – 15:45** UFI ICT Award – customer Relationship Management for Exhibitions

by: Finalists of the ICT Award 2010 : The participants of the Social Media Focus Meeting will have the opportunity to vote for the winner of the third ICT Award. The finalists chosen among the many original and creative entries relating to CRM issues by the UFI ICT Committee are: **Impact Exhibition Management Co., Ltd.**, Bangkok, **Jaarbeurs Utrecht BV**, Utrecht and **Messe Muenchen GmbH**, Munich. Each finalist will do a 15 minutes presentation - **then it's your turn to vote!**

**15:45 – 16:00** Conclusions and closing of the UFI Focus Meeting on Social Media  
by: Werner Krabec, Chair of the UFI ICT Committee and Moderator of the Focus Meeting.

**16:00 – 16:30** Farewell coffee