



Page

- 2 • Calendar of UFI meetings and events
- 3 • Message from UFI's President
- 4 • Engaging all of our global network
- 5 UFI announces winners of 2012 ICT and Operations Awards
- 6-8 • Highlights of UFI Focus meetings in Utrecht
- 9 • Join us in Hamburg to learn about best practices in sustainable development
- 9 • How will our industry change?
- 10 • Indian exhibition industry turns out for IEIA open seminar
- 11 • UFI in Bahrain
- 11 • Mobile app breaks record in Utrecht
- 11 • UFI Marketing Committee gears up for Hamburg
- 12 • Missed a Focus Meeting? UFI is creating a new education centre for you
- 12 • Job well done by UFI's Operations Committee
- 13 • Service quality in exhibition operations
- 14 • New technology will feature in Hamburg
- 14 • UFI Event sponsorship opportunities
- 15 • Selling excellence - excellence in sales
- 15 • UFI Marketing Award : call for entries
- 16 • Welcome to new UFI members and congratulations to new UFI Approved Events
- 16 • UFI member-get-member Campaign
- 17 • Programme of the UFI Focus Meeting on Sustainable Development



To provide material or comments, please contact: lili@ufi.org

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UFI Meeting and Events Calendar 2012

2012		
UFI Executive Committee Meeting	18 June	Hamburg (Germany)
UFI Board of Directors Meeting	18 June	Hamburg (Germany)
UFI Associations Committee Meeting	18 June	Hamburg (Germany)
UFI Open Seminar in Europe*	18-20 June	Hamburg (Germany)
UFI European Chapter Meeting	19 June	Hamburg (Germany)
UFI Auditing Meeting	20 June	Hamburg (Germany)
UFI Education Committee Meeting	20 June	Hamburg (Germany)
UFI Sustainable Development Cttee Meeting	20 June	Hamburg (Germany)
UFI Sustainable Development Focus Meeting*	21 June	Hamburg (Germany)
UFI Marketing Committee Meeting	4 September	Stockholm (Sweden)
UFI Executive Committee Meeting	17 September	Paris (France)
UFI Executive Committee Meeting	5 November	Abu Dhabi (UAE)
UFI Board of Directors Meeting	6 November	Abu Dhabi (UAE)
UFI Researchers' Meeting	6 November	Abu Dhabi (UAE)
79th UFI Congress	6-9 November	Abu Dhabi (UAE)
UFI Asia/Pacific Chapter Meeting	7 November	Abu Dhabi (UAE)
UFI European Chapter Meeting	7 November	Abu Dhabi (UAE)
UFI MEA Regional Chapter Meeting	7 November	Abu Dhabi (UAE)
UFI Education Committee Meeting	8 November	Abu Dhabi (UAE)
UFI Associations' Committee Meeting	8 November	Abu Dhabi (UAE)
UFI Supported Events		
International Summer University (ISU)	13-15 June	Cologne (Germany)

* UFI event open to members and non-members

** UFI event open to members by invitation

UFI Gold Sponsor



UFI Media Partner

Exhibition World





Message from UFI's President

Dear UFI colleagues,

I recently wore three hats at UFI's ICT and Operations Focus Meetings. As President of hosting organization Jaarbeurs Holding, I was delighted to welcome over 120 participants from 19 countries to my hometown, Utrecht. As I frequently mention, Utrecht has been identified by Lonely Planet as one of the world's most overlooked - but charming - cities. For the few days that my team hosted our UFI guests, we were proud to show off what Jaarbeurs and Utrecht have to offer. Wearing my UFI President's hat, I presided over the UFI Executive Committee meeting and the Special Interest Group on Large Venues. And finally I applaud the excellent Focus Meeting sessions that were held over these two days.

UFI Focus Meetings are designed to provide another tier of expertise to our exhibition community. They are a complement to the UFI Congress, the UFI CEO Forum, and the regional Open Seminars. UFI develops these short and highly focused sessions to provide hands on, practical insights into current topics to both members and non-members. Focus meetings are organized annually by our ICT, Operations, Sustainable Development and Education Committees. Your colleagues on these committees develop meeting themes designed to share information on results-oriented programmes and to explore new techniques. For example the recent 2012 ICT Focus Meeting examined mobile app services for exhibitions and the Operations Focus Meeting looked at programmes related to service quality management. Your team members responsible for daily exhibition operations and services are those who can most benefit from the knowledge and networking shared during the Focus Meeting programme.

We'll be organizing a Sustainable Development Focus Meeting in Hamburg on June 21 which will examine "winning strategies for sustainable development." I strongly encourage all of you working in this fast-changing sector to add this to your meeting agenda.

Sharing more widely the specialist knowledge on offer at events such as these focus meetings is one of my mandate priorities. I realize that not everyone can travel to attend a one-day session. And while following a UFI twitter feed may provide some "feel" for the event, it doesn't adequately share the meeting's extensive professional content. For this reason UFI is developing a new educational platform which will make Focus Meeting knowledge available to all. I'm very excited about this opportunity and you'll be hearing more about it in the weeks ahead. In fact, the content from our two Utrecht Focus Meetings will be the first that we will be sharing with you in just a very short time.

A handwritten signature in black ink, appearing to be 'Arie Bienen'.

Arie Bienen
UFI President



Engaging all of our global network

By: Paul Woodward
UFI Managing Director

You will read quite a lot elsewhere in this issue of *UFI Info* about our successful series of meetings at the end of April in Utrecht. It was great to see so many gathering in our current UFI President's home town to exchange ideas on service quality and how mobile technologies will affect our industry.

Just before the two Focus Meetings, the Executive Committee met for one of its five annual sessions. Five new members were confirmed at the meeting and, with the readmission of the Bulawayo International Trade Fair, we now have members in 85 countries. An application from an 86th is being prepared.

This raises an issue which has been engaging the UFI team a lot in recent months: linked to President Arie Brienen's focus on maximising the benefits and value of the UFI global network, how can we most effectively spread the word on what we are doing and give access to our resources to a far wider range of our members?

It was wonderful to see 125 exhibition managers from a number of countries in Europe deeply engaged in the topics of our Utrecht focus meetings. But that represents a small fraction of the people working for our member companies around the world who could benefit from this experience. The content prepared by the speakers for meetings such as these is of huge practical value to all our members. Obviously, it's simply not practical for people from 85+ countries to jump on planes and attend one day meetings

across the globe. We plan to move these meetings around the world so that more people in different places get a chance to attend. But, we're also looking to technology to help us to solve this challenge.

We have been working hard over several months on the development of an UFI e-education centre where the content of events such as the Utrecht Focus Meetings will be presented in new and, we hope, very engaging ways. You already know I expect that the presentations from all UFI meetings for many years have long been available on the UFI website in our members' section. However, simply looking at someone's PowerPoint slides, even listening to their speech in a podcast, isn't always the most effective way to benefit from their ideas. We'll be working with video and education professionals to re-package this content to make it even more valuable to UFI members as a resource for all kinds of specialist training and development programmes. Watch out for more details when this project is launched, hopefully at our Hamburg seminar in June.

We're also looking at how we can dig into the archive of marvellous presentations made at UFI meetings over the past few years. They will need re-working a little to make them more effective as educational resources but we are committed to doing that and using our online e-education centre to provide all our members around the world with more great content.



UFI announces winners of 2012 ICT and Operations Awards

Winning programmes highlight results-oriented concepts applied to exhibitions

Participants at the UFI Focus Meetings held on 26 and 27 April in Utrecht selected the winners of the 2012 UFI ICT and Operations Awards. After presentations by three finalists in each award category, the winners were selected based on their entries addressing: “Service Quality Management in Exhibition Operations” and “What new services did your mobile app provide for your exhibition customers?” The 2012 winners are Fira de Barcelona in the UFI Operations competition and Messe Frankfurt GmbH in the UFI ICT competition.

The finalists in this year’s ICT Award competition, Messe Frankfurt GmbH (Germany), Messe Munchen GmbH (Germany) and ReedPop (USA) were selected from among global entries presenting programmes designed to present mobile applications with proven results in the exhibition sector. Messe Frankfurt’s winning Smartphone App brings together on- and offline media in one media package. No content is



UFI Operations Committee Chair Andreas Winckler (right) congratulates Fira de Barcelona’s Tasqué Díez Salvador (left) and Jordi Estruga Teixido (centre) for their winning

administered for the App alone. From practical information including floor plans and exhibitor search to social media community building and location based services, this low cost smartphone app provides customizable event options on a common platform. Already implemented in 15 Messe Frankfurt events, the app guides the user through a complete trade fair experience.

Service quality management in exhibition operations was the basis of the presentations by Fira de Barcelona, Messe Frankfurt GmbH and Messe Munchen GmbH. Fira de Barcelona’s

winning entry focused on complaint management in the exhibition sector. Their programme’s objective was to eliminate 80% of complaints directly related to exhibitor services sales, improve exhibitor satisfaction and increase productivity in the customer service front office. Data analysis footprints indicated that complaints in the stand building services sector were foremost, followed closely by furniture and power supply issues. By developing a proactive role for the operations technical office, establishing progress indicators, expanding the focus to the entire supply chain and implementing service level requirements in contracts, Fira de Barcelona succeeded in creating a ServQual Model whose responsiveness and reliability improved both employee and customer satisfaction.



Frankfurt Messe’s Henric Uherek and Julia Krell react to their UFI 2012 ICT award win!

UFI organizes award competition to recognize outstanding ICT, marketing and operations initiatives successfully implemented in the by exhibition professionals in the global exhibition community. Paul Woodward, UFI Managing Director, commented, “As the global association of the exhibition industry, UFI seeks outstanding contributions to the continuing development of our industry. Standing still in this face-to-face medium is not an acceptable option for any of us! Our awards recognize the creative solutions which we provide to our customers on a continuing basis.”

UFI award competitions are open to participation by UFI members and non-members alike. Entries are currently being accepted for the 2012 UFI Marketing award competition. UFI is organizing its first “Sustainable Development Award” competition recognizing the best strategies in this rapidly evolving area. Entry criteria and procedures are available on UFI’s website.

Utrecht welcomes UFI

Recently all paths in Utrecht lead UFI participants to Jaarbeurs for the 2012 UFI Operations and ICT Focus Meetings. Over 120 participants from 19 countries attended the two one-day sessions.

Andreas Winckler, Chair of the UFI Operations Committee, moderated the UFI Operations Focus Meeting whose theme "Service Quality Management in Exhibition Operations" was also the topic of a UFI survey on the same subject. Later in this UFI Info you'll find some of the findings of the survey which can be downloaded in its entirety in the UFI members area of the website. UFI's Director of Business Development, Rowena Arzt, presented the survey findings which were supported by the presentations of several of the following speakers.

different perspectives of subcontractors, visitors and exhibitors alike. A Jaarbeurs Service Academy has been created to ensure a thorough understanding of the programme at all levels.

A question often asked is if good service quality can lead to an improved bottom line. Rob van de Gevel of Gevel Consultancy linked good service quality to profitability. High quality support services, loyal and productive employees create external service value and customer satisfaction. No one should doubt that customer loyalty leads directly to profit and growth.

Celal Baykal of Turkish Airlines provided an interesting look at a service quality programme in another industry.



Thierry Vaneycke, (Viparis, Paris) identified the key elements for monitoring and steering the service level of exhibition suppliers. Dr. Markus Nienhoff (TÜV SÜD, Munich), and John van der Valk (VNU Exhibitions Europe, Utrecht) approached ServQual management from the organizer's perspective. In both cases they are ardent believers that successful service quality can only be obtained through established and well accepted process implementation. Van der Valk presented the service quality approach in place at Jaarbeurs. The company target is to control and improve their quality service ecosystem by understanding the

All of these speakers agreed that there are four key elements affecting customer satisfaction:

- customers expect outstanding products and service;
- customers expect rapid customer assistance and responsiveness;
- customers expect a recovery process for complaint management; and
- ongoing ServQual assessment equals continuous improvement and customer satisfaction and loyalty.

.../...

Utrecht welcomes UFI

Participants in the Operations Focus Meeting were treated to presentations of the top three finalists in the UFI 2012 Operations Award competition. This provided a great opportunity to learn directly from case studies applied with success in the exhibition industry.

The four finalists, Fira Barcelona, Messe Frankfurt Venue GmbH, Messe München International, presented their programmes on "Service Quality Management in Exhibition Operations." Each provided an exclusive perspective on a hands-on solution to service quality issues.

Fira Barcelona presented their programme designed to manage customer complaints. Their targeted 80% reduction in complaints was achieved by developing a proactive staffing role, continuing review of progress indicators,



sharing of information and ongoing surveys programme to ensure a clear understanding of customer perceptions.

Messe Frankfurt presented their plan-do-check-act cycle designed to measure quality of service. Since 2010 they've developed a series of "expectation flyers" which describe expected service partner behavior based on a clear definition of customer-friendly services. Benchmark catalogues describing levels for achievement targets are provided to service partners. A combination of mystery guest analyses, exhibitor and random visitor surveys provide the

feedback necessary for continuing PDCA innovation. Measuring the immeasurable is now a reality at Messe Frankfurt.

Messe Munchen International presented their Service Quality Programme built on the participation of partners providing key contact point services. The programme builds on clear definitions of quality expectations, combining certifications, quality information documentation, service partner training and ongoing monitoring.

Focus Meeting participants listened carefully before voting Fira Barcelona this year's UFI Operations Award Winner!

UFI's ICT Focus Meeting followed on April 26. This year's topic was "Mobile: a world of



new opportunities or just a new channel for old content?" Moderator Andy Hitzler (MEPLAN, Munich) ensured that each speaker was followed by a lively exchange with the audience.

Franck Louis-Victor (all-Sense Group, Paris) started us off by leading us through some options available using mobiles for lead management. It was particularly interesting to hear his views on the ROI of mobile apps at public vs. pro events from the exhibitors perspective.. Jo-Anne Kelleway (Info Salons Group, Sydney) provided a clear business case for adopting mobile apps for events. Her presentation makes

.../...



Utrecht welcomes UFI

for an excellent review of the benefits and pitfalls attached to apps in today's event industry. According to Kellewey, "Less is more. App clutter is the problem: if the app tries to do too much it resembles Frankenstein's monster as a result". Use of data, app marketing, Wi-Fi access, platform selection, security and privacy, CRM integration, and rapidly changing technology are challenging aspects of any app development.

Mikal Hallstrup (Designit A/S, Denmark) told us that 'sharing back' data with customers in a meaningful way builds deep relationships. He sees mobile services as a business strategy that will become a primary platform for creating value and developing customer relations.



on a shared IT platform, continuously deploying new, highly customizable features while respecting low roll-out costs. A key objective is to ensure that no content is administered for the app alone. Seamless integration brings together on- and offline media in one package using existing systems for more complete access.

Messe München concentrated on the core needs of their trade fair visitor to develop an app providing a total exhibition experience. ReedPop (USA) built upon their existing mobile app to create a 360-degree universal, "green" marketing tool capable of providing a customized Comicon show experience, on-site navigation, social sharing opportunities and



Swisscom's Nitin Madan asked us "What does Mobile Internet in Every Pocket mean for your Business?" He considers that our online and offline worlds are converged via mobile. To stay competitive business must master technology. Madan said that "It's all about creating great experiences, leveraging big data and Integration."

The finalists of the UFI ICT Award competition, Messe Frankfurt GmbH (Germany), Messe München GmbH (Germany), and Reed Pop (USA) then took the stage to convince Focus Meeting participants that theirs was the best new app based service for exhibitions.

Messe Frankfurt presented their programme which releases a branded app for every show

new media sponsorship opportunities - all with real-time updates.

ICT Focus Meeting participants made the final selection, with Messe Frankfurt taking the 2012 winning spot in this years UFI ICT Award Competition.

The presentations and podcasts for both the ICT and Operations Focus Meetings may be downloaded in the members' area of the UFI website at www.ufi.org. The sessions were excellent so if you couldn't attend, take a look to see what you missed. And check out our news about the new education centre on page 12 to see how we're going to be sharing our meetings with you in the future.

Join us in Hamburg to learn about best practices in sustainable development

UFI will organize a Focus Meeting on “Winning strategies for sustainable development” next 21 June in Hamburg (Germany). The one-day conference will immediately follow the UFI Open Seminar in Europe which is from 18-20 June.

Programme sessions will include an overview of the recently issued international ISO & GRI frameworks applicable to the event industry and an introduction to educational materials that UFI is launching to encourage knowledge sharing within the exhibition community to embrace sustainable actions.

The programme will also include presentations by the finalists in the first UFI Sustainable Development Award competition related to “Best Sustainable Development strategy”. Finally, a panel of experts will answer questions that the participants are invited to ask, by email, prior to the meeting.

If you have questions for the panel, please

provide them to Christian Druart, Secretary of the UFI Sustainable Development Committee (chris@ufi.org) before June 15.

This conference represents an excellent opportunity to hear about best practices, tools and tips for developing sustainability in the exhibition industry!



Full programme and registration at www.ufi.org/hamburg2012sd Participate in both UFI Hamburg programmes and take advantage of the special registration package!

How will our industry change?

Paul Woodward will kick off this year's UFI Open Seminar in Hamburg by giving an overview on the drivers and impact factors for our industry. We all know that a shift in expectations and buying power, the economic crisis and new media are confronting exhibitions with new challenges. But how are exhibition companies going to face these changes and leave behind the traditional business model based on square meters?

Participants in the seminar will then follow a panel discussion of exhibition companies and

their customers. The aim is to find out more about customer needs and options for value added activities.

During the seminar we will also address different business elements which may be able to guide us along a path to the future. HR Management, research and pricing will be addressed. We'll also look at issues related to augmented reality as they will impact our industry.

If you want to follow these presentations and discussions, register now at www.ufi.org/hamburg2012

Indian exhibition industry turns out for IEIA open seminar

The Indian Exhibition Industry Association (IEIA) held its 2012 Open Seminar in April. More than 250 local delegates turned out in force for the two day event. The IEIA Open Seminar was held at Hotel Leela in Mumbai on 26 – 27 April.

The seminar's theme was "Exhibitions – the Catalyst for India's Economic Growth." Among many others, speakers included UFI's Regional Manager in Asia, Mark Cochrane and Michael Duck, Executive VP at UBM Asia as well as the Chair of UFI's Sustainable Development Committee.

Speakers addressing the issues facing the local Indian market included Ravinder Sethi from R.E. Rogers, Sanjeev Khaira from UBM India, V. Anbu from BIEC and Pradeep Deviah from PDA Tradefairs.

Mark Cochrane's presentation provided insight into the policies and initiatives of governments around Asia which are aimed at supporting the exhibition industry. Mark highlighted government financial support and infrastructure developments in a variety of countries including China, Singapore and South Korea.

Michael Duck presented the delegates in Mumbai with a detailed account of the numerous health, safety and sustainable development issues facing the exhibition industry in Asia. As an example

Duck described UBM Asia's efforts to reduce the maximum height of exhibits at UBM's events – a policy which not only improves safety, but also reduces overall waste at its exhibitions.

Govind Ahuja of Ernst & Young India shared his views on the macro-economic outlook for India. Despite declining foreign direct investment in recent years, Govind sees growth opportunities in the food, clothing, housing and transportation sectors.

In terms of exhibitions, several key issues generated spirited debate including: theme protection policies, venue development in Mumbai and New Delhi, government support for exhibitions as well as government tax and regulation of exhibitions. Delegates debated how to best encourage the government to reconsider the current "entertainment tax" which is applied to all sponsorship revenue at B2B exhibitions in India. Similarly, delegates discussed the unwieldy process required to obtain multiple permits for B2B exhibitions held in India.

The delegates in Mumbai also expressed enthusiastic support for UFI's initiative to convince the government in New Delhi that venue capacity in Mumbai and New Delhi is an issue which requires immediate attention.



*Candle lighting opening ceremony in Mumbai.
The next edition of the IEIA Open Seminar will be held in
April 2013 in New Delhi.*

UFI in Bahrain

UFI Middle East/Africa Regional Manager, Ibrahim AlKhalidi, addressed the top Bahraini MICE professionals gathered at the Team Bahrain Conference on March 28, 2012.

Organized by BECA, the Bahrain Exhibition and Convention Authority, the Team Bahrain objective was to create a network of decision makers who can showcase Bahrain as an attractive MICE venue for developing business, investments, exhibitions and conferences.



In his presentation "Why Expo, why UFI" AlKhalidi highlighted the need to promote the exhibition industry's unmatched characteristics as a face-to-face media to clients and to the public at large, as an efficient and cost-effective media. AlKhalidi also showcased the goals and activities of UFI, and the benefits of UFI membership for trade fair organizers striving to develop an international framework for their business.

Karla Juegel, Managing Director at Munich based company, Messe und Veranstaltungen Management, also spoke about "the affordable luxury - how training can enhance our industry".

"Thanks to Hassan Jafaar Mohamend, CEO, BECA, for his kind invitation. This was a good occasion to meet this special cluster of top Bahraini exhibition professionals and to see that local activities are moving on track", AlKhalidi commented.

Mobile app breaks record in Utrecht

Our latest UFI mobile app designed specifically for the Operations and ICT Focus Meetings in Utrecht was downloaded a record number of times. Available on both the iOS and Android platforms, the app was downloaded 69 times which out of 120 participants represented an impressive 60% download rate. UFI has been improving its mobile apps with each event, and which now includes not only the full content programme, searchable delegate list and speaker profile, but also map, Twitter and sponsor information too. The app sponsor received 53 click-through's, representing 44% of all delegates.

Watch out for our next app in Hamburg which will be published on May 21st – "UFI Hamburg".

UFI Marketing Committee gears up for Hamburg

Hosted by Koelnmesse and Fair Relations, UFI's Marketing Committee met in Cologne on 23 April to finalize the programme for the Open Seminar in Europe. They also developed a questionnaire to identify topics related to marketing issues for future UFI research efforts.



Missed a Focus Meeting?

We're creating a new education centre so you can find out

Our UFI President and Managing Director have already mentioned this in their opening messages of this UFI Info edition. But here's more on the new education platform which UFI will soon be launching.

At the UFI Operations and ICT Focus Meetings in Utrecht we took the first steps to put our new education project into action. A team of cameramen filmed the speakers' sessions and captured the content of the presentations. This material is now being edited to create an executive summary of the sessions. We'll be doing the same at the upcoming UFI Focus Meeting on Sustainable Development in Hamburg next June.

Visitors to this new education platform are invited to watch the speaker videos and to see accompanying highlights from his PowerPoint slides. The edited video presentations will each be about 20 minutes in length.

The education centre will also include an UFI "Library" with additional materials including surveys and documents on exhibition related topics. The global exhibition community will also be able to share expertise and knowledge in the centre's "Lounge".

The pilot programme of the new UFI education centre will make the content of these UFI Focus Meetings freely accessible to everyone. UFI members will also be able to download the PowerPoint presentations at no cost.

UFI is planning to launch the new UFI education centre in June 2012. We're excited about this new opportunity which will allow everyone to benefit from the high quality presentations which have been only available to those attending our Focus Meetings in the past.

If you have any questions on the programme please contact vina@ufi.org at the UFI Headquarters in Paris.

Job well done by UFI's
Operations
Committee at the
recent
Operations
Focus Meeting in Utrecht!

Left to right:
Salvador Tasque – Fira Barcelona
Annette Slotty – Messe Munich
Rob van der Heijden – Jaarbeurs Utrecht
Stefan Eckert - Koelnmesse
Andreas Winckler – Messe
Frankfurt GmbH
Vina Beier – UFI
Giacomo Lucchini – Fiera Milano

Missing on the photo:
Rowena Arzt – UFI
Frédéric Pitrou – FSCEF
Juan Carlos Gomez – IFEMA



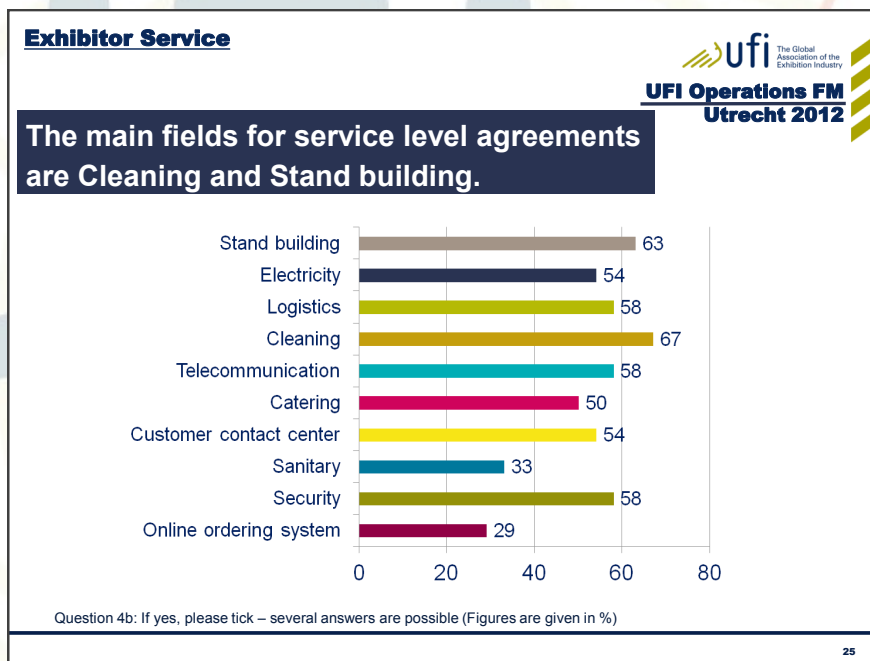
Service quality in exhibition operations

Results of the UFI Operations Survey 2012

75 UFI members from 21 countries contributed to the recent UFI survey on service quality in the exhibition industry. The study, developed by the UFI Operations Committee, focused on the quality of visitor and exhibitor services and the way in which quality is managed.

The survey showed that exhibitor service quality is more frequently measured and managed with the help of SLAs than visitor services.

The number of companies indicating that they have fixed actions based on service levels



On a very positive note, 85% of the companies measure service quality for both exhibitor and visitor services. For the actual measurement, companies work with external experts, as well as with their own staff, to conduct quality surveys or observe quality service processes.

Measuring is seen as only the first step in active quality management. However, when it comes to service level agreements (SLAs), only 34% of the respondents implement SLAs for visitor services and 44% for exhibitor services.

The core areas in which SLAs are used are cleaning, restaurants and parking for the visitor services and cleaning and stand building for exhibitor services.

was rather small. The answers showed large differences. Some companies were highly sophisticated in their quality management systems while others admitted to being at the starting point.

Interestingly, 56% of those surveyed use their service quality level achievements in support of external communication. 74% of the companies' service partners do not refinance their quality measures. Only 39% of the exhibition companies offer training to their service partners. All conduct the training onsite.

The full UFI survey was presented at the recent UFI Operations Focus Meeting in Utrecht. The slides can be down-loaded in the UFI members section of the UFI website.

New technology will feature in Hamburg

UFI has partnered with Dutch media company Faircom to display some new technology that will soon be coming to a fairground near you. The Multipled is a large free-standing touch-screen display showing content according to the users' needs.

We will have three units at the UFI Open Seminar in Europe in Hamburg; one displaying the mobile app and event info, one as a dedicated Twitter board (which will enable non-Twitter users to see what all the fuss is about and get involved), and one at the Sustainable Development Focus Meeting.



UFI EVENTS 2012 SPONSORSHIP OPPORTUNITIES

Whether you are a venue looking to connect with organizers in order to attract international events, or a national organisation looking to help your country stand out from the crowd, then sponsoring a UFI event is the perfect way to help you achieve your goals.

We have limited number of opportunities available at each of our events sold on a first-come first-served basis. Please contact us to find out more.

European Open Seminar
Hamburg, Germany, 18-20 June 2012

Host:  **Hamburg Messe**

79th annual Congress
Abu Dhabi, UAE, 6-9 November 2012

Host:  **ADNEC**



Selling excellence - excellence in sales

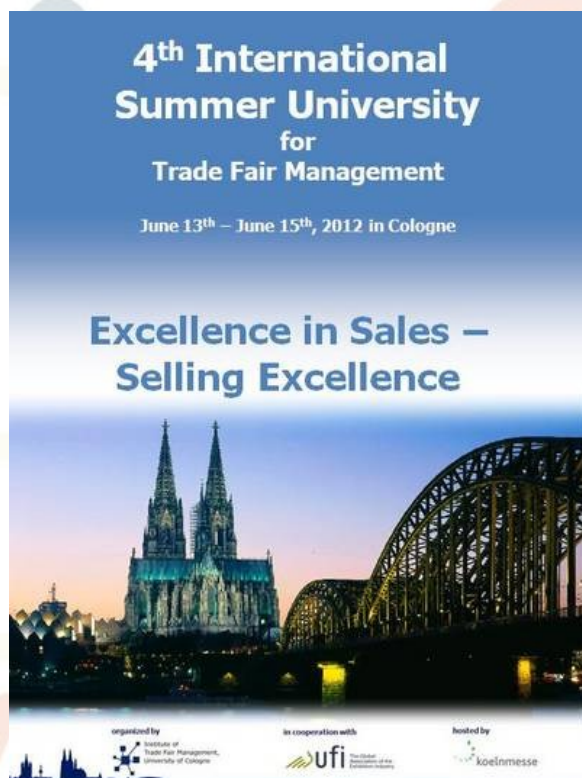
During the UFI Open Seminar in Hamburg we will examine how the exhibition industry's business model is changing from selling sqm to becoming a business facilitator.

If this is the common trend - what does this mean for our sales teams? How can we equip them with the right tools and instruments? How can modern CRM tools help us to grow our sales? Do we have to change our sales approach during a crisis?

These and other questions will be discussed with recognized exhibition industry experts at the International Summer University (ISU) from 13-15 June 2012 in Cologne.

The 2012 ISU is enriched with Workshops complementing the speaker presentations and panels.

Participants who would like to benefit from the ISU and the Open Seminar in Hamburg will receive a discount. For more information and to register please contact the ISU-Team at isu@ufi.org or visit: <http://bit.ly/IJ0zsm>



Now is your chance! Show us what you have achieved that may win UFI's 2012 award for the «Best Marketing Activity of the Year».

Your entry must cover a marketing activity or campaign related to the exhibition industry which had proven quantitative and qualitative results in 2010/2011. Tell us how you met your project objectives and the successful results obtained.

If you're the winner of the internationally recognized 2012 UFI Marketing Award you'll have the opportunity to present your entry during the UFI Congress in Abu Dhabi, UAE, in November.

So check out the guidelines now at www.ufi.org/marketingaward, and prepare your entry. You could be the next winner! The deadline for entries, welcome from UFI members and non-members, is June 8!

Welcome to new UFI members and congratulations to new UFI Approved Events

Meeting in Utrecht, UFI's Executive Committee approved eight UFI events and welcomed five new members. We look forward to meeting with them in Hamburg and Abu Dhabi !

Admissions

Basra International Fairground, Basra (Iraq)

China National Convention Centre, Beijing (China)

Expotim International Fair Organization Inc., Istanbul (Turkey) with Basra International Oil & Gas Conference & Exhibition

OCTANORM-Vertriebs-GmbH Essen (Germany)

Zimbabwe International Trade, Bulawayo (Zimbabwe) with ZITF – Zimbabwe Int'l Trade Fair

UFI event approvals

MITEX – Moscow International Tool Expo by Euroexpo, Ltd., Moscow (Russia)

AITF – Azerbaijan International Tourism Fair by Iteca Caspian (ITE group) Shanghai (China)

Shanghai International Disaster Reduction and Security Exhibition by Meorient International Exhibition Shanghai (China)

“Global Shoes” by Messe Düsseldorf GmbH. Hong Kong (China)

light+building by Messe Frankfurt GmbH, Madrid (Spain)

InterKomplekt by MVK (ITE Group) Moscow (Russia)



UFI member-get-member campaign continues!

In all the history of UFI, the number of members has never been so high. Congratulations, because UFI is YOUR association.

In addition, UFI's focus continues to be on quality membership - the UFI label will only be valuable if the quality aspect is respected.

Last year UFI introduced the UFI member-get-member campaign with very positive results. We wish to continue to build UFI's membership, and are requesting that you, the members of UFI, continue to help UFI grow by introducing potential new members to us. Just contact us at the UFI head office (newmembers@ufi.org) or your regional office with the company name and key contact. We will follow up with the relevant documentation.



And by means of encouragement, if the application is successful, we will thank you by offering a free registration at the UFI Congress or 2 registrations at a UFI Seminar in Asia/Pacific, Europe or the Middle East.

Host:



Join us for the UFI Open Seminar in Europe in Hamburg on June 18-20 too!
Register at www.ufi.org/hamburg2012



UFI Focus Meeting on Sustainable Development

Hamburg, June 21, 2012



WINNING STRATEGIES FOR SUSTAINABLE DEVELOPMENT



Opening of the focus meeting and elements of context

by Michael Duck, Chair of the UFI Sustainable Development Committee
& Christian Druart, Secretary of the UFI Sustainable Development Committee

Examples of best practices (the 6 companies selected by UFI as finalists of its 2012 "Best sustainable development strategy" award competition)



"Our influence on society and the environment is more relevant than ever"

by Denise Capello, Business Development Manager, Amsterdam RAI (Netherlands)



"Let's act green, red & blue"

by Anne Lafère, General Manager Exhibitions, ARTEXIS (Belgium)



"We need to deliver our promises to all our stakeholders"

by Rashid Toefy, Chief Executive Officer, Cape Town International Convention Centre (South Africa)



"Corporate Social Responsibility as an integral part of the corporate concept"

by Barbara Weizsaecker, Director Public Affairs
& Kai Hattendorf, Vice President, Corporate Communications, Messe Frankfurt (Germany)

Tips (part 1)



Our panel of experts will answer the questions provided by the participants

The panel of speakers will be joined by Glenn J. Hansen, President & CEO of BPA Worldwide (Shelton, USA) and member of the UFI Sustainable Development Committee.

Participants are invited to send their questions to chris@ufi.org by June 15.

Examples of best practices (part 2)



"Sustainable management implies applying strict principles"

by Philippe Echivard, Chief Operation Officer, PALEXPO Geneva (Switzerland)



"Success today does not have to be at the expense of tomorrow"

by Nik Rudge, Managing Director of UBM Live Amsterdam (the Netherlands)

Tools & tips (part 2)



"The potential of international frameworks" & "8 steps to Sustainability"

by Eloise Sochanik, Project Manager, Positive Impact (UK)



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Closing remarks by Michael Duck, Chair of the UFI Sustainable Development Committee