

10th International Summer University for Trade Fair Management

July 4th – July 6th, 2018 in Cologne

Engine of Change – Unleash Digital Potential to Drive Innovation and Sales



Organized by/in cooperation with/conceptual partner:



Five Reasons to Participate

- 1. Gain an overview of present market trends in the trade fair industry:** ISU 2018 will focus on how digitalization fuels the engine of change that drives innovation and sales in the exhibition industry.
- 2. Grasp the value of digitalization:** Lectures, workshops and case studies, moderated by top executives and recognized university professors, will help you to create and capture the value digital transformation can bring.
- 3. Think differently:** Visionary sessions with lateral thinkers will allow discussions of unconventional ideas along new paths.
- 4. Enrich your business network and enhance your professional value:** Social get-togethers and excursions will provide opportunities for networking activities.
- 5. Prove your competence:** You will receive a personal certificate signed by the responsible university professors and by the UFI President.

ISU Statement

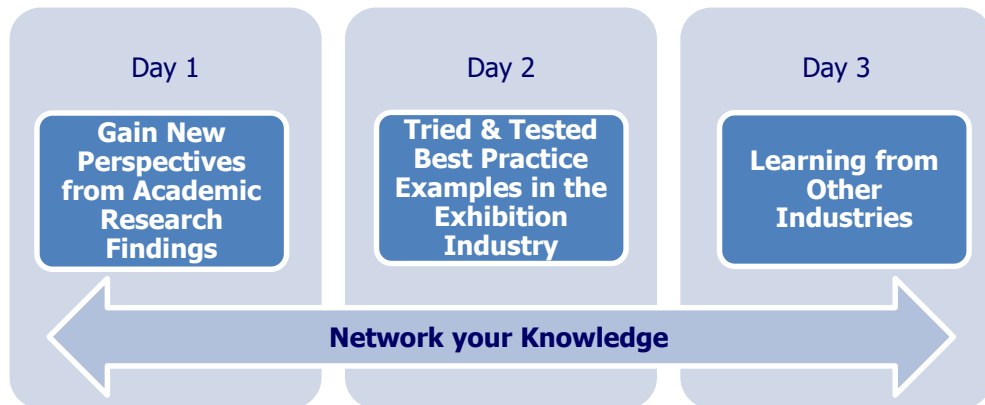


"The ISU delivers a unique and compact three-day experience, where industry professionals from around the world form a learning community for a joint excursion on a specific theme, a theme that is critical to the success of our industry".

– Kai Hattendorf,
Managing Director/CEO

UFI – The Global Association of the Exhibition Industry

Concept of ISU 2018



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Background and History

The International Summer University (ISU) provides an interactive educational platform for the exchange of strategic and operational knowledge. Almost 400 exhibition professionals from 43 different countries participated in the past nine editions of the ISU.

Quick Facts

- Condensed time frame: 3 days of intensive lectures, discussions and networking;
- Annually changing focus: ISU 2018 will focus on how digitalization fuels the engine of change that drives innovation and sales in the exhibition industry;
- Multifaceted structure: strategic, operational & visionary sessions;
- Highly interactive: workshops and case studies ensure practical discussions;
- Top-class speakers: academics, practitioners and lateral thinkers.

Your Benefits

- ✓ **Unique mix of theoretical aspects and industry case studies**
- ✓ **Unconventional thinking is encouraged**
- ✓ **Prestigious certificate**

Target Group

The International Summer University is directed at a worldwide audience within the trade fair and exhibition industry. The annual conference is targeted at middle and higher management levels who are keen to shape the future of their industry.



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Program 10th ISU 2018

Wednesday, July 04th 2018 | Innovation

Moderator Michael Schulz, University of Cologne

09:15 a.m. **Welcoming and Introduction**

Prof. Dr. Franziska Völckner
University of Cologne, Cologne
Kai Hattendorf
UFI – The Global Association of the Exhibition Industry

09:45 a.m. **Lecture: “Exploring Innovation and Consumer Engagement in a Digitized World”**

Professor Dr. Andreas Eisingerich
Imperial College London, London

11:00 a.m. **Lecture: “VR/AR - Where is the value, where is the money?”**

Kathleen Schröter
Fraunhofer Heinrich Hertz Institute, Berlin

11:45 a.m. **Coffee Break**

12:00 p.m. **Lecture: “Protect me from what I want: the digital diet.”**

Guido Mamczur
D’art Design Gruppe GmbH, Neuss

12:30 p.m. **Lecture: “In-Person Networking - How to create meaningful matchmaking through digital tools”**

Robbie Bouschery
Jolly Roger UG, Cologne

01:00 p.m. **Lunch | Networking**

02:30 p.m. **Workshop: “Practical Examples - How “digital” makes “analog” possible in the first place”**

Klaus-Friedrich Meier
Converve GmbH, Barnstedt

04:00 p.m. **Coffee Break**

04:15 p.m. **Workshop: „What´s new? – Innovation in the exhibition business”**

Dr. Rowena Arzt
WZF GmbH, Wiesbaden

06:15 p.m. **End of Day 1**

07:00 p.m. **Networking Dinner**

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Program 10th ISU 2018

Thursday, July 5th 2018 | Sales

Moderator	Michael Schulz, University of Cologne
09:15 a.m.	Welcoming and Introduction
09:30 a.m.	Lecture: "Customer RELATIONSHIP Management - How to effectively manage your clients" Holger Friesz Ungerboeck Systems International GmbH, Karlsruhe
10:30 a.m.	Lecture: "Value-Centered Business Models in Sales – Are they Suitable for the Trade Fair Industry" Professor Dr. Manfred Krafft University of Muenster, Muenster
12:00 a.m.	Coffee Break
12:15 p.m.	Lecture: "Value goes first, business comes after - Why value-exchange is more important than sales." Eddie Choi Milton Exhibits Group, Hong Kong
01:00 p.m.	Lunch Networking
02:30 p.m.	Workshop: "Practicing design thinking" Eddie Choi Milton Exhibits Group, Hong Kong
03:30 p.m.	Coffee Break
04:00 p.m.	Workshop: "How to employ usage data from your WiFi to boost marketing and sales" Till Wollenberg VestiFi GmbH, Rostock Andreas Hanke UCOPIA, Paris (Montrouge)
06:00 p.m.	Guided Tour Koelnmesse Venue Markus Vogel Koelnmesse GmbH, Cologne
07:00 p.m.	End of Day 2

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Program 10th ISU 2018

Friday, July 6st 2018 | Tried & Tested - Best Practice Examples

Moderators Jun.-Prof. Dr. Martin Paul Fritze & Michael Schulz, University of Cologne

09:15 a.m. **Welcoming and Introduction**

09:30 a.m. **Lecture: Content TBD**

10:15 a.m. **Lecture: "Enhance your events & sales with social media"**
Sònia Graupera
Fira Barcelona, Barcelona

11:00 a.m. **Lecture: "Digital Transformation in the Exhibition Industry 4.0"**
Gunnar Heinrich
adventics GmbH

11:45 a.m. **Coffee Break**

12:00 p.m. **Interactive Key Learnings Session & Official Closing:
Distribution of Certificates**
Jun.-Prof. Dr. Martin Paul Fritze
University of Cologne, Cologne
Michael Schulz
University of Cologne, Cologne

01:00 p.m. **Lunch | Networking**

02:30 p.m. **End of ISU 2018**

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Selected Speakers of ISU 2018



Prof. Dr. Andreas Eisingerich
Professor of Marketing
Imperial College London



Prof. Dr. Manfred Krafft
Director
Institute of Marketing
University of Muenster



Kathleen Schröter
Head of Marketing &
Communications
Fraunhofer HHI, Berlin



Dr. Rowena Arzt
Director Exhibitions
WZF GmbH, Wiesbaden



Guido Mamczur
Managing Director
D'art Design Gruppe GmbH,
Neuss



Eddie Choi
Executive Director
Milton Exhibits Group,
Hong Kong

Participation Fees

Prices (excl. VAT) are as follows:

	UFI members	Non UFI members
Fees	1,175.00 €	1,450.00 €

Location

The 10th International Summer University for Trade Fair Management will take place at Koelnmesse, Germany. Rooms including breakfast are available at reduced rates.

**For questions or further information please visit our website
www.tradefair.uni-koeln.de or contact us:**

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Supported by



AUMA – Association of the German Trade Fair Industry

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www.auma.de

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