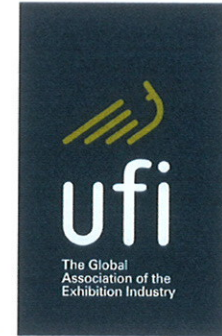


# UFI Associations' Committee: liaison with other UFI committees

## Proposed items



### Potential input from Associations to the other Committees

(in addition to the promotion towards their Members of UFI activities: events, educational activities, award competitions, research, etc.):

- Suggestions for new themes to be considered (for research, awards, focus meetings, etc.)
- Suggestions for speakers at UFI meetings.

### Requests from the Associations to the other Committees

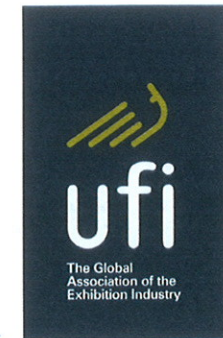
- Input for meetings of the Associations (content, speakers, etc.).

*Please fill the form(s) in the next pages (\*) and send them to Christian DRUART, Secretary of the Associations' Committee ([chris@ufi.org](mailto:chris@ufi.org)).*

*(\*): **EDUCATION** (pages 2 & 3), **ICT** (page 4), **MARKETING** (page 5) **OPERATIONS & SERVICES** (page 6) & **SUSTAINABLE DEVELOPMENT** (page 7).*

# UFI Associations' Committee liaison with other UFI committees

## Education 1/2



Year	Research & Education (most of them ongoing)	Focus meeting	Award competition
2010	<ul style="list-style-type: none"> <li>The Role Exhibitions in the Marketing Mix (revised online course)</li> <li>Education Policy Paper</li> </ul>	<i>Best Practice in onsite Education for the Exhibition Industry</i>	-
2011	<ul style="list-style-type: none"> <li>LinkedIn Education Group</li> <li>Translation of online course</li> <li>Knowledge Exchange Tool (List of training and education programmes worldwide)</li> </ul>	-	-
2012	<ul style="list-style-type: none"> <li>Development of UFI Education Centre</li> <li>Exhibition Industry Network of Professors</li> <li>Facebook Alumni Group</li> <li>Survey: « Key qualifications in a competitive environment »</li> </ul>	-	-
2013	<ul style="list-style-type: none"> <li>UFI Education Strategy</li> <li>Survey: Fit for the future - Key qualifications in a competitive environment</li> <li>Planning of HR Manager Network</li> </ul>	<i>Fit for the future – key qualifications in a competitive environment</i>	<i>Best in-house education programme of the year</i>
2014	<ul style="list-style-type: none"> <li>Survey: Fit for the future, focus on HR Managers</li> <li>Launch UFI Alumni Network</li> </ul>	<i>HR Manager Meeting: Generation Y – Why different?</i>	<i>Best in-house education initiative of the year</i>
2015	<ul style="list-style-type: none"> <li>UFI Career film</li> <li>UFI Education Award Film</li> </ul>	<i>HR Manager Meeting: HR Managers as Marketers</i>	<i>Best education initiative of the year</i>
2016	<ul style="list-style-type: none"> <li>Overview on jobs and job profiles in the exhibition industry</li> <li>Update Education Brochure</li> </ul>		<i>Fit for the future – how to prepare your future leadership?</i>



# UFI Associations' Committee liaison with other UFI committees

## Education 2/2



### Reminder: themes already covered or currently planned

Webinars @ UFI (2013 - 2015)	UFI Exhibition Manager Degree (EMD)	UFI International Summer University (ISU)
<ul style="list-style-type: none"> <li>• Why are exhibition companies so bad when it comes online!</li> <li>• Explore the cultural aspects of successfully developing business in LATAM</li> <li>• Strategic Data Management</li> <li>• Delphi Study updated- The International Exhibition, Industry and its Future - Outlook, Challenges, Results and Trends</li> <li>• The Omni-channel marketing for B2B, how to source and capture business opportunities</li> <li>• Strengthen your business relations with the help of emotional intelligence</li> <li>• Reporting on your sustainability initiatives with the GRI framework</li> <li>• The Latin American Exhibition Industry</li> <li>• Key success factors for international project management</li> <li>• Successfully navigating the US Exhibition Market</li> <li>• Exhibitions 2.0 - Using Social Media to Market, Manage and Improve Trade Shows and Exhibitions</li> <li>• Showing your exhibitors how strategic exhibiting grows businesses</li> <li>• How to start reporting on your sustainability initiatives</li> <li>• Learn how to implement sustainability</li> <li>• Help your exhibitors to measure ROI and ROO</li> <li>• Selling events in and after a recession</li> <li>• Working with exhibitors to raise the bar on performance</li> </ul>	<p>Bangkok (2010)</p> <p>Bangkok &amp; Macao (2012)</p> <p>Bangkok &amp; Istanbul (2013)</p> <p>Bangkok &amp; Riyadh (2014)</p> <p>Bangalore, India (2015)</p>	<p>2012: Excellence in Sales – Selling Excellence</p> <p>2013: From Innovative Ideas to Successful Products</p> <p>2014: Visitor (R)evolution - Targeting, Motivating and Satisfying the 21st Century Visitor</p> <p>2015: Embracing the Digital – Exhibition Industry 4.0?</p>

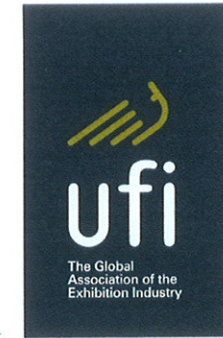
**Suggestions for new themes to be considered:** please complete

**Requests from the Associations to the Education Committee:** please complete



# UFI Associations' Committee liaison with other UFI committees

## ICT



### Reminder: themes already covered or currently planned

Year	Focus meeting	Award competition
2010	<i>Social Media in the Exhibition Industry</i>	<i>Customer Relationship Management for Exhibitions</i>
2011	<i>Social media: business benefits</i>	<i>Best practices of social media within the exhibition industry</i>
2012	<i>Mobile: A world of new opportunities or just a new channel for old content?</i>	<i>Which new services did your Mobile App provide to your exhibition customers</i>
2013	<i>From data to success: the new significance of data bases</i>	<i>From Data to Success: Best Overall Solutions for Exhibitors and Visitors Data Management</i>
2014	<i>Prepare your IT for the future</i>	<i>What have you done to fit your IT team to the future?</i>
2015	<i>IT Day Tour in Madrid</i>	<i>Innovation related to Exhibition Industry</i>

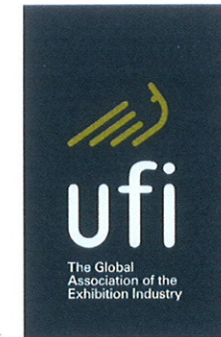
**Suggestions for new themes to be considered:** please complete

**Requests from the Associations to the ICT Committee:** please complete



# UFI Associations' Committee liaison with other UFI committees

## Marketing - themes already covered or currently planned



Year	Research and Activities	Events	Award competition
2011	<ul style="list-style-type: none"> <li>Survey on „Matchmaking“</li> <li>Repositioning of the Marketing Award</li> <li>Fact sheet on Marketing and the Marketing Committee</li> </ul>	<i>Involvement in the Programme for the Open Seminar Europe 2011 – Invention and Reinvention: Developing your Exhibition and Keeping it fresh.</i>	<i>Best Marketing Activity of the Year 2011</i>
2012	<ul style="list-style-type: none"> <li>Marketing Profiles and Experts</li> <li>Current trends in Marketing</li> <li>Action Plan for the Committee and presentation of the Committee on the website</li> </ul>	<i>Involvement in the Programme for the Open Seminar Europe 2012: Changing Customer Expectations – from renting space to facilitating business</i>	<i>Best Marketing Activity of the Year 2012</i>
2013	<ul style="list-style-type: none"> <li>UFI Marketing Committee Film</li> <li>Action Plan for the Marketing Committee</li> <li>What does Marketing mean today?</li> </ul>	<i>Involvement in the Programme for the Open Seminar Europe 2013: Success factors for tomorrow's exhibition business</i>	<i>Best Marketing Activity of the Year 2013</i>
2014	<ul style="list-style-type: none"> <li>Content Management</li> <li>Survey: Mobile Marketing</li> <li>Work on an Marketing Experts Network</li> </ul>	<i>Involvement in the Programme for the Open Seminar Europe 2014: Broadening perspectives – smart ideas for the 21<sup>st</sup> century exhibition business</i>	<i>Mobile Marketing</i>
2015	<ul style="list-style-type: none"> <li>Survey: Mobile Marketing</li> <li>Work on an Marketing Experts Network</li> </ul>	<i>Involvement in the Programme for the Open Seminar Europe 2015: Competing for the Marketing Budget – the future position of exhibitions in the marketing mix“</i>	<i>Personalized Marketing</i>
2016	<ul style="list-style-type: none"> <li>Mobile Marketing</li> <li>Brand strategy</li> </ul>	<i>Programme for the Open Seminar Europe; Session on mobile marketing during the Open Seminar Asia</i>	<i>Brand new brands – success stories for creating new shows</i>

**Suggestions for new themes to be considered:** please complete

**Requests from the Associations to the Marketing Committee:** please complete



# UFI Associations' Committee liaison with other UFI committees

## Operations & Services - themes already covered or currently planned



Year	Research and activities	Focus meeting	Award competition
2010	<ul style="list-style-type: none"> <li>Potential ways to publish Operations related contents</li> <li>Questionnaire on « cost efficient operations »</li> <li>Survey on <i>Smart use of IT solutions to improve your operations.</i></li> <li><i>Fact sheet on the Operations Committee</i></li> </ul>	<i>Paris: "Cost Efficient Operations - How to focus on what really counts?"</i>	<i>"Cost Efficient Operations - How to focus on what really counts?"</i>
2011	<ul style="list-style-type: none"> <li>Committee Strategy</li> <li>Publication of contents</li> <li>Health &amp; Safety</li> <li>Survey „<i>Service Quality Management in Exhibitions Operation's</i> »</li> </ul>	<i>Kiev: Smart use of IT solutions to improve your operations.</i>	<i>Smart use of IT solutions to improve your operations.</i>
2012	<ul style="list-style-type: none"> <li>Health &amp; Safety</li> <li>Committee film</li> <li>Potential involvement in the SIG Large Venues</li> </ul>	<i>Utrecht: Service Quality Management in Exhibitions Operations</i>	<i>Service Quality Management in Exhibitions Operations</i>
2013	<ul style="list-style-type: none"> <li>Operational Excellence Questionnaire</li> <li>List of experts</li> <li>Cooperation with IFES; Chairs meeting</li> </ul>	<i>Shanghai: Success factors for operational excellence</i>	<i>n.a.</i>
2014	<ul style="list-style-type: none"> <li>New meeting formats for the Operations Community</li> <li>Hot topics for Operations</li> </ul>	<i>Poznan: How to create an excellent attendee experience onsite</i>	<i>How to create an excellent attendee experience onsite</i>
2015	<ul style="list-style-type: none"> <li>New meeting formats</li> <li>Hot topics for Operations &amp; Services</li> </ul>	<i>London: Catering Tour – Innovative Catering Concepts</i>	<i>Innovative Catering Concepts</i>
2016	<ul style="list-style-type: none"> <li>Digitalisation of venues</li> </ul>	<i>Digitalisation of venues – new service opportunities</i>	<i>none</i>

**Suggestions for new themes to be considered:** please complete

**Requests from the Associations to the Operations & Services Committee:** please complete



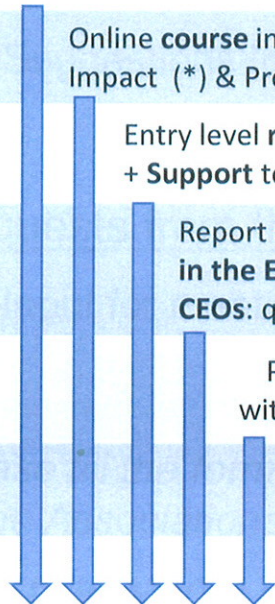
# UFI Associations' Committee liaison with other UFI committees

**Sustainable Development** ([www.ufi.org/susdev](http://www.ufi.org/susdev) for more info)



## Reminder: themes covered, ongoing (\*) or planned

Year	Research & Education	Focus meetings	Award competitions
2009	Knowledge exchange database (best practices)	<i>A Greener Exhibition Industry: Why? and How?"</i>	-
2011	Footprint measurement & communication material	<i>Sustainable Development: What's happening?</i>	-
2012	Online <b>course</b> in partnership with Positive Impact (*) & Promotion of ISO + GRI (*)	<i>Winning strategies for sustainable development</i>	<i>Best sustainable development strategy</i>
2013	Entry level <b>reporting template</b> (*) + <b>Support</b> to local associations (*)	<i>Sustainability in the exhibition industry: best practices and tips</i>	<i>Best innovative <b>environmental</b> initiative + Best <b>reporting</b> on sustainability</i>
2014	Report on the <b>Status of Sustainability in the Exhibition Industry CEOs</b> : quotes and SIG (*)	-	<i>Best <b>measurement tool</b> for effective results</i>
2015	Partnership with Greenview	<i>Winning strategies for sustainability in the event industry</i>	<i>Innovative <b>cost-saving</b> in the <b>value chain</b></i>
2016	Focus on <b>Measurement</b>	<i>Inspirations for sustainability</i>	<i>Best actions to <b>engage participants</b> around sustainability</i>



**Suggestions for new themes to be considered:** please complete

**Requests from the Associations to the Sustainable Development Committee:** please complete