

Registration
via
www.tradefair.uni-koeln.de

International Summer University

for Trade Fair Management
Cologne, July 04th – 6th, 2018

www.tradefair.uni-koeln.de

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 ISU editions.

Numerous representatives from the trade fair, congress and event industry have already registered for this year's ISU in order to discuss, develop and learn about the topic **"Engine of Change: Unleash Digital Potential to Drive Innovation and Sales"**. The conference language is English.



"The International Summer University is a unique opportunity for exhibition managers to learn and exchange experiences with their international peers around topics of highest strategic relevance each year. It has built a reputation on its own, as we see year by year."



Kai Hattendorf,
UFI Managing Director

Selected Speakers



Lecture: "Value-Centered Business Models in Sales – Are they Suitable for the Trade Fair Industry?"

Professor Dr. Manfred Krafft
University of Muenster, Institute of Marketing



Lecture: "Exploring Innovation and Consumer Engagement in a Digitized World"

Professor Dr. Andreas Eisingerich
Imperial College London; Imperial College Business School

For questions or further information please contact:
isu@ufi.org or use our website www.tradefair.uni-koeln.de

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, help you to create and capture the value coming along with digital transformation.
- 3. Think outside the box:** Visionary sessions with lateral thinkers allow discussions of unconventional ideas along new paths.
- 4. Enrich your business network and prove your professional value:** Social get-togethers and excursions 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.

organized by



in cooperation with



conceptual sponsored by

