

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



**Sign up now
and get your
Early Bird
Discount**

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

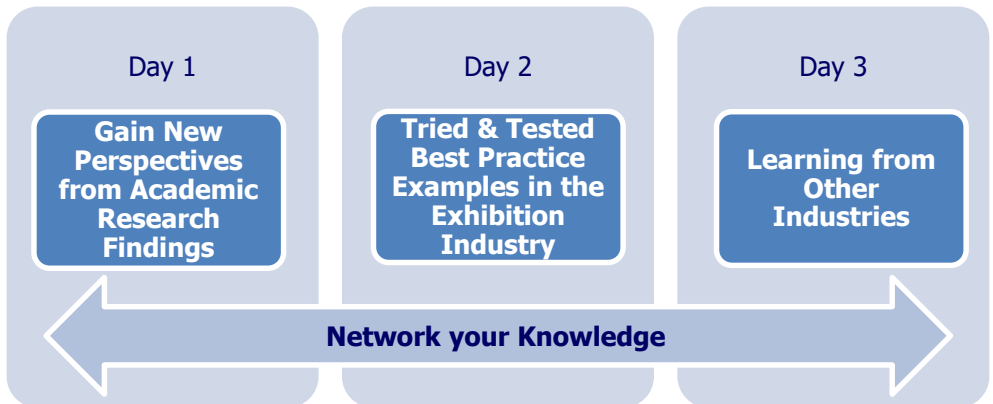


“The ISU delivers a unique and compact three-day experience, where industry professionals from around the world form a learning community for a joint excursion on a specific theme, a theme that is critical to the success of our industry”.

– Kai Hattendorf,
Managing Director/CEO

UFI – The Global Association of the Exhibition Industry

Concept of ISU 2018



Organized by/in cooperation with/conceptual partner:

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 targeted at middle and higher management of companies in the trade fair and exhibition industry. Professionals from around the world are welcome in Cologne. The conference language is English.



Organized by/in cooperation with/conceptual partner:

Participation Fees

Prices (excl. VAT) are as follows:

	UFI members	Non UFI members
Early Bird*	995.00 €	1,300.00 €
Regular fee	1,175.00 €	1,450.00 €

* Early Bird fee is valid until April 11th, 2018

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:

Mr. Tobias Meurer,
Email: isu@ufi.org
Phone: +49 (0) 221 821 2529
Fax: +49 (0) 221 821 3719

Selected Speakers of ISU 2018



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

Supported by



AUMA – Association of the German Trade Fair Industry

Littenstraße 9
10179 Berlin
www.auma.de

Organized by/in cooperation with/conceptual partner:

