

11th International Summer University for Trade Fair Management

June 5th – June 7th, 2019 in Cologne

Transforming Exhibitions – Core Competencies of Tomorrow's Matchmaking



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 2019 will focus on how trade fair ecosystems will change in the future and what challenges this will pose for matchmaking in general and you in particular.
- 2. Grasp the value of matchmaking:** Lectures and case studies, moderated by top executives and recognized university professors, will help you to create and capture the value of matchmaking. Workshops on leadership and negotiation will allow you to prepare and position yourself perfectly in this constantly changing environment.
- 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

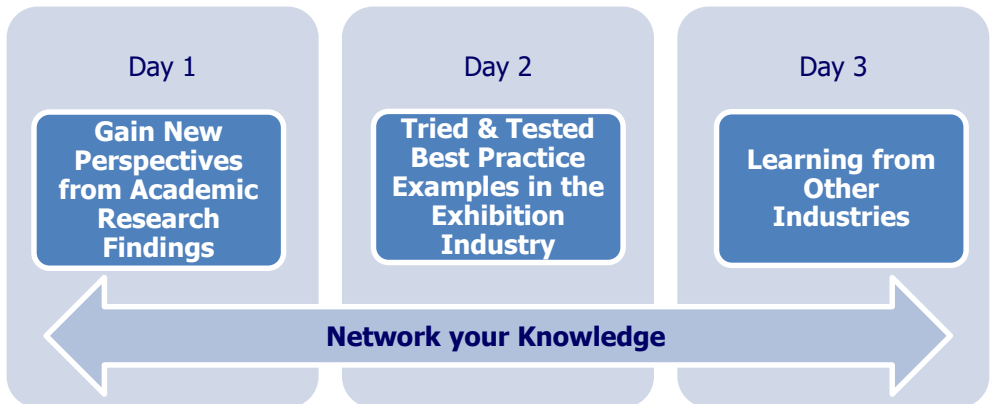


“The ISU delivers a unique and compact three-day experience, where industry professionals from around the world form a learning community for a joint excursion on a specific theme, a theme that is critical to the success of our industry”.

– Kai Hattendorf,
Managing Director/CEO

UFI – The Global Association of the Exhibition Industry

Concept of ISU 2019



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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. More than 450 exhibition professionals from 43 different countries participated in the past ten editions of the ISU.

Quick Facts

- Condensed time frame: 3 days of intensive lectures, discussions and networking;
- Annually changing focus: ISU 2019 will focus on how the trade fair ecosystem will change in the future and what challenges this will pose for matchmaking in trade fairs in general and for our participants in particular;
- 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**
- ✓ **Professional workshops on agile leadership and negotiation**
- ✓ **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.



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Participation Fees

	UFI members	Non UFI members
Prices (excl. VAT):	1,220.00 €	1,520.00 €

Location

The 11th International Summer University for Trade Fair Management will take place at Koelnmesse, Germany. Rooms including breakfast are available at reduced rates.

For questions or for further information please visit our website www.ufi.org/education/international-summer-university or contact us:

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Selected Speakers of ISU 2019



Dr. Lara Lobschat
Assistant Professor of Marketing,
University of Münster, (GER)



Prof. Dr. Stefano Puntoni
Professor of Marketing
Rotterdam School of
Management, (NL)



Howard Klein
Former Development Director
at Reed Exhibitions, (UK)



Prof. Nikolaus Hafermaas
Creative Director
at TIRAD, (GER)



Tim Groot
CEO/Co-Founder at Grip AI (AI-
powered event networking
solutions), USA/UK



Sophie Holt
Global Strategy Director at
Explori, (UK)

Supported by



AUMA – Association of the German Trade Fair Industry

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