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International Summer University for Trade Fair Management 2017

New Service Trends in the Trade Fair Industry: A Demand for Customised Services

Koelnmesse was host to the International Summer University for the ninth time.

The theme of the ninth International Summer University for Trade Fair Management (ISU), which ran from 31 May to 2 June in the Administrative Building (Messehochhaus) of Koelnmesse, was “Cutting-Edge Services—Tipping the Scale for Exhibition Success”. The conceptual sponsor was the Institut für Messewirtschaft of the University of Cologne. The event was co-organised by the Global Association of the Exhibition Industry (UFI) and supported by AUMA, the Association of the German Trade Fair Industry.

In a series of workshops, lectures and podium discussions, some 60 participants from a total of nine countries took an in-depth look at the latest service trends in the trade fair industry. The key question was: “How can innovative services help boost the success of trade fairs?”

The International Summer University provided participants with an ideal forum to swap strategic and operational know-how and to forge valuable contacts within the trade fair industry.

The first day offered a general introduction to the topic with lectures and a workshop entitled “Design Thinking to Develop New Services”. This year’s opening lecture was held by Dr Andreas Gruchow, UFI President and board of management member of Deutsche Messe AG in Hanover.

The second day featured a series of best-practice cases from the trade fair industry. Philip Bobély, managing director of MMC Studios Köln GmbH, gave a presentation under the heading of “It’s Show Time! From Trade Fair to Trade Show”. His talk focused on MMC Set Design-Services and its hall design for the industry tradeshow dmexco, the global business and innovation platform of the digital industry, which runs annually in Cologne.

The company Ungerboeck then presented a successful case study of services implemented for RAI Amsterdam. Finally, Gunnar Heinrich, managing director of adventics GmbH, gave a presentation on the topic of “Best Practice: Visitor Service Innovation”. He emphasised that the introduction of new services always requires a prior strategy: “Customers get swamped by too much service. Services need to fit together and complement one another, otherwise customers quickly lose track.”

A podium discussion chaired by Dr Stefan Eckert, Vice President Service and Senior Vice President at Koelnmesse GmbH, focused on the topic of “Diversity of Service

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Requirements—Let’s Face the Challenges!” Arne Ludwig, head of production at 360°, VR & Immersive Media, and Rudolf Sommer, managing director of UNICEO® - United Networks of International Corporate Event Organizers, discussed with trade fair architect Melanie Heinrich the latest trends and demands in the field of services. “New trends in service generate new challenges,” said Eckert in summary of the discussion. “The key point is to remain open to change.”

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The motto of the final day was “Learning from Other Industries”. Denis Steffens, key account manager at capricorn Nürburgring GmbH, gave a presentation under the heading “90 Years of Unique Major Events and Varying Services”, and Ulrich Stiller, head of sales and marketing at KölnBonn Airport, presented the airport’s latest digital services. The final presentation, „Optimization through Digitalization”, was given by Nico Nauen, director of business development at UPS Europe SPRL/BVBA, Brussels.

Participant feedback on the International Summer University 2017:

Arthur Tolentino, head of sponsorship, Messe Frankfurt Middle East GmbH, Dubai

“The International Summer University offers an ideal occasion to find out about the latest trends in the industry and to network with colleagues. The organisers have put together a great programme.”

Sven Tschenett, specialist in sports & entertainment at SAP SE, Walldorf

“The ISU is a great event. It was really fun to get together with academics and experts to discuss the latest service trends in the trade fair industry. I found out a lot of exciting things about the topic of service.”

Remo Zimmermann, product manager for trade fair site services, Deutsche Messe AG, Hanover

“Taking part in the International Summer University has helped me get to know the latest trends and new developments in the services field. At the same time, I’ve made valuable contacts to people in the trade fair, convention and event industry.”

Carrie de Souza, conference manager, Koelnmesse Pte. Ltd., Singapore

“I really liked the programme. The group sessions and the workshops gave me the opportunity to discuss operational and strategic aspects with the other participants.”

Heike Helmrath, business development, Kühne + Nagel (AG & Co.) KG, Munich

“The workshops and lectures on current service trends were held both by executive staff from the trade fair industry and by university professors. This combination of theory and practice is unique to the ISU.”

Mariane Ewbank, director, Fulständig Shows e Eventos MC Ltda, Brazil

“The ISU is the perfect event for getting prepared, in the company of experts, for new challenges in the services field.”

Further information is available at: <http://www.messe.uni-koeln.de/de/isu/>

On the Institut für Messewirtschaft of the University of Cologne:

The Institut für Messewirtschaft (Institute for the Trade Fair Industry) was established in August 1999 in cooperation with Koelnmesse. It commenced teaching in the summer semester of the year 2000. It therefore has extensive experience in the organisation and running of teaching events. The institute is the only one of its kind on the university level in Germany. It offers lectures and practical workshops in the trade fair business for students from the Faculty of Economics and Social Sciences and thereby provides an ideal preparation for a career in the trade fair industry.

On the UFI, the Global Association of the Exhibition Industry:

UFI is the leading global association of the world's tradeshow organisers and exhibition centre operators, as well as of the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI directly represents around 50,000 exhibition industry employees globally, and also works closely with its 58 national and regional association members. More than 700 member organisations in 84 countries around the world are presently signed up as members. Over 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.