

# 4<sup>th</sup> International Summer University for Trade Fair Management

June 13<sup>th</sup> – June 15<sup>th</sup>, 2012 in Cologne

## Excellence in Sales – Selling Excellence



organized by



Institute of  
Trade Fair Management,  
University of Cologne

in cooperation with



The Global  
Association of the  
Exhibition Industry

hosted by



koelnmesse

## Target Group

The International Summer University is targeted at the 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.

## Five reasons to participate

- 1. Gain an overview of present market trends in the trade fair industry:**  
The ISU 2012 will focus on sales and distribution.
- 2. Develop understanding of current sales and distribution techniques:**  
Lectures, workshops and case studies, moderated by top executives and highly acknowledged university professors, ensure interactive and high-level discussions.
- 3. Think outside the box:** Visionary sessions with lateral thinkers allow a discussion of unconventional ideas and new paths.
- 4. Enrich your business network and prove your professional value:** Social events including a get-together and an excursion 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.

## Your benefits

- ✓ **Unique mix of theoretical aspects and industry case studies**
- ✓ **Unconventional thinking is encouraged**
- ✓ **Prestigious certificate**
- ✓ **Beneficial combination of ISU and UFI Open Seminar**
  - UFI Open Seminar 2012 takes place in Hamburg from June 18<sup>th</sup> – 20<sup>th</sup>, 2012
  - Special fee for participation in both events

## Background and History

The International Summer University (ISU) provides an interactive educational platform for the exchange of strategic and operational knowledge. More than 100 exhibition professionals from 25 different countries participated in the ISU in the past three editions.

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## Speakers of the ISU 2012



**Dr. Rowena Arzt,**  
Director of Business Development,  
UFI



**Gerald Böse,**  
President, Chief Executive  
Officer, Koelnmesse GmbH



**Colja M. Dams,**  
CEO, Event Agency Germany  
VOK DAMS



**Prof. Dr. Dr. h.c.**  
Werner Delfmann, Director,  
Institute of Trade Fair Management,  
University of Cologne



**Kiumars Hamidian,**  
Partner,  
BearingPoint GmbH



**Hendrik Hochheim,**  
Manager Div. Institute of German  
Trade Fair Industry, Trade Fair  
Research, AUMA



**Prof. Dr. Thorsten Hennig-Thurau,**  
Department of Marketing &  
Media Research ,  
Münster University



**John Denke,**  
International Sales Group Vice President,  
Reed Exhibitions



**Simon Naudi,**  
Managing Director,  
ANSWERS TRAINING

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## Further Speakers of the ISU 2012



**Prof. Dr. Werner Reinartz,**  
Director, Department of Retailing  
and Customer Management,  
University of Cologne



**Claudia Requard,**  
Project Manager,  
Koelnmesse GmbH



**Michaela Schneider-Mestrom,**  
Managing Director, SCHNEIDERS'  
Kommunikation für Lebensart

## Convener



**Dr. Christian Glasmacher,**  
Senior Vice President  
Corporate Development,  
Koelnmesse GmbH



**Prof. Dr. Franziska Völckner,**  
Director of the Department for  
Marketing and Brand Management,  
University of Cologne



**Feriha Zingal,**  
Research and Teaching Assistant  
at the Institute of Trade Fair  
Management and Department for  
Marketing and Brand Management,  
University of Cologne



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## Programme 4<sup>th</sup> ISU 2012

Wednesday, 13<sup>th</sup> June 2012 (subject to changes)

**09:15 a.m.**

**Registration**

**09:30 a.m.**

**Welcoming and Introduction**

Prof. Dr. Dr. h.c. Werner Delfmann, Director Institute of Trade Fair Management, University of Cologne

**10:00 a.m.**

**Lecture: "CRM: Managing customer satisfaction, loyalty and profitability"**

Prof. Dr. Werner Reinartz, Director Department of Retailing and Customer Management, University of Cologne

**11:00 a.m.**

**Coffee Break**

**11:30 a.m.**

**Lecture: "Next Generation Customer Management for a Digital Trade Fair World – Transact, Relate, Experience"**

Kiumars Hamidian, Partner, BearingPoint GmbH

**12:30 p.m.**

**Lunch | Networking**

**01:30 p.m.**

**Workshop I: "CRM for Exhibitions – Challenges today and tomorrow"**

Dr. Rowena Arzt, Director of Business Development, UFI

**03:00 p.m.**

**Coffee Break**

**03:30 p.m.**

**Workshop II:**

Dr. Rowena Arzt, Director of Business Development, UFI

**05:00 p.m.**

**End of 1st Congress Day**

**CONVENER:**

**Feriha Zingal, Research and Teaching Assistant at the Institute of Trade Fair Management and the Department for Marketing and Brand Management, University of Cologne**

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## Programme 4<sup>th</sup> ISU 2012

Thursday, 14<sup>th</sup> June 2012 (subject to changes)

<b>08:45 a.m.</b>	<b>Welcoming and Introduction</b> Dr. Christian Glasmacher, Senior Vice President Corporate Development, Koelnmesse GmbH
<b>09:00 a.m.</b>	<b>Lecture: "The Trade Fair Benefit Check"</b> Hendrik Hochheim, Manager Div. Institute of German Trade Fair Industry, Trade Fair Research, AUMA
<b>10:00 a.m.</b>	<b>Lecture: "Sales Fair – Fair Sales?"</b> Michaela Schneider-Mestrom, Managing Director, SCHNEIDERS' Kommunikation für Lebensart
<b>11:00 a.m.</b>	<b>Coffee Break</b>
<b>11:30 a.m.</b>	<b>Lecture: "International Sales in Practice – the approach of Reed Exhibitions"</b> John Denke, International Sales Group Vice President, Reed Exhibitions
<b>12:30 p.m.</b>	<b>Lunch   Networking</b>
<b>01:30 p.m.</b>	<b>Workshop I:</b> Colja M. Dams, CEO, Event Agency Germany VOK DAMS
<b>03:00 p.m.</b>	<b>Coffee Break</b>
<b>04:00 p.m.</b>	<b>Workshop II:</b> Colja M. Dams, CEO, Event Agency Germany VOK DAMS
<b>05:00 p.m.</b>	<b>Guided Tour</b> Claudia Requard, Project Manager, Koelnmesse GmbH
<b>06:30 p.m.</b>	<b>Networking Dinner</b>
<b>CONVENER:</b>	<b>Dr. Christian Glasmacher, Senior Vice President Corporate Development, Koelnmesse GmbH</b>

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## Programme 4<sup>th</sup> ISU 2012

Friday, 15<sup>th</sup> June 2012 (subject to changes)

**08:45 a.m.**

### **Welcoming and Introduction**

Prof. Dr. Franziska Völkner, Director of the Department for Marketing and Brand Management, University of Cologne

**09:00 a.m.**

### **Lecture: "Mobilizing Sales"**

Gerald Böse, President, Chief Executive Officer, Koelnmesse GmbH

**10:00 a.m.**

### **Lecture: "Playing Pinball, not Bowling – Marketing in the Social Media Era"**

Prof. Dr. Thorsten Hennig-Thurau, Department of Marketing & Media Research, Münster University

**11:00 a.m.**

### **Coffee Break**

**11:30 a.m.**

### **Lecture: "The Psychology of Selling in a Recession – and why people treat you the way you let them!"**

Simon Naudi, Managing Director, ANSWERS TRAINING

**12:30 p.m.**

### **Lunch | Networking**

**01:30 p.m.**

### **Panel Discussion:**

Moderation: Prof. Dr. Dr. h.c. Werner Delfmann, Director Institute of Trade Fair Management, University of Cologne

Participants to be announced soon

**03:00 p.m.**

### **Coffee Break**

**03:30 –  
05:00 p.m.**

### **Official Closing and Distribution of Certificates**

Prof. Dr. Dr. h.c. Werner Delfmann, Director Institute of Trade Fair Management, University of Cologne

Prof. Dr. Franziska Völkner, Director of the Department for Marketing and Brand Management, University of Cologne

**CONVENER:**

**Prof. Dr. Franziska Völkner, Director of the Department for Marketing and Brand Management, University of Cologne**

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## Participation Fees

Prices (not including accommodation) are as follows:

	UFI members	Non UFI members
<b>Early Bird*</b>	<b>975.00 €</b>	<b>1,150.00 €</b>
<b>Regular fee</b>	<b>1,075.00 €</b>	<b>1,250.00 €</b>

\* Early Bird fee is valid until March 20<sup>th</sup>, 2012

## Location

The 4<sup>th</sup> International Summer University for Trade Fair Management will take place at Koelnmesse, Germany. Rooms including breakfast are available at reduced rates - IBIS Messe for 83.00 € or the Radisson Blu for 120.00 € per night.

**For questions or further information please visit our website [www.tradefair.uni-koeln.de](http://www.tradefair.uni-koeln.de) or contact us:**

Ms Lena Glauner, Koelnmesse GmbH  
Email: [isu@ufi.org](mailto:isu@ufi.org)  
Phone: +49 (0) 221 821 3031  
Fax: +49 (0) 221 821 3719

For direct hotel booking please visit:  
**[www.roomres.net](http://www.roomres.net)**

## Comments on the last ISU Event



"Networking is of particular importance at the ISU. I made many new contacts and found it fascinating to learn how other trade fair managers are coping with the challenges of the exhibition industry."

**Veli-Matti Korpinen, Sales Manager Finnish Fair Corporation, Finland, ISU Participant**

## Register online NOW:

**Join us in Cologne to  
Network Your Knowledge!!!**

**[www.tradefair.uni-koeln.de](http://www.tradefair.uni-koeln.de)**

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