

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

July 4<sup>th</sup> – July 6<sup>th</sup>, 2018 in Cologne

## Engine of Change – Unleash Digital Potential to Drive Innovation and Sales



Organized by/in cooperation with/conceptual partner:



## Program 10<sup>th</sup> ISU 2018

Wednesday, July 04<sup>th</sup> 2018 | Innovation

**Moderator** Michael Schulz, University of Cologne

**09:15 a.m.** **Welcoming and Introduction**

Prof. Dr. Franziska Völckner  
University of Cologne, Cologne  
Kai Hattendorf  
UFI – The Global Association of the Exhibition Industry

**09:45 a.m.** **Lecture: "Exploring Innovation and Consumer Engagement in a Digitized World"**

Professor Dr. Andreas Eisingerich  
Imperial College London, London

**11:00 a.m.** **Lecture: "VR/AR - Where is the value, where is the money?"**

Kathleen Schröter  
Fraunhofer Heinrich Hertz Institute, Berlin

**11:45 a.m.** **Coffee Break**

**12:00 p.m.** **Lecture: "Protect me from what I want: the digital diet."**

Guido Mamczur  
D'art Design Gruppe GmbH, Neuss

**12:30 p.m.** **Lecture: "In-Person Networking - How to create meaningful matchmaking through digital tools"**

Robbie Bouschery  
Jolly Roger UG, Cologne

**01:00 p.m.** **Lunch | Networking**

**02:30 p.m.** **Workshop: "Practical Examples - How "digital" makes "analog" possible in the first place"**

Klaus-Friedrich Meier  
Converve GmbH, Barnstedt

**04:00 p.m.** **Coffee Break**

**04:15 p.m.** **Workshop: „What´s new? – Innovation in the exhibition business"**

Dr. Rowena Arzt  
WZF GmbH, Wiesbaden

**06:15 p.m.** **End of Day 1**

**07:00 p.m.** **Networking Dinner**

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## Program 10<sup>th</sup> ISU 2018

Thursday, July 5<sup>th</sup> 2018 | Sales

**Moderator** Michael Schulz, University of Cologne

**09:15 a.m.** **Welcoming and Introduction**

**09:30 a.m.** **Lecture: "Customer RELATIONSHIP Management - How to effectively manage your clients"**

Holger Friesz  
Ungerboeck Systems International GmbH, Karlsruhe

**10:30 a.m.** **Lecture: "Value-Centered Business Models in Sales – Are they Suitable for the Trade Fair Industry"**

Professor Dr. Manfred Krafft  
University of Muenster, Muenster

**12:00 a.m.** **Coffee Break**

**12:15 p.m.** **Lecture: "Value goes first, business comes after - Why value-exchange is more important than sales."**

Eddie Choi  
Milton Exhibits Group, Hong Kong

**01:00 p.m.** **Lunch | Networking**

**02:30 p.m.** **Workshop: "Practicing design thinking"**

Eddie Choi  
Milton Exhibits Group, Hong Kong

**03:30 p.m.** **Coffee Break**

**04:00 p.m.** **Workshop: "How to employ usage data from your WiFi to boost marketing and sales"**

Till Wollenberg  
VestiFi GmbH, Rostock  
Andreas Hanke  
UCOPIA, Paris (Montrouge)

**06:00 p.m.** **Guided Tour Koelnmesse Venue**

Markus Vogel  
Koelnmesse GmbH, Cologne

**07:00 p.m.** **End of Day 2**

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## Program 10<sup>th</sup> ISU 2018

Friday, July 6<sup>st</sup> 2018 | Tried & Tested - Best Practice Examples

**Moderators** Jun.-Prof. Dr. Martin Paul Fritze & Michael Schulz, University of Cologne

**09:15 a.m.** **Welcoming and Introduction**

**09:30 a.m.** **Lecture: "An innovative approach to push company wide change"**

Fy Gadiot

Pixum – Diginet GmbH & Co. KG, Cologne

**10:15 a.m.** **Lecture: "Enhance your events & sales with social media"**

Sònia Graupera

Fira Barcelona, Barcelona

**11:00 a.m.** **Lecture: "Digital Transformation in the Exhibition Industry 4.0"**

Gunnar Heinrich

adventics GmbH

**11:45 a.m.** **Coffee Break**

**12:00 p.m.** **Interactive Key Learnings Session & Official Closing:  
Distribution of Certificates**

Jun.-Prof. Dr. Martin Paul Fritze

University of Cologne, Cologne

Michael Schulz

University of Cologne, Cologne

**01:00 p.m.** **Lunch | Networking**

**02:30 p.m.** **End of ISU 2018**

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