

DRAFT document – 8 January



5 January 2016 meeting:  
follow-up document

Global Exhibitions Day  
2016



# Project status

## Key elements

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- 18 Associations decided to be actively involved (see appendix 1) and 14 were represented at the meeting organized on 5 January 2016 in Paris either in person or by phone conference (see appendix 2). Together, they form the task force for this project.
- Participants worked on the detailed approach for a “Global Exhibitions Day” using existing material (see appendix 3) and the results of the survey conducted among all UFI Member Associations (see appendix 4). The outcome was the following:
  - Actions will be prepared for a first implementation in 2016 and the concept is likely to further develop in the following years
  - The date for 2016 was set to 8 June (and that day may be changed in future years)
  - The notion/naming of “day” was privileged to the option of “week” but flexibility will be allowed for actions “around” 8 June 2016
  - General principles, timeframe, projected activities and responsibilities / first commitments were agreed
  - Draft “Key messages”, logo and hashtag were discussed
  - Some first opportunities to promote the project were identified.
- The current version of this document is a draft shared for review to all those who joined the meeting before it is sent to all associations part of the 18 “task force” Members.

} See next slides



# General principles

## Agreed

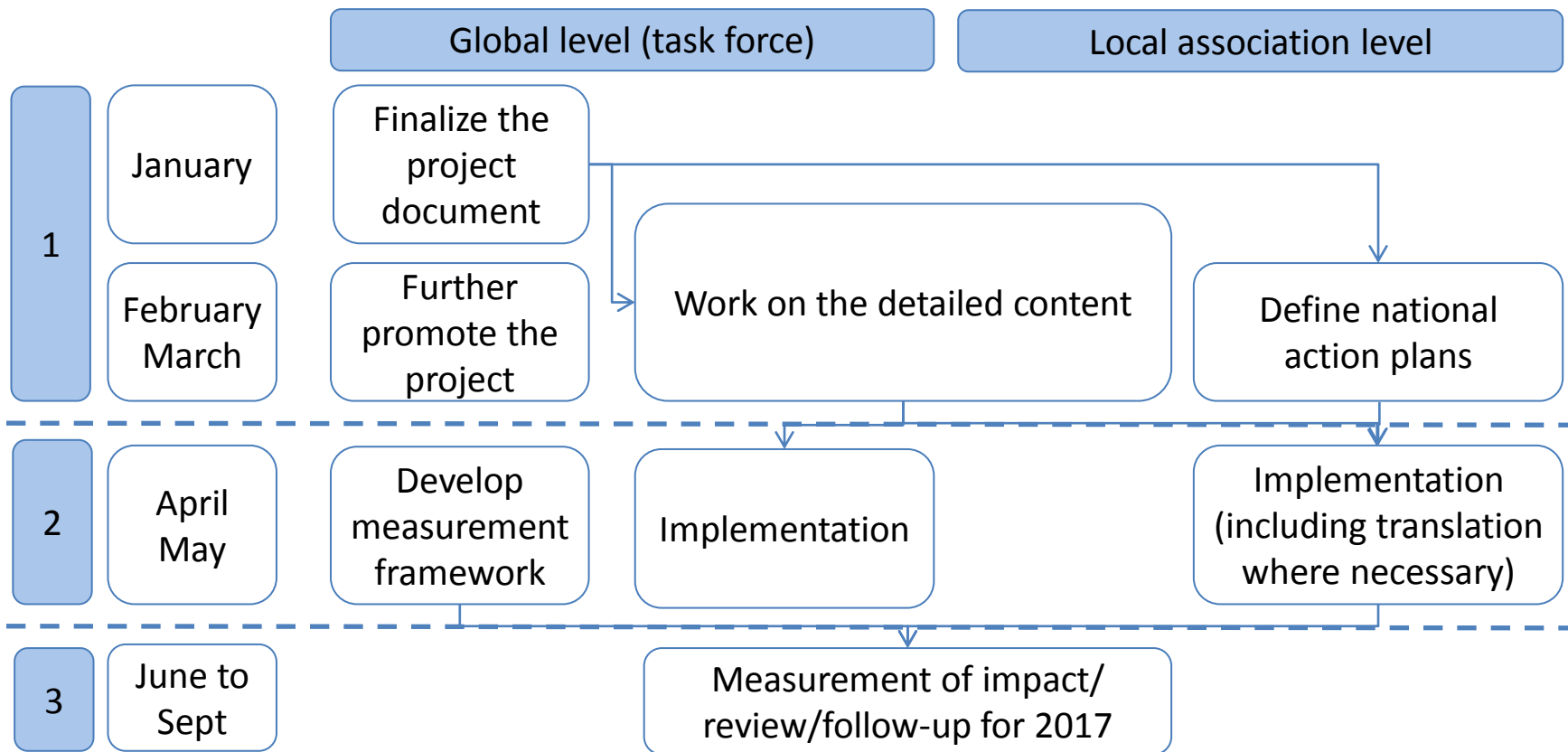
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1. Jointly develop and provide an UFI “Global Exhibitions Day” toolbox in English language (content, action and timeline) to be used by all those taking part (same “look and feel” / identity)
2. Every partner can go further by adding :
  - content (within a priory agreed framework);
  - channels (such as local events);
  - translation if necessary.
3. Results are shared:
  - The group may be able to help answer specific questions raised locally (UFI to centralize)
  - In any case, an evaluation of the campaign is made in each country on the basis of a mutual framework to be developed
  - A review is made before the end of the year to decide if / where the action is pursued / developed in the coming years



# General timeframe (2016)

## 3 phases: preparation / implementation / measurement





# Projected activities

## Agreed

	Global level (task force)	Local association level	
Develop the content	<ul style="list-style-type: none"><li>- Key messages</li><li>- Logo / banner / hashtag</li><li>- Video of testimonials</li><li>- Success stories (SMEs + local economic development)</li><li>- Online resources (with success stories)</li></ul>	=> customization (specific local message to be tied to the overall framework)	} & translation when necessary
Media campaigns	<ul style="list-style-type: none"><li>- Media releases (pre/during/after) + template</li><li>- Social media: sample tweets / blog posts / LinkedIn</li></ul>	<p>=&gt; customization</p> <p>=&gt; for use</p>	
Event(s)	<ul style="list-style-type: none"><li>- Basic package for promotion at venues/events</li></ul>	<p>=&gt; local promotion with Members</p> <ul style="list-style-type: none"><li>- Localised events co-ordinated by member associations (receptions, lobbying visits to national governments and business associations)</li></ul>	
Marketing campaigns		<ul style="list-style-type: none"><li>- Regional/local (voluntary basis)</li></ul>	
Guidelines	<ul style="list-style-type: none"><li>- General "How to use &amp; participate" guide (includes framework to review results)</li></ul>	=> for use	



# Responsibilities

## & first commitments

	Global level (task force)	Local association level
Logo / banner	IAEE gets design support	<i>Please update if necessary</i> Translation in Arabic (LECA), French (UNIMEV), Polish (PCEI), Russian (RUEF)  AEFI-CFI (Newspaper) AUMA (part of existing national campaign) LECA (Newspaper) RUEF (TV, web, magazines)  CENTREX (part of new brochure) PCEI CENTREX, AEFI-CFI PCEI (TBC), RUEF (TBC), UNIMEV
Key messages (+speaking points)	CEFA/CENTREX/PCEI proposed text - UFI will work with PR expert / different target groups to be considered	
Video of testimonials	UFI will work with PR expert to define content Existing events will be used for interviews (see next page) LECA will support the cost	
Success stories	IAEE, LECA, PCEI, RUEF, UNIMEV	
Platform	CollectionUFI will implement (probably using Dropbox)	
Media campaigns	UFI/IAEE will prepare communication plan (media releases, etc.)	
Guidelines	UFI will develop	
Marketing campaigns		
Members		
Events / lobbying	LECA: Beirut option for 2017	

To be review by task force (UFI runs general secretariat)



# Video of testimonials

## Events identified for potential interviews

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January	CEFCO (China)
February	GCS (Germany) UFI Open Seminar in Asia (Thailand)
April	SISO (USA)
March	UFI Open Seminar in the Middle East (Lebanon)
April	UFI Focus meeting (Singapore)
June	AUMA day International Summer University

*Please update if necessary*



# Key messages

## Proposal to start from the text provided by “Central Europe” and further highlight the “human” aspects (connectivity, excitement, etc.)

### **Exhibitions are the most effective instrument of marketing, especially for small and medium enterprises**

Exhibitions are the instrument of marketing of goods and services. Exhibitions create maximum opportunities to reach the offer of a particular sector in one place, in a specific time frame, gathering many people in one place, and generating a high number of leads and contracts. Face-to-face contacts build trust between business partners.

Exhibitions facilitate exchange of knowledge and cooperation, which leads to creating ideas and projects, which can completely change the situation or tendencies in a particular sector.

Exhibitions are profitable in comparison with other media and they allow for gaining an individual contact with a customer for an affordable price while offering the high level of services and high-class visitors at exhibitions.

### **Exhibitions stimulate innovativeness and competitiveness**

Exhibitions stimulate innovativeness and competitiveness by offering a condensed overview of innovation, research, development and trends on the market while simultaneously shortening the time of reaching the market offer. Exhibitions are platforms of discussion on the economic and social development, as well as on research and exchanging new ideas above the national and cultural borders.

Exhibitions generate values in the form of the constantly growing number of small and medium enterprises which work in order to achieve success and benefits on the high-growth markets. The access to the new markets generates more revenue for a business activity and the economic growth.

### **Exhibitions support the development of trade and are an instrument of internationalization**

Organization of high quality trade fairs and exhibitions in close cooperation with individual sectors and the business community supports the development of trade. Exhibitions for professionals from various industry sectors (B2B) and for the general public (B2C) support internationalization of numerous industries, both within the regional market and on the developing markets around the world. Thanks to the participation in selected exhibitions, enterprises gain access to the global offer of a particular sector.

### **Exhibitions support the economic growth and generate significant social and economic benefits**

Exhibitions support the growth of productivity, create new workplaces and boost economic and infrastructure development – at the regional and country level. Exhibitions are a sustainable method of conducting business.





# Official logo and hashtag

## Results (following the discussion held on 5 January)

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Original logo



For social media



With hashtag





# Project promotion

## Opportunities identified at this stage

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India (IEIA)	23 January 31 March/1 April 6 & 7May	“Excellence Awards” organized by Exhibition Showcase (media publication) MICE convention (HITEX, Hyderabad) - IAEE present IEIA Open Seminar (BIEC, Bangalore)
Germany (AUMA)	24 May	Annual meeting
Singapore (UFI)	April	UFI Focus meeting
South Africa (EXSA)	23 February	
Thailand (UFI)	25 February	UFI Associations’ Committee & UFI Asia/Pacific Chapter meetings
UK (AEO)	March	CONFEX



# Appendix 1

## 18 Associations committed to actively participate

(+ 2 represented + 4 asking to be informed & may join later) – **14 represented at 5 Jan. meeting**

Americas	Europe	Middle East & Africa	Asia & Pacific
<p>USA (<b>IAEE + SISO</b>-see note 1- + EDPA)</p>	<p>EU (EEIA) Central Europe (CEFA+<b>CENTREX</b>)  France (<b>UNIMEV</b>) Germany (<b>AUMA</b> + FAMAB + <b>IDFA</b>-see note 2) Italy (<b>AEFI+CFI</b>) Poland (<b>PCEI</b>) Russia (<b>RUEF</b>) Spain (AFE) UK (<b>AEO</b>)</p>	<p>Lebanon (<b>LECA</b>) South Africa (<b>EXSA</b>)</p>	<p>Indonesia (IECA) India (<b>IEIA</b>)</p>

Note 1: SISO participates in both the Exhibitions Day and Exhibitions Mean Business programs with IAEE and is making a financial contribution to the Exhibitions Mean Business fundraising campaign directly.

Note 2: AUMA will represent IDFA who may join later



## Appendix 2

### Participants to the 5 January 2016 meeting

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Present in Paris (see picture on next slide)	UFI	Mr. Kai Hattendorf	Managing Director
		Ms. Angela Herberholz	Marketing and Coms. Manager
		Mr. Christian Druart	Secretary of the Associations' Committee
	IAEE	Mr. David DuBois	President and CEO
	LECA	Mr. Elie Rizk	President
	PCEI	Mrs. Marzenna Lukaszewicz	Executive Director
Joined by phone	RUEF	Mr. Sergej Alexeev	President
	UNIMEV	Mrs. Raphaële Neveux	Director
		Mrs. Anne Gaelle Monot	Communication Manager
	AEFI	Mrs. Loredana Sarti	Secretary General
	AEO (**)	Mr. Chris Skeith	Chief Executive Officer
	AUMA	Dr. Peter Neven	Managing Director
	CENTREX	Mr. Károly Nagy	Advisor
	CFI	Mrs. Enrica Baccini	R&D Fondazione Fiera Milano
	EXSA	Ms Sue Gannon	General Manager
	IEIA (*)	Mr. Ravinder Sethi	Vice President
	Mr. Rajiv Malhotra	Hon. Secretary	

(\*) morning slot only

(\*\*) afternoon slot only

## Appendix 2

### Participants to the 5 January 2016 meeting





# Appendix 3

## Key messages: detailed material & content available

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**UFI**      [Promoting Exhibitions](#)

**UFI**      [The Power of Exhibitions](#)

FaceTime [Experience the Power of Face-to-Face Marketing](#)

AUMA      [Your success is only fair](#)

SISO      [The value of Face to Face marketing](#)

**IAEE**      [Exhibitions Mean Business Videos on the Exhibitions Channel](#)

**CEFA/CENTREX/PCEI** Exhibitions are the most effective instrument of marketing, especially for SMEs  
(detail on next slide)      Exhibitions stimulate innovativeness and competitiveness  
Exhibitions support the development of trade and are an instrument of internationalization  
Exhibitions support the economic growth and generate significant social and economic benefits

**EEIA**      Exhibitions facilitate trade at all levels  
(flyer available) Exhibitions are the most effective marketing tool for products and services, especially for SMEs.  
Exhibitions generate social economic effects  
Exhibitions boost innovation and competitiveness  
=> Exhibitions support growth and employment  
*new elements to be added from Bocconi's presentation at the last UFI Researchers' meeting (IPR, visitors).*

**FAMAB:** can provide high quality content (picture, movie) of the best stands & best practices of sustainable stand building.

**UNIMEV:** recent study on the business generated for participants



# Appendix 4 (Nov. 2015 survey results)

Concerning the date: Wednesday 8 June 2016

		Globally	Americas	Europe	Middle East & Africa	Asia & Pacific
Fine with	8 June 2016	UFI	USA (IAEE)	Germany (AUMA) Italy (AEFI) UK (AEO)		India (IEIA) Indonesia (IECA)
	that week	UFI	USA (EDPA)	EU (EEIA) – see note Central Europe (CENTREX) France (UNIMEV) Germany (AUMA+FAMAB) Italy (AEFI) Spain (AFE)	Lebanon (LECA)	Thailand (TCEB)

Note: For the European Parliament, week 23 is a Strasbourg week. Therefore, we would have to run several separate activities in Strasbourg and Brussels to address not only the MEPs but also the other institutions and stakeholders. Makes it a bit complicated and not very efficient. Week 22, 24, 25 and 26 would be better.



# Appendix 4 (Nov. 2015 survey results)

## Potential activities / prioritisation

	Globally	Americas	Europe	Middle East & Africa	Asia & Pacific
United global communication campaign	UFI	USA (IAEE+ EDPA)	EU (EEIA) Central Europe (CENTREX) Germany (AUMA) Italy (AEFI) Spain (AFE) UK (AEO)	Lebanon (LECA) SA (EXSA)	India (IEIA)
Social media campaign: co-ordinated hashtags (e.g. #Exhibitionswork #globalExhibitionsday)	UFI	USA (IAEE)	Germany (AUMA+FAMAB) Italy (AEFI) Spain (AFE)	Lebanon (LECA) SA (EXSA)	India (IEIA) Indonesia (IECA) Thailand (TCEB)
Localised events co-ordinated by member associations (receptions, lobbying visits to national governments and business associations)		USA (IAEE)	EU (EEIA) Central Europe (CENTREX) Italy (AEFI)	SA (EXSA)	Indonesia (IECA)
Promotions at member venues and member events		USA (EDPA)	EU (EEIA) Central Europe (CENTREX) Italy (AEFI) Spain (AFE)	Lebanon (LECA) SA (EXSA)	India (IEIA) Indonesia (IECA) Thailand (TCEB)
Other ideas	-		- Media relation addressed to have articles on Newspaper on that day (CFI) - Train across the country (RUEF)		

France (UNIMEV): will be later provided





# Appendix 4 (Nov. 2015 survey results)

## Key messages / 3 most important ones

	Globally	Americas	Europe	Middle East & Africa	Asia & Pacific
Effectiveness of Exhibitions (an efficient tool for the development of business, particularly for SMEs)	UFI	USA (EDPA)	EU (EEIA) Central Europe (CENTREX) France (UNIMEV) Germany (AUMA) Italy (AEFI) Spain (AFE) UK (AEO)	Lebanon (LECA) SA (EXSA)	India (IEIA) Indonesia (IECA) Thailand (TCEB)
Impact of Exhibitions (on innovation, on trade, on jobs)	UFI	USA (EDPA)	EU (EEIA) Central Europe (CENTREX) France (UNIMEV) Germany (AUMA) Italy (AEFI) Spain (AFE) UK (AEO)	Lebanon (LECA) SA (EXSA)	India (IEIA) Indonesia (IECA)
Excitement of Exhibitions (for industrial / cultural exchanges, internationality)	UFI	USA (EDPA)	EU (EEIA) Central Europe (CENTREX) France (UNIMEV) Germany (FAMAB) Italy (AEFI) Spain (AFE)	SA (EXSA)	
Sustainability of Exhibitions	UFI		EU (EEIA) France (UNIMEV) Germany (FAMAB) Italy (AEFI)	Lebanon (LECA)	India (IEIA) Indonesia (IECA)
Other ideas		Economic spin-off for the territories (Italy/CFI)			



# Appendix 4 (Nov. 2015 survey results)

## Resources for this project in 2016

		Globally	Americas	Europe	Middle East & Africa	Asia & Pacific
Content / promotion material	Provide existing material	UFI	USA (IAEE)	EU (EEIA) Central Europe (CENTREX) Germany (AUMA+FAMAB) Italy (AEFI+CFI) Spain (AFE)		India (IEIA) Indonesia (IECA)
	Create new material, including translation	UFI	USA (IAEE)	EU (EEIA) Central Europe (CENTREX) Italy (AEFI+CFI)		
Make available staff/resources to support the project		UFI	USA (IAEE+EDPA)	Central Europe (CENTREX) Italy (AEFI+CFI "may be")		

France (UNIMEV): will be internally discussed on 15 January

Lebanon (LECA): "to be discussed during the meeting"