

CEFA YOUNG PROFESSIONALS SEMINAR 2012 - Ljubljana

April 18 – 20, 2012

At the Venue of GR-Ljubljana Exhibition and Convention Centre
Dunajska cesta 18, 1000 Ljubljana, Slovenia

B2C Tomorrow: General – Special – or No Interest Exhibitions? **Are fringe events stabilizers for consumer shows?**

Schedule

Wednesday **April 18th**

Individual Arrivals at **CITY HOTEL**, Dalmatinova 15, 1000 Ljubljana
t: +386 1 239 00 00, f: +386 1 239 00 01, info@cityhotel.si,
Baggage drop,

12:30

Get Together / Light Lunch

13:00

Welcome by CEO **Iztok Bricl**, General Manager of the hosting company
GR-Ljubljana Exhibition and Convention Centre /Gospodarsko razstavišče

13:15

Ljubljana Exhibition and Convention Centre proudly presents:
A Virtual Walk through the GR Portfolio

14:00

Intro: YPS - that's the name of the game! How to play it...
Getting to know one another

Moderated by **Franz Reisbeck**, CEFA Secretary General

15:30

Let's have a **coffee / tea!**

16:00

Are Business-to-Consumer Exhibitions still up to date?
In demand: Proper concepts to modernize Live Communication
with a challenging public

By **Harald Kötter**, Director Division Public Relations / Market
Transparency of AUMA - The association of the German trade fair
industry

17:30

End of the first seminar block / Walking together to the City Hotel

Wednesday
April 18th

18:30 **Hotel Lobby** **Discover Ljubljana** with a tour guide, take the cable car up to the Ljubljana castle (<http://www.ljubljanskigrad.si/home/>) plus viewing castle tower,

20:00 Enjoy a nice **dinner** at the castle

Thursday
April 19th

09:00 **The Competitive Environment: Changing perspectives – the power of demand!**
How emotional experiences can enhance commercial demand

By *Karla Juegel*, Consultant and Coach for Exhibition & Event Management

09:45 **Workshop sessions** **Moderators**

- | | |
|---|------|
| A. Creating emotional experiences by side-events | N.N. |
| B. Stimulate emotional drive by arranging floor plans, design & visitor guidance | N.N. |
| C. How can social media linked up with emotional experience to be explored at the exhibition? | N.N. |
| D. How Knowledge-Management can be used to create emotion and trust | N.N. |

10:45 **Refreshments & Networking**

11:15 **Reports of Results – Presentations and Discussions**

12:45 **Lunch**

13:45 **Tour of the venue** of Gospodarsko razstavišče: Fighting the “Soup-coma”

14:15 **How to enlarge and reposition your consumer show by implementing events and conferences:** Lessons learned from the Sport & Boat Show Zagreb
Case Study 1 by *Berislav Čižmek*, CEO of CBBS Zagreb

- 15:00** **Panel Discussion:** Awaken emotion in consumer exhibitions!
- 15:30** **Recreation** / smoker's break
- 16:00** **ON! FESTIVAL:** Dance-Graffiti-Live Music-Open Stage-DJ Party-
Aniventure-Technology-Street Culture
- Case Study 2 from Bulgaria by *Ivaylo Ivanov*, IEC Sofia
- 16:30** **Promotion by social media** – We exchange positive experiences
- 17:15** Second **seminar block** is **finished**
- 18:15** **Walk** to the Ljubljanica river bank
Hotel Lobby
- 18:30** **Easy does it on the river – Boat ride**
- 20:00** **Dinner** is waiting for you!

Friday
April 20th

- 09:00** **“C-B-R” turns into “f.re.e” –**
A re-launch turns into a success story
Case Study 3 - Tourism & Leisure Shows – by Barbara **Müller**,
Project Director of free - Exhibition and Event, Messe München
- 09:45** **Workshop sessions on “Side Events”** **Moderators**
- A. Winds of Change: Which signals N.N.
suggest a renewed show concept?
- B. Action! Proposals for outdoor B2C N.N.
exhibitions (mind the costs!)
- C. On top! Value added for exhibitors and/ N.N.
or visitors by fringe events
- 10:45** **Time for a chat** – for fruits, or a cigarette
- 11:00** **Plenum:** We represent the findings
- 12:00** **Closing Ceremony** - Hand out of the certificates
- 12:30** **Last lunch & Farewell**

Individual departure

Host of the Young Professionals Seminar 2012:



Iztok Brič

Master of Science in Economics (ISCED 6), joined the congress industry in 2010, when he was appointed director of GR – Ljubljana Exhibition and Convention Centre. Before that, he had excelled in his work on top managerial positions by showing excellent management and organizational skills in companies active in food processing industry in Slovenia. His main work tasks and competences included organizing and managing company's business operations, making strategic business decisions, as well as increasing the long-term value of the company. He had been developing the strategy of companies under his management and was responsible for executing the strategy.

Upon being appointed director of the largest exhibition and convention centre in Slovenia, he successfully initiated the optimization of financial results and human resources reorganization of the company, which employs 28 people. He has been actively involved in the urban design of the convention centre's surroundings and also acquired new exhibition premises. He upgraded the calendar of fairs organized by GR – Ljubljana Exhibition and Convention Centre with three new fairs in the field of small business, technological innovations and culture, as well as strengthened and updated the congress section. In 2012, GR – Ljubljana Exhibition and Convention Centre has confirmed its re-entry to CEFA, for which Mr Brič is mostly credited.

Iztok Brič speaks English, German, Croatian and Serbian. He lives and works in Ljubljana.

Moderators:



Franz Reisbeck (63)

Studied Economics at Ludwig-Maximilian-University Munich (1970-1974)
Practiced 1971 as a student trainee in the UK, graduated M.A. in 1974, started then self-dependant business as a freelance trainer for HOECHST AG Frankfurt/Main
1980-1984 Instructor at the Chamber of Trade and Crafts in Munich (President's Office)
1982 Member of a Group Study Exchange to Japan (Rotary Foundation)
1984-1988 Head of Division at Directory of the City Administration Munich (Mayor's Office)
1988-1994 Press Officer Gesellschaft für Handwerksmessen GHM, Munich
1995-2001 / 2004-2008 CEO Gesellschaft für Handwerksmessen, MMI Group
2002-2004 / 2008 - up to now CEFA Secretary General

Member of three associations of journalists - holds a "Train the Trainer" diploma of the Munich Chamber of Industry and Trade



Dr. Eva Seißer

Born in 1946

Vocational Training in Publishing

Studied Sinology, Ethnology and Economic Geography in Hamburg and Singapore

Graduated with Ph.D. in Hamburg in 1977

1981 - 1984 Manager for foreign trade fairs in Düsseldorf

1984 - 1990 PR Manager of several Düsseldorf trade fairs

1990 - 2011 Corporate PR Manager at Messe München, among others
Head of Corporate PR Division

October 2011 Retired from Messe München

Currently PR Manager CEFA

Coaches



Berislav Čizmek

Born in 1959, is the Founder and CEO of CBBS – Management Consulting & Business Building Company Ltd. Consultant for strategic partnerships, M & A and new business developments, EU lobbyist, entrepreneurship coach, teacher and lecturer on MICE industry topics.

1989 – 2007 Employee of the Zagreb Fair and the member of top management: Holding several positions as a Board member, was responsible for marketing, international relations and organization of events, fairs and conferences (more than 500 international trade fairs, congresses, conferences and other events in Zagreb and abroad). He acted also as deputy director of the project team for the Croatian Pavilion at the World Exposition, EXPO 98' in Lisbon.

2001 - 2006 Chairman of the Marketing Committee in UFI - The Global Association of the Exhibition Industry. Today active as EU lobbyist, promoting trade fair industry in Brussels and improving co-operation between the trade fair industry and European SMEs (small and medium size companies). He took part in many national and international conferences, workshops and meetings, road shows and media events, often as a lecturer and moderator; he is writing articles for business magazines on entrepreneurship, SMEs and EU topics.



Ivaylo Ivanov (33)

Economist by education - Master in Business Administration, University of Köln, Germany. Executive Director in Bulgarreklama Agency and Member of the Board of Directors of Inter Expo Center-Sofia at present (since 2011).

Activities: A decision maker; key clients; development and implementation of strategic plans for the company; Management of the events organising activities of Bulgarreklama Agency. Managing and coordinating new partnerships and projects of the company; Representing the company in the exhibition associations where it is a member; Maintaining relations with institutions and associations, etc.

Extended experience:

- 2000-2005 Has worked on various projects in Köln Messe; Danzas Messen Ltd.; Yorkshire Exhibition Services Ltd, Birmingham, UK; Messe Frankfurt
- 2005-2008 Project Manager, ITE Group Plc, London, UK
Has worked for the 18th World Petroleum Congress – 2005 in RSA and the 19th in 2008 in Spain; has been involved in the organisation of the Moscow International Motor Show in 2006 and other events with world and regional impact.
- 2009-2011 Deputy Managing Director of Bulgarreklama Agency



Karla Juegel

Born 1954 in Aachen

She collected over 30 years of experience in the international Trade Fair Business. Her expertise and interdisciplinary knowledge is based on practice in various fields: As Marketing-Consultant, Exhibitor, Trainer and Service-Partner of the industry.

As service-partner she set up strategies to implement trade fairs & exhibitions in the marketing of exhibitors long before it had been common practise. As senior project-manager at Mercedes Benz and head of the International Fair & Exhibition Department at the German Aerospace AG she was responsible for the international fair & exhibition participations of the Automobile- and the Space- and Aviation-Industry for more than a decade.

1996 she started her own business: **Messe- und Veranstaltungs-Management** in Munich, specialised in concepts, project management and training. Besides this, Karla Juegel has become an advisor to the German Ministry of Education on behalf of educational programmes for young professionals in the German Exhibition Industry and is member of the UFI Education Committee.



Harald Kötter

Born 1954

1974 – 1979 Study of Economics at the University of Münster
Since 1980 working for AUMA – association of the German trade fair industry
1989 – 2005 Head of the Public Relations Department
2006 up to now Director of the Public Relations and Market Transparency Division

1996 – 2005 Deputy Managing Director of FKM
2006 up to now Managing Director of FKM
FKM http://www.auma.de/pages/e/08_AboutUs/0801_Tasks/080100_Tasks.aspx



Barbara Müller

Born in Munich in 1971, studied Economics with a focus on Tourism Management at the University of Applied Sciences Munich. After that, she completed the post graduate studies in European Tourism Management at Bournemouth University in the UK and the Université de Savoie in Chambéry / France.

She gained her first work experience in the incoming sector with Autobus Oberbayern, a Bavarian bus services company. From 1998 – 2009, she worked for Bayern International, the Bavarian Corporation for Promoting International Economic Relations. For nine years, she headed the Department of Economic Delegations there (organising and accompanying delegation trips of the Bavarian Ministry of Economic Affairs, Infrastructure, Transport and Technology abroad, foreign economic delegations in Bavaria as well as organising international economic forums in Germany and abroad).

In 2009, she changed to Messe München International as Exhibition Director of f.re.e – The Fair for Leisure & Travel (www.free-muenchen.de).