

出展世界

OVERSEAS EXHIBITIONS

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关注新兴市场 业务适度多元

——第29届中外会展品牌俱乐部沙龙在京成功举行

Focus on emerging markets and diversify
business moderately

——The 29th Overseas Exhibitions Seminar
was successfully held in Beijing

直面未来：2019年UFI亚太区大会在东京开幕

2019 UFI Asia-Pacific Conference in Tokyo: facing the future

舞如夏花：维也纳霍夫堡会议中心

Hofburg Vienna—Variety Wins The Day



UFI 偕 Explori 推出最新《全球展会观众报告》
UFI, Explori present largest ever Global Visitor Insights study



IAEE 扩展注册会展经理项目

3月初,国际展览与项目协会(IAEE)扩大了其注册会展经理项目(CEM)培训计划,以满足展览和活动专业人士在该行业的能力发展需求。基于多年的成功运营经验,最近推出的IAEE认证之旅由五个级别组成:上岗能力评估,CEM认证,CEM高级专业素养,CEM进阶和CEM荣誉。“IAEE认证之旅为CEM培训者提供了一条独特的途径,可以在他们的职业道路上建立更多的核心领导技能。”2019年IAEE主席、英富曼展览集团高级副总裁Tom Cindric Jr说。

其中,CEM高级专业素养认证计划适用于具有至少10年行业经验的会展经理人。申请人必须完成一个为期两天的必修课程,作为该认证要求的一部分。

IAEE expands CEM program

The International Association of Exhibitions and Events (IAEE) has expanded its CEM Learning Programme to meet the needs of exhibitions and events professionals as they develop their career in the industry. Building on years of experience, the recently debuted IAEE Certification Journey is comprised of five levels: Workforce Ready Assessment, CEM Certified, CEM-Advanced Professional, CEM Fellow and CEM Emeritus. "The IAEE Certification Journey provides a distinctive path for those in the CEM community to build additional core leadership skills in their career path", said 2019 IAEE Chairperson Tom Cindric, Jr., Senior Vice President for Informa, Global Exhibitions.

汉诺威工业博览会引入 Waytation 蓝牙追踪技术

将于4月1-5日举办的汉诺威工业博览会的参展商将可以通过分析数字流量资料,了解哪些是最受欢迎的展示内容,以及哪些会议论坛最受欢迎。据悉,汉诺威展览公司是基于维也纳创业公司Waytation开发的技术为展览会提供这种全新的数字服务。数据通过蓝牙标签获取,与胸牌一起发给观众,匿名读取观众的人流量。此外,该项活动的参与是自愿的。

Hannover Messe introducing Waytation

Exhibitors at Hannover Messe (April 1 to 5) can now find out which are the biggest attractions at their stand, which talks are most popular and which countries their visitors come from by analysing digital flow profiles. Deutsche Messe is offering this new digital service based on technology developed by the Viennese startup Waytation. Data are acquired by a bluetooth tag that visitors receive together with their badge, which anonymously reads visitor flows. Participation is voluntary. hannovermesse.de/VisitorAnalysisService

国际会展物流协会推出会展女性“充电”计划

3月12日,国际会展物流协会(IELA)自豪地宣布推出IELA“充电”项目,以庆祝、支持和鼓励女性在展览和活动物流领域的领导地位。

IELA非常认真地对待“实现性别平等”这一课题,并希望在支持年轻女性发展其在行业中取得成功的力量方面发挥关键作用。实际上,确实有这方面的需求,通过个人辅导,推动女性的职业发展,以及跨代交流经验和技术分享。

IELA Power Up计划有3个支柱:启迪、点亮、辅导。其中,第三个支柱具体是IELA辅导计划。该计划已于3月8日推出并发布,号召对指导或被指导感兴趣的妇女积极参与。女性被指导者应具有5年的展览物流经验,而女性导师需要有至少15年的展览物流经验。感兴趣者可以联系 elizabeth@iela.org 进行申请。

IELA launched the “Power Up” Campaign

On March 12th IELA is proud to announce the launch of the IELA “Power Up” Campaign, to celebrate, support and encourage Women’s Leadership in the Exhibition & Event Logistics Industry. IELA has identified the importance of achieving equality for female counterparts and the necessity for empowering women and girls.

The IELA Power Up programme has 3 pillars for action: INSPIRE, IGNITE and MENTOR. Female Mentee applicants should have a minimum working experience of 5 years and Female Mentors a minimum of 15 years in experience. The deadline for submission of applications is May 31st 2019.