

## IFES CONVENTION “Designed for Return”

Brussels, 21 – 23 June 2007

### PRELIMINARY PROGRAMME

#### Thursday 21 June

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10.00 – 12.30	<b>IFES AGM</b> <i>Meeting open to IFES Members only</i>
12.30 – 14.00	<b>Lunch – Meeting with the Members of Expobel and Febelux &amp; opening of supplier showcase</b>
14.00 – 14.10	<b>Welcome by IFES President</b> <i>José Maria Pérez de Olacochea, IFES President</i>
14.10 – 14.20	<b>Welcome by President of Expobel</b> <i>Thierry Donck, President of Expobel</i>
14.20 – 14.45	<b>The Exhibition sector in Belgium</b> <i>Frederic François, CEO, Advanced Fair</i> <i>Eric Everard, CEO, Artexis</i>  Frederic François and Eric Everard will show facts and figures on the exhibition sector in Belgium, including a mention of the major players and tradeshows taking place in the country.
14.45 – 15.30	<b>“Designed for Return” – The renovation of Brussel’s world famous Atomium</b> <i>Christine Conix, Architect, Conix Architecten</i>  Christine Conix led the renovation work of the Atomium, one of the most well-known monuments of Belgium, which ended in 2006. thanks to original design solutions she introduced without changing the very special character to the building, the number of visitors drastically increased, allowing the not-for-profit association managing the building to reimburse its loans at a much faster pace than expected. She may present her work to attendees and show how the interior re-design of the building had an immediate impact on income.
15.30 – 16.00	<b>Break / Supplier Showcase</b>

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**Thursday 21 June (continued)**

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**“Leads to sales”**

*Richard Erschik, President, Leads to Sales Inc.*

**16.00 – 17.00**

Richard Erschik will introduce participants to a number of very concrete issues to be addressed from a marketing viewpoint when “designing for return” : how the exhibit works to attracts the right visitors, how to promote exhibitors value proposition, how to qualify leads, how to measure the value of each visitor to your stand, how to engage in discussion at the stand, how to disengage from discussion, how to follow up leads after the show, how to measure results from each event, how to measure the value of any show before exhibitors attend.

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**Eye-catching design: a Hands-on demonstration**

*Mag. Christoph Pflieger, Managing Director, ViewpointSystem  
Univ.Prof.Dipl.Ing.Dr.Ernst Pflieger*

**17.00 – 17.30**

Christoph and Ernst Pflieger present new scientific methods developed to analyse the way visitors find their way in tradeshow show and how eye-catching design can allow exhibitors to ensure that flows of selected target groups will be directed in the most desirable way, with the ultimate aim of increasing ROI.

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**17.30 – 18.00**

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**18.00 – 19.00**

**Break and supplier showcase**

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**19.00 – 23.00**

**Social Event: Belgian Surrealism at Rosa Art Lounge**

Enjoy “Nouvelle Cuisine” food in a very stylish surrounding. But there’s more to it than just a dinner out: surprise guests and unexpected situations will make you understand why we speak of Belgian Surrealism !

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**Friday 22 June**

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**9.00 – 9.30**

**Presentation of New IFES Members**

- **INSTA Group (India)**
- **Expoconsta (Russia)**
- **Entre Marketing Ltd (Finland)**

New IFES Members will present themselves to participants and speak about the exhibition sector in their respective countries.

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**9.30 – 10.00**

**The Rising Importance of Exhibitions in China as a Marketing Strategy**  
*Jerry Kern, Global Vice President of Sales, Exhibit Works Ltd*

The exhibition industry in China has grown 20% annually for the last 5 years. Given the regional nature of China's markets, face-to-face marketing strategies like exhibitions are going to continue to rise in importance for foreign companies wanting to do business in China. Exhibitions allow companies to customize their message to specific regional preferences and facilitate relationship building, an essential component in the Chinese business culture. Exhibit Works will help the audience understand why, and how, they should market in China.

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**10.00 – 10.45**

**“Why companies stop themselves from getting a good return on their exhibition investment”**  
*Malcolm Briggs, Director, Mayridge Performance Development*

Malcolm Briggs has worked with multi-national companies across many sectors to help them develop their sales and marketing activities for improved performance. During an interactive session, he will show that some companies do actually stop themselves from getting a good return on their exhibition investment and teach the audience how to overcome that barrier with their customers.

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**10.45 – 11.15**

**Break & Supplier showcase**

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**11.15 – 12.30**

**Using software to measure ROI – The French Example**  
*Olivier Guillon, Chargé d'Etudes, Occurrence*

In collaboration with the French national association of exhibition and event services (FFMEE), Occurrence developed a software to measure ROI in tradeshows. Olivier Guillon will present that software and explain the results it could deliver internationally.

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**Friday 22 June (continued)**

12.30 – 13.30	Lunch and supplier showcase
13.30 – 14.30	<b>Breakout Session 1 “Getting better ROI with design”</b> <i>Moderator : Johan De Deygere, Director, Brussels Fairs and Exhibitions (invited)</i>
	<b>Breakout Session 2 “Making the best of international networks to grow your business”</b> <i>Moderator: José Maria Perez de Olacochea, IFES President</i>
	<b>Breakout session 3 “Communicating on ROI with customers”</b> <i>Moderator: Malcolm Briggs, Director, Mayridge Performance Development</i>
14.30 – 15.00	Moderators report on breakout sessions
15.00 – 15.30	Roger Taurand Award
15.30 – 16.00	Closure of the Convention by IFES President
16.00 – 17.00	Cocktail and Supplier Showcase
19.30	<b>Belgium at its Best: Beer Tasting and Jazz Dinner at “Le Roy d’Espagne”, right on the world-famous Grand’Place</b> A very special evening for very special guests. We will take you to one of Brussels’ culinary institutions right on the Grand’Place, where you will be introduced to the secrets of the world’s best beers. After that, you will enjoy a typical Belgian brasserie dinner with a live jazz band. Festive atmosphere guaranteed!

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### **Saturday 23 June – Discover Bruges - A World Heritage City**

On Saturday 23 June, you are invited to join us for a full day social event in one of the most charming cities of Belgium, Bruges. Located 80 km from Brussels towards the North Sea, Bruges is a World Heritage City thanks to its rich history, its carefully cherished architectural and artistic treasures and its lovely atmosphere.

The programme will be as follows:

- Departure by bus from Brussels at 9.00
- At 10.00: arrival in Bruges and guided tour of the old town with an English-speaking guide
- At 12.30: Typically Belgian lunch in an ancient Brewery
- From 13.30 to 15.30: Free time in Bruges. Enjoy the city's architecture, discover its many shopping areas or just relax and have a good time in a Belgian café.
- 15.30: Return to Brussels (arrival around 16.45)

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