

April 2013

## **Ninth CEFA Professionals Seminar in Brno**

“Cross Marketing – How to Connect the Offline and Online World in Trade Fair Business”, that was the topic of the 9<sup>th</sup> CEFA Professionals Seminar from April 24 to 26, 2013, in Brno/Czech Republic. 26 participants from marketing, PR, Social Media and sales from eleven CEFA trade fair organizers attended the seminar. In addition Jirí Kuliš, CEO of BVV Brno Trade Fairs, and his colleagues informed on the venue and the activities of BVV.

The following lecturers presented aspects and case studies of cross marketing to the participants:

- Leoš Bárta, Marketing Coach and Consultant, Prague/Czech Rep.: “Cross Marketing in the World of BVV Trade Fairs”
- Jirí Kuliš and Jan Kubena, BVV Brno Trade Fairs/Czech Rep.: „Dance Life Expo – A Cross Marketing Case Study“
- Lukas Trybus, Social Media Manager, Reed Messe Wien, Vienna/Austria: “Selling Trade Shows – Using Cross Marketing and Social Media. B2C Case Study: Modellbau Messe Wien – lessons learned”
- Martin Wiedmann, M.Sc., Chair of Marketing Management, HHL Leipzig Graduate School of Management, Leipzig/Germany: “B2C Trends: Perspectives, Opportunities and Positioning of Consumer Trade Shows”
- Günther Dilly; Chief Executive Director of A. Sutter Fair Business Ltd., Essen/Germany: “Assist your Exhibitors to optimize their Cross Marketing Tools”
- Stephanie Finger, Gesellschaft für Handwerksmessen GHM , Munich/Germany: „Trendy“ – Marketing Award for German Opticians“ (a B2B case study)

The lectures of Lukas Trybus, Günther Dilly und Stephanie Finger were followed by workshops to deepen the topics and find answers to the questions raised in the lectures.

The inspiring atmosphere of the seminar has shown once again, that the young trade fair employees are developing the topics with much vigor and many ideas and will integrate them into their trade fair work. Moreover they regard the seminar as a useful opportunity for networking.

CEFA/ES

### **Contacts for Media**

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### **About CEFA – Central European Fair Alliance**

CEFA – Central European Fair Alliance was founded in January 1995. To make central and south east Europe a stronger venue for trade fairs and exhibitions of international significance, and one which extends beyond mere physical borders trade fair companies have joined forces in CEFA. Trade fair organisers in Belgrade, Bolzano/Bozen, Brno, Bucharest, Budapest, Budva, Celje, Graz, Klagenfurt, Ljubljana, Munich (Messe München, Gesellschaft für Handwerksmessen), Novi Sad, Plovdiv, Pordenone, Sarajevo, Skopje, Sofia, Tirana and Vienna as well as associated members and cooperation partners from Bucharest, Celje and Zagreb have decided to meet the process of European integration by working together more closely in the areas of marketing and public relations, exchanging know-how and participating in joint training activities. The objective of CEFA is to tackle new problems in an age of increased globalisation with future-oriented solutions.

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