

Press Release

CEFA Experts Meeting 2014 on Web-shops, online Booking Systems & Data Management in the Exhibition Industry

The seventh CEM (CEFA Experts Meeting) took place on November 20-21, 2014 in the Slovenian capital Ljubljana and was hosted by the CEFA member Gospodarsko razstavišče. 25 participants dealt with the hotspot theme how experts from the exhibition industry should handle effectively web-shops, online booking systems and data management.

The seminar started with a workshop examining the active websites of CEFA members and their online tools in offer for exhibitors, visitors and multipliers like the media. A group discussion then followed the viable path from “Where we are” to “Where we want to be”. Then a brief presentation of the newly developed Web-shop of Messe Muenchen has been shown (<http://ausstellershop.messe-muenchen.de/>). Martin Kaspar - Head of the IT Department of BVV Trade Fairs Brno - showed by two different examples where “clouding” can be an advantage or a disadvantage (www.bvv.cz).

After finishing the afternoon session of the CEM a guided tour by feet proved why Ljubljana is one of the major touristic highlights in Europe, followed by a glamorous dinner in the restaurant at the Ljubljana castle. The inspiring atmosphere offered lots of opportunities for socializing and networking among colleagues fighting with similar challenges.

The CEM morning session next day begun with a case study referring the IT tools “eFIS” used by the host GR. “eFIS” stands for “Intelligent Solutions for Trade Fair / Expo Organizers” and were developed by PRONET, an IT specialist company based in Kranj (www.pronet-kr.si). Primož Smolkovič and Slavko Frelj presented a few applications and Jani Mahne & Darja Heimbring of GR commented them from the user’s point of view. The second case study on web services was performed by the booth constructing company Meplan GmbH Munich (www.meplan.de). Ute-Desirée Hagedorn, CEO and Patrick Tabelander demonstrated as a best practice example their recently updated “Booth Configurator”. A final summary and the handout of certificates to all the participants concluded a seminar. Afterwards the event was evaluated by the attendees and rated by 4.5 points on a range between 1=poor to 5=excellent.

CEFA – Central European Fair Alliance

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