

PRESS RELEASE of 18 December, 2015

Students with passion about exhibitions

Yesterday students of Poznań University of Economics once more entered the exhibition world. Instead of a traditional exam at university desks, their task was to present their term papers in front of a jury composed of exhibition sector specialists. This unusual form of examination is the result of cooperation between Polish Chamber of Exhibition Industry and Poznań International Fair with the Poznań academia.

The presentations were prepared within the framework of the lecture International Trade Fairs and Exhibition conducted by Prof. Henryk Mruk, PhD, who is a renowned expert in trade fair marketing. Almost 90 students decided to pass the subject using this method and they had worked on their presentations in smaller groups since October. They had a choice of 18 topics closely connected with trade fairs and exhibitions or the possibility to suggest their own topic in this field.

- We have had several years of experience in organizing exams of that type and we've had our ups and downs. If I were to assess the level, I think that this year it was the highest. I don't quite know why it is so, perhaps the students of the University of Economics are excellent or perhaps they just had enough time because had been preparing since October. They are great in terms of social media and new technologies so all the presentations were really well prepared formally. Several presentations made a great impression on me, particularly those which referred to corporate social responsibility. They were about managing your own health or education of children in exchanging toys as a form of trade fair activity for the youngest. - Prof. Henryk Mruk commented on this year's presentations.

New technologies, emotions, professionalism

Before announcing the results, Przemysław Trawa, the Chairman of PIF and the President of the Board of PCEI, thanked the participants of the meeting for attendance and their preparation of extensive materials. In his view, the presentations were coherent and to-the-point; their level was high and the selection of winners was not simple.

- At first I had a big problem with hierarchy, selecting which presentation was better, which was worse, because all of them were coherent and thorough. - started Mr. Trawa.

He also offered some practical tips to the students. The Chairman of PIF stressed the importance and role of presentations which must address a specific target group and which must be tailored to their needs. A different approach must be used to a participant of a contracting fair, whose aim is to close a deal - one should try to influence the rationale of the participant of such events. We are dealing with a different case in case of exhibitions or events for hobbyists. Such events are based on emotions and one should talk about them using the language of emotions. *- Here, during a presentation, one should influence emotions, devote more time to gadgets and refer to the feelings of the audience and not to the mind. The audience must be seduced with the story.* - suggested Przemysław Trawa. He praised them for their use of modern technologies and applications, using the "cloud" to store data, or tools for making presentations.

Iwona Kasprzak-Ciesielska, the Marketing Director of Poznań International Fair, praised the students for their perfect timing (they had exactly 15 minutes for their presentations) and for very good preparation of visuals, which

additionally underlined the professionalism of their performances. At the end she pointed out the need for better applications of market analysed or research projects.

Winning presentations

Just like a year before, the attendance was high so the students were divided into two groups assessed by two compositions of the jury. The panels consisted of the representatives of Polish Chamber of Exhibition Industry, Poznań City Authorities, Meliński Minuth company, Poznań University of Economics, editors of Expovortal and the host of the meeting - Poznań International Fair.

The jury chaired by Iwona Kasprzak-Ciesielska (PIF) awarded the following teams:

1st place: Fair of extreme sports by: Marta Wiktorska, Maja Strzeżyńska, Paweł Pezalski, Maciej Scheffner and Mateusz Ratajczaka,

2nd place: Investing in your own health, by Joanna Binek, Kasia Bargiel, Maja Mendel, Marzena Dworacka and Paulin Bubacz,

3rd place: Development of the Warta river, by Daria Sędzia, Joanna Pawlak, Magdalena Zamiara, Anna Słomka and Monika Paszke.

The second jury chaired by Alojzy Kuca (Expovortal) awarded:

1st place: Investing in your own health, by Daria Drechnowicz, Patrycja Hajdrych and Beata Drozdowicz,

2nd place: Exchanging toys - trade fair for children, by Edyta Pacanowska, Gabriela Nowakowska and Karina Penkala,

3rd place: Mobile application as the key of PIF development, by Paula Zawadzka, Karolina Wasielewska, Emilia Śmiech and Patrycja Wyciszkievicz.

Both panels of the jury also awarded three equal honourable mentions.

Congratulations to all the laureates!

About Polish Chamber of Exhibition Industry

Polish Chamber of Exhibition Industry, founded in 1993, is the only national organization of Polish enterprises leading their business activity in the exhibition industry. The members of PCEI belong to all categories of players on the exhibition market. They are especially: trade fair and exhibition organizers, operators of trade fair and conference venues in Poland, providers of trade fair services such as designing construction and furnishing of exhibition stands, transport and forwarding companies, organizers of foreign trade fair participations, foreign trade fair representatives in Poland, as well as advertising and marketing agencies, media companies, enterprises offering catering and accommodation services.

The PCEI mission is: to provide a comprehensive platform of co-operation and exchanging ideas and experiences for the Polish exhibition market players, to serve the Polish exhibition industry as an effective platform for lobbying, to promote participation in exhibitions as an effective part of corporate marketing and communication strategy, to create circumstances for improving the industry quality standards, including reliable and transparent exhibition statistics, to offer trade fair marketing education in cooperation with marketing specialists, the university lecturers, to create favourable conditions for the Members to enjoy the benefits of integration and cooperation within the Chamber.

The four main areas of activities of Polish Chamber of Exhibition Industry are: lobbying, actions facilitating the integration of trade fair industry, widely understood promotion of trade fairs and exhibitions - including publications, as well as education in the area of trade fair marketing and promotion of ethical business activities in the industry.

PCEI has been an active member of UFI - the Global Association of the Exhibition Industry since 1996. For many years PCEI has been cooperating on a regular basis with CENTREX - International Exhibition Statistics Union, AUMA - the Association of the German Exhibition Industry and many other foreign and international industry organizations.

**Contact PCEI: Marzenna Łukaszewicz, Executive Director; ph. +48 61 866 15 32; m.lukaszewicz@polfair.pl
Polish Chamber of Exhibition Industry, Bukowska Street 12 (World Trade Center Poznań bld., room 122) , 60-810 Poznań - www.polfair.pl**