

# Polish Chamber of Exhibition Industry

**How changing needs influenced our  
communications strategy  
and shaped our organization**

*Marzenna Łukaszewicz, Executive Director of PCEI  
CENTREX Summer Meeting, Balatonfüred,  
25-27 August 2016*



# Communication...

## Polish Chamber of Exhibition Industry – changing needs – communications strategy

### Polish Chamber of Exhibition Industry

was established in 1993 under the name: **Polish Corporation of Trade Fair Organizers**

- later it changed the name into: **Polish Trade Fair Corporation**
- in 2006 .... **THE CHANGE**

In the 1990s according to the Mission, Polish Trade Fair Corporation committed to the following objectives:

- was a platform for exchanging ideas and experiences by the industry professionals
- promoted exhibitions as a unique marketing and communication tool
- offered trade fair marketing education
- provided reliable, audited exhibition statistics on the Polish exhibition market



Polish Chamber of Exhibition Industry – changing needs – communications strategy

**SUCCESSFUL FUNCTIONING is the main PURPOSE of any organization.**

**At the same time it is a RESULT of COMMUNICATION processes.**

**The mission, membership structure and objectives, current needs**

**of the Members and of the Organization and**

**last but not least, financial and personal resources determined the**

**COMMUNICATIONS PLAN of Polish Trade Fair Corporation and applicable instruments**

## Polish Chamber of Exhibition Industry – changing needs – communications strategy

### **Polish Trade Fair Corporation (1993 – 2006) – our communications strategy was based on the following channels:**

- personal contacts (informal meetings, General Assemblies, committees e.g. Committee for Voluntary Audit of Exhibition statistics; special working groups)
- contacts with the press (articles in magazines, press conferences)
- own publications : Trade Fairs in Poland Report; Trade fair Marketing. Vademecum for Exhibitors
- contacts with tertiary education institutions (trade fair education in co-operation with higher schools) ,
- Membership in UFI – the Global Association of the Exhibition Industry – since 1996
- Partnership with the CENTREX union (common promotional projects) – since 2000
- our website [www.polfair.pl](http://www.polfair.pl)
- „SIX SENSES” – the first ever PTFC promotional and information campaign – in November 2003

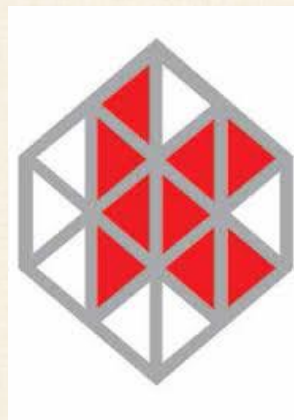
## Polish Chamber of Exhibition Industry – changing needs – communications strategy

**THE CHANGE took place on July 3, 2006**

118 founding members (including majority of the former Members)

established a brand new organization:

**Polish Chamber of Exhibition Industry – a national economic chamber**



## Polish Chamber of Exhibition Industry – membership structure today

**17 - exhibition organizers and operators of exhibition and congress venues**

**29 - specialist services providers** (designing, construction and equipping stands at trade fairs and events)

**5 - organizers of foreign participations** of Polish exhibitors and **representatives** of foreign exhibitions in Poland

**9 - exhibition transportation, spedition and logistics companies**

**7 – other service providers** (advertising, marketing, media, IT, catering etc.)

**1 - regional economic chamber**



## Polish Chamber of Exhibition Industry – changing needs – communications strategy

### Polish Chamber of Exhibition Industry – strengthens COMMUNICATION in different areas

PCEI became the exhibition industry integrator and a platform of cooperation, exchanging ideas and experiences for the Polish exhibition market players. It is working on creating favourable conditions for the Members to enjoy the membership and cooperation within the organization.

Every November PCEI organizes its annual WINTER CONVENTION which became very popular among the Members (workshops, debates, but also as a place of relaxation and entertainment).

PCEI regularly provides the Members with Newsletters, with the information on our activities and industry information from abroad





## Polish Chamber of Exhibition Industry – changing needs – communications strategy

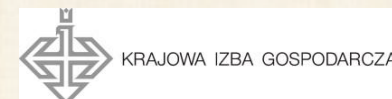
### Polish Chamber of Exhibition Industry – strengthens COMMUNICATION in different areas

In 2010 we launched a new website. The scope of presented information is very wide. [www.polfair.pl](http://www.polfair.pl) is the main online platform of communication devoted to all the issues of a common interest of the Members

In 2011, to strengthen our contacts with the media we started a regular cooperation with a PR agency

In 2016 we launched “Exhibition Offer More...” – an online promotional campaign

In 2016 we participated in the UFI global campaign “Global Exhibition Day”



## Polish Chamber of Exhibition Industry – changing needs – communications strategy

### **Polish Chamber of Exhibition Industry – strengthens COMMUNICATION in different areas**

As a member (since 2007) of the Polish Chamber of Commerce (affiliates over 150 economic chambers), we established contacts with the unions and associations of enterprises in separate industries.

According to Polish law, as an economic chambers we have rights to speak on behalf of the industry and can influence legislative processes and are more visible for important national institutions like the Patent Office or Central Statistical office (GUS).

#### Examples:

2006 – intensive and **SUCCESSFUL** lobbying towards the Parliament for the changes in the national act on mass event safety

2014 - 2015 - intensive and **SUCCESSFUL** lobbying towards the National Patent Office and The Parliament for the changes in national Intellectual Property Law

## Polish Chamber of Exhibition Industry – changing needs – communications strategy

### Polish Chamber of Exhibition Industry – strengthens COMMUNICATION in different areas

Each year the economic and business environment we live in, globalization processes, the change of generation, digitalization and many other factors influence companies and associations of the exhibition industry.

This means that our objectives, standards, processes and strategies in different areas constantly have to change.

This is also a big challenge in the field of communication.

**THANK YOU for YOUR ATTENTION!**

*Marzenna Łukaszewicz, PCEI Executive Director*

e-mail: [m.lukaszewicz@polfair.com.pl](mailto:m.lukaszewicz@polfair.com.pl)

[www.polfair.pl](http://www.polfair.pl)