

85th UFI Global Congress in St. Petersburg



Women in Exhibitions

1 November 2018
St. Petersburg



Women in the exhibition industry

Equal status – or lagging behind??



Carina Bauer, IMEX Group (UK)

Gwen Kaufmann, Deutscher Fachverlag (Germany)

Mary Larkin, Diversified Communication (USA)

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Sonia Thomas, UFI (France)

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The figures speak for themselves: Credit Suisse's CS Gender 3000 Study

(Thanks SISO!)

Figure 24

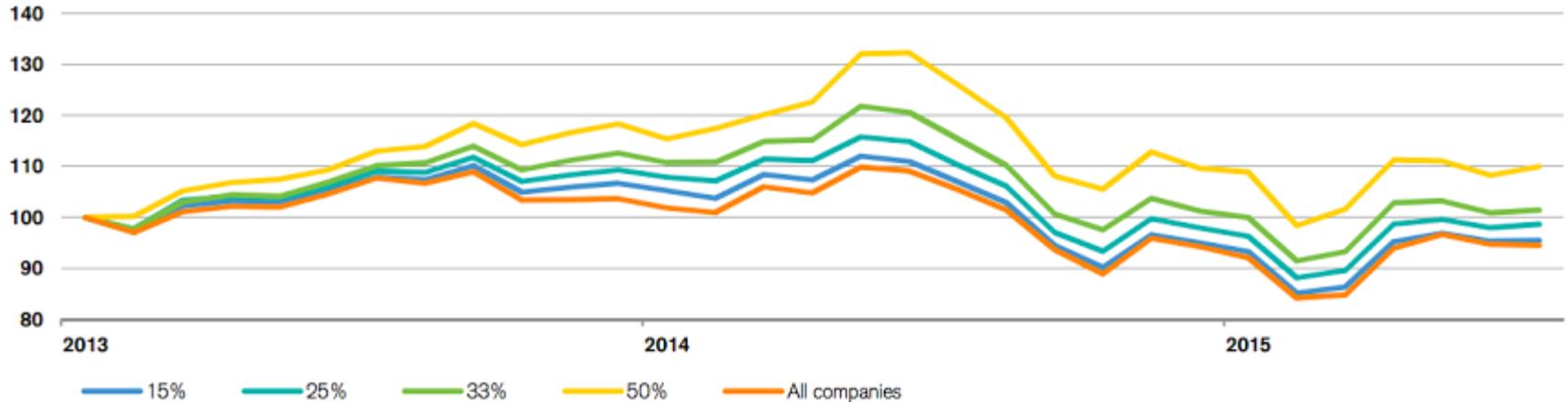
Share price performance for baskets with different tiers of female participation in senior management



Source: Bloomberg, CS Gender 3000

Figure 25

Share price performance for baskets with different tiers of female participation in senior management (since 2013)



Source: Bloomberg, CS Gender 3000

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- <https://observer.com/2017/06/women-in-tech-statistics/>

Results of the recent survey



Gwen Kaufmann, Deutscher Fachverlag
(Germany)

Women in the exhibition industry

– equal status or lagging behind?

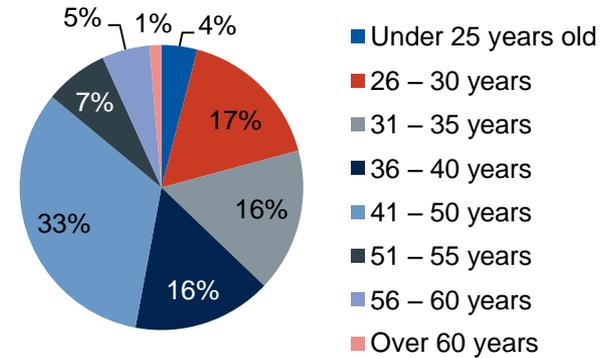
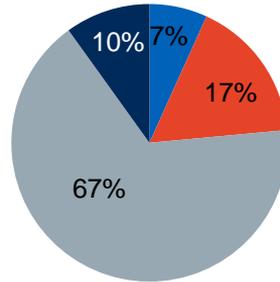
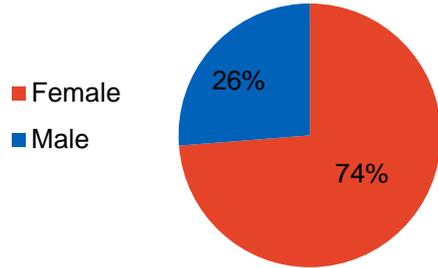
Survey results

85th UFI Global Congress

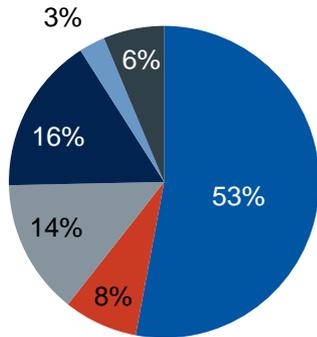
Saint Petersburg, 1 November 2018



Who participated 1/2



Workplace



- Exhibition organizer
- Association (organizing trade shows)
- Venue / Convention Centre
- Supplier to exhibition industry
- Self-employed
- Other

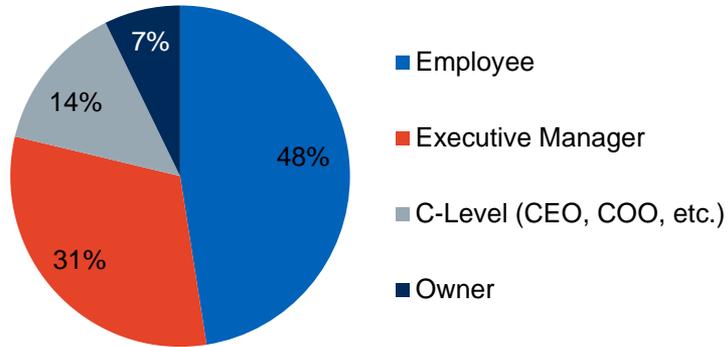
1,206 landed on the survey but decided not to continue ...

221 complete answers

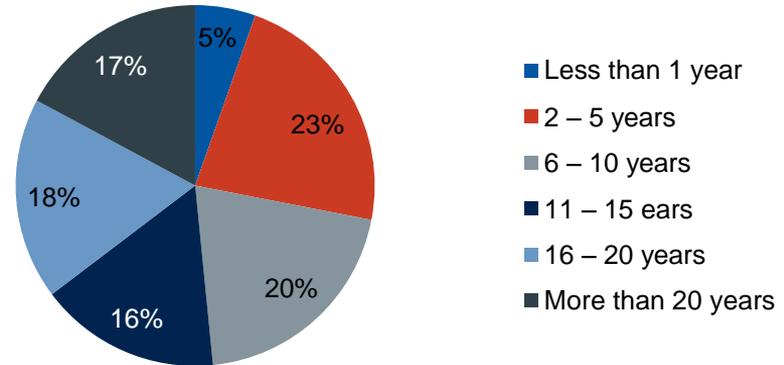
N = 221

Who participated 2/2

Position



Experience



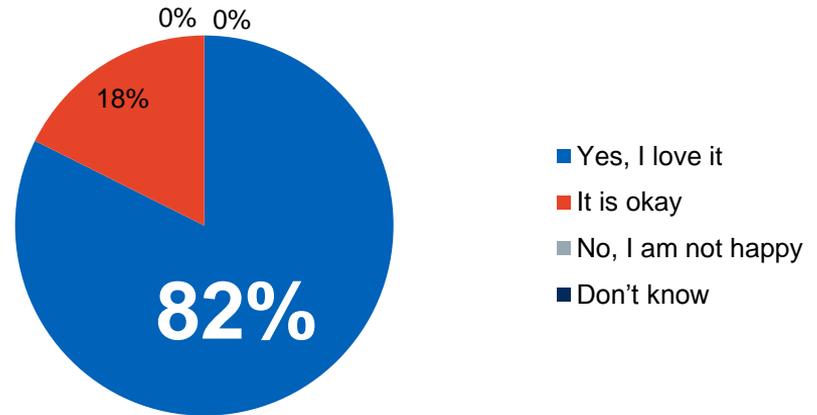
/// The majority of survey respondents are female, employed by exhibition organisers from Europe with at least 11 years of experience in the industry.

Exhibitions: An industry to love

Question: Do you like working in the exhibition industry?



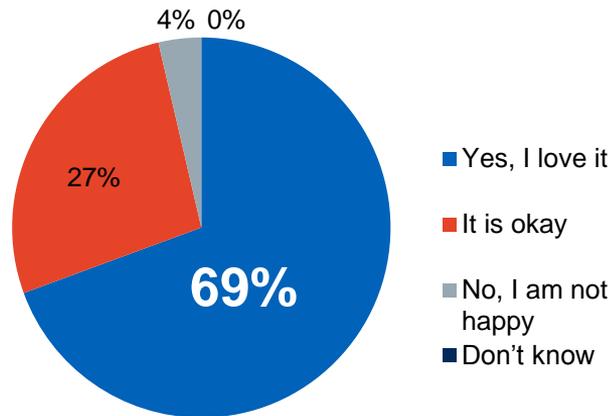
Satisfaction industry



Exhibitions: An industry to love

Question: Are you happy with your job?

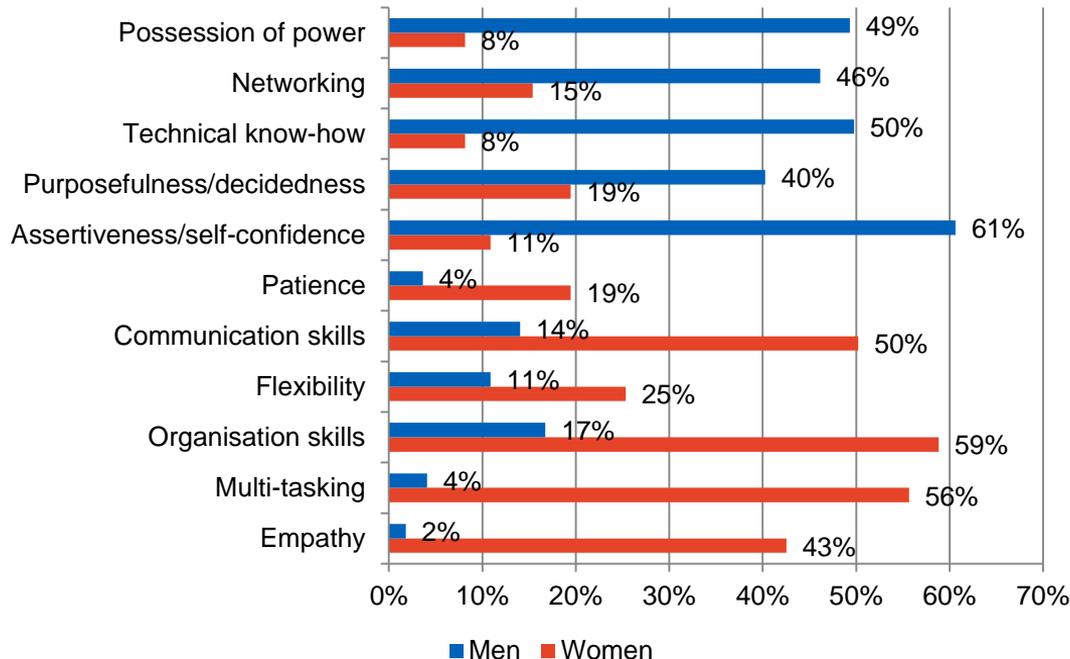
Satisfaction job



While **none** of the participants in the survey **do not** like working in the exhibition industry, over two-thirds do not only **love** the industry but their individual job as well....

Gender specific skills

The event, convention and exhibition industry is a people's business.
Which three skills distinguish **WOMEN** and **MEN**?

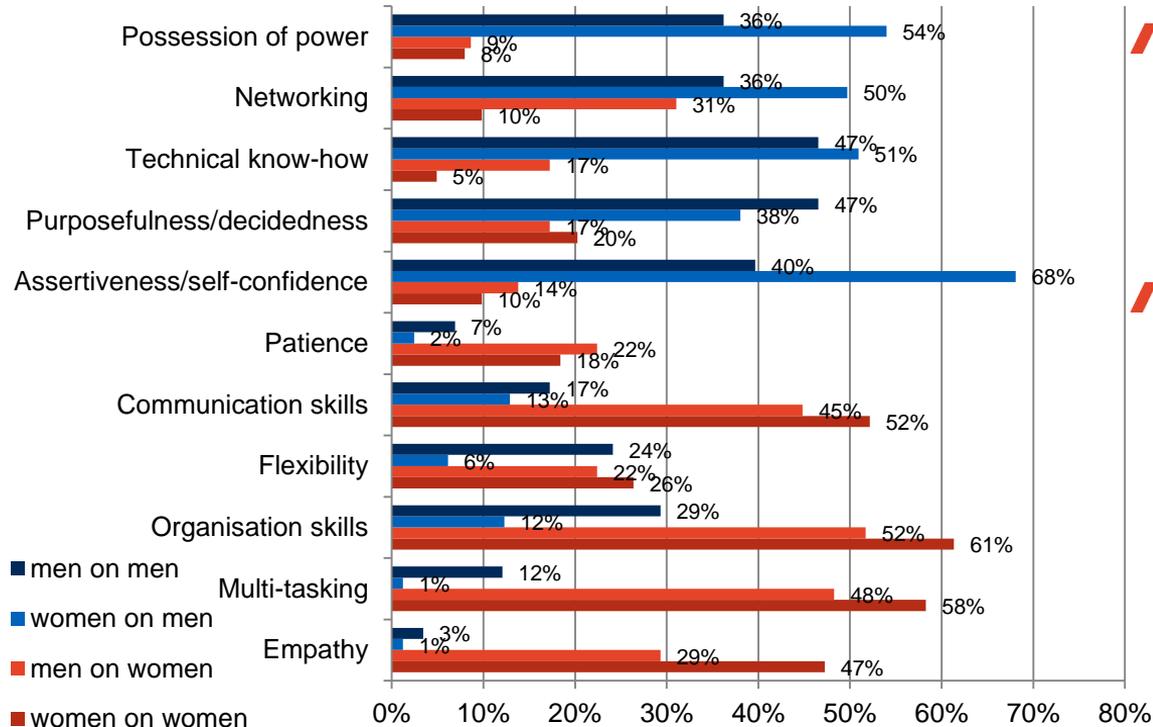


Respondents attribute men with power-related skills, while women are attributed more with communicative soft-skills.

N = 221

Gender specific skills – the differences

Which three skills distinguish **WOMEN** and **MEN**?



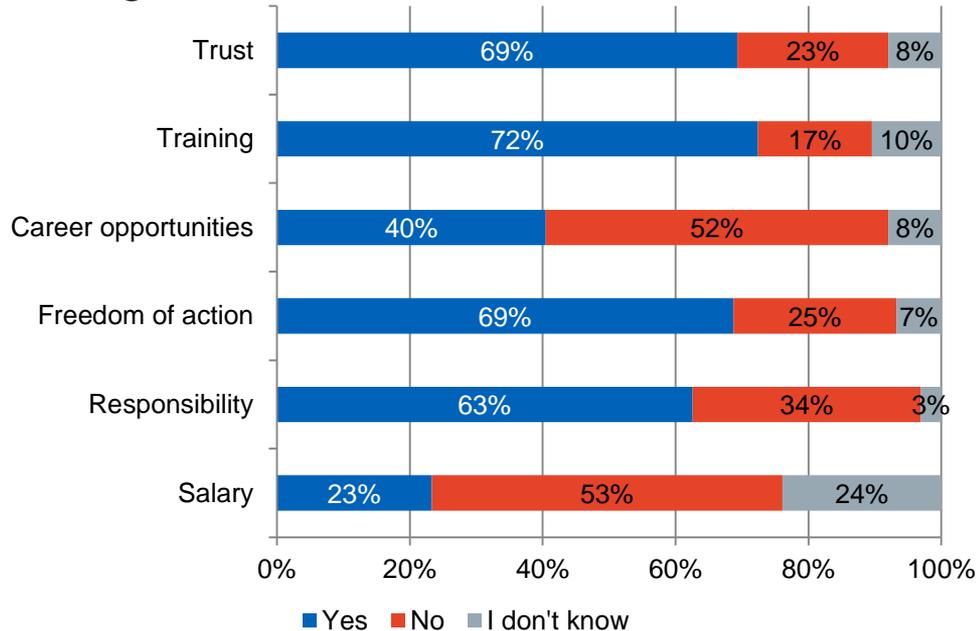
Women see more **assertiveness and self-confidence** (gap of 28 points) and **possession of power** (gap of 18 points) in men than they do themselves.

Women attribute themselves much less **networking skills** than men think they have (gap of 21 points). While women think, men are much better in networking than them (gap of 40 points), men see the genders as almost on par (gap of 5 points).

N = 221; Female = 163; Male = 58

How women see it ...

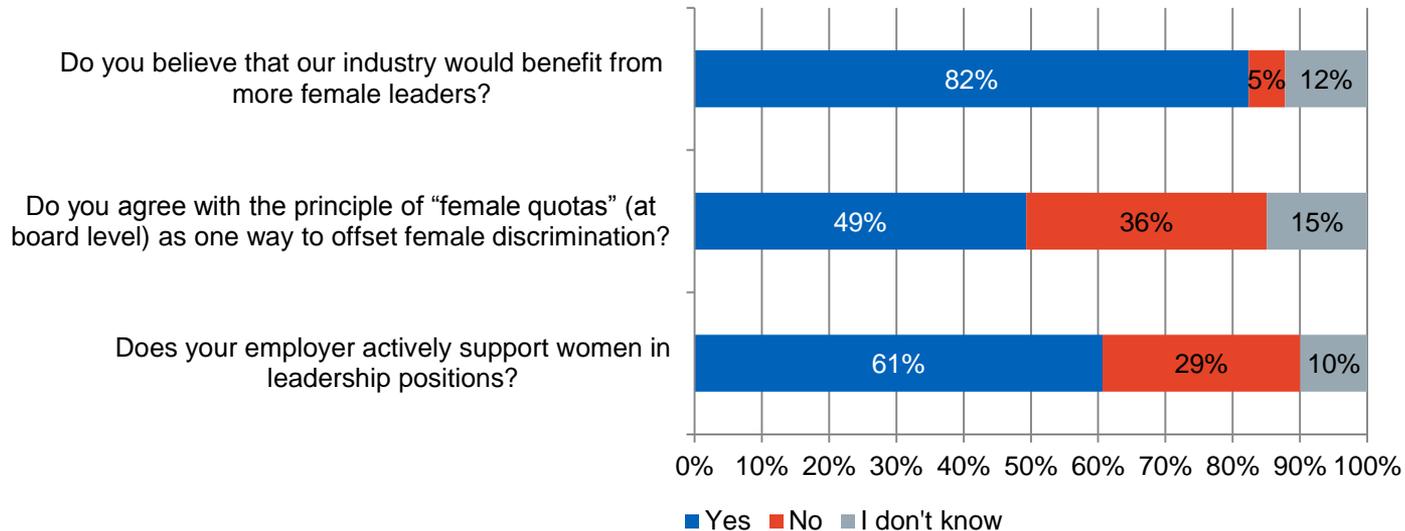
Question: As a woman: Do you feel equally treated to your male colleagues?



More than half of the female respondents do not feel equally treated when it comes to **salary** and **career opportunities**, more than one third also feel a lack in **responsibility**.

N = 163

Leadership: Are women supported?



✓ The industry would benefit from more female leaders – this is what 82% of respondents believe. 61% already see active support for women, even if only 49% think that quotas are the way to go.

N = 221

Are more female leaders needed?

YES, because ...

Industry should reflect society as a whole

Higher EQ intelligence

Because this is a **WOMEN'S** world! And so more women should be leaders. UFI presidents are the best example. But we finally have a woman there !!! BRAVO

Women are naturally more creative, good in people handling and have a good communication skills

Diversity can only offer more insights and opinions on a variety of topics/decision which can help people at all levels.

NO, because ...

They are low

There is no difference between man and woman all are the same with same opportunities and chances

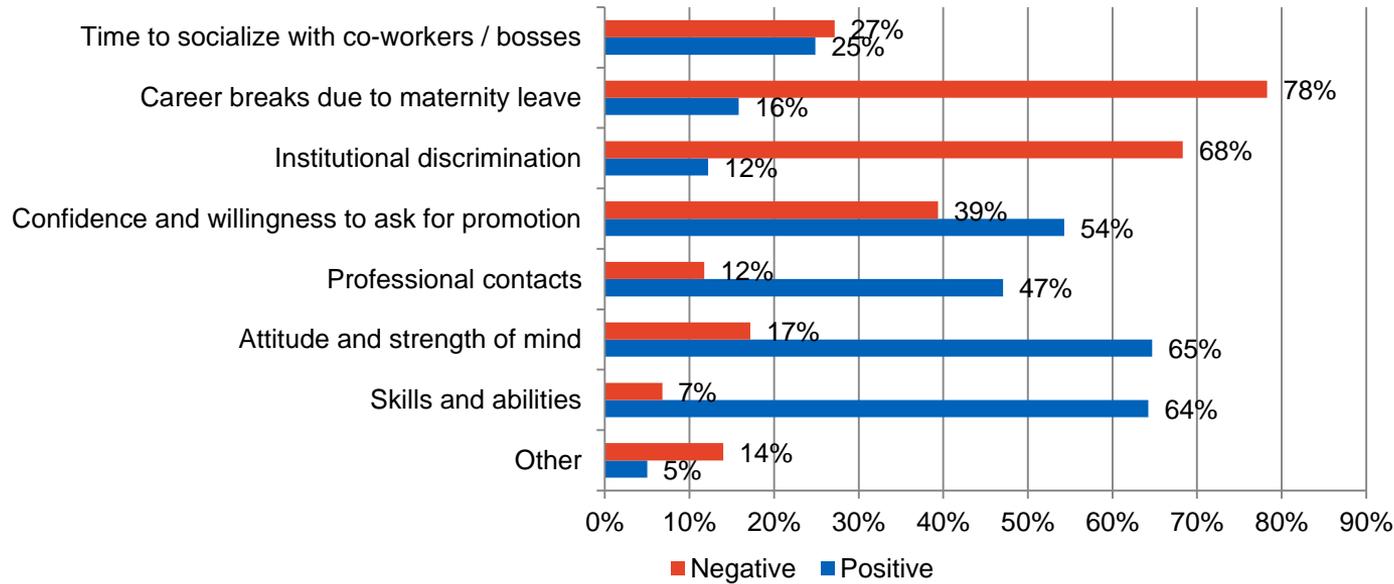
I can't say a man or woman would be better, but the right person for the job regardless of gender.

N = 125 statements

N = 11 statements

Female career drivers

Question: Which of the following factors do you think most strongly influence a woman's ability to progress in her career **POSITIVELY** and **NEGATIVELY**?



N = 221

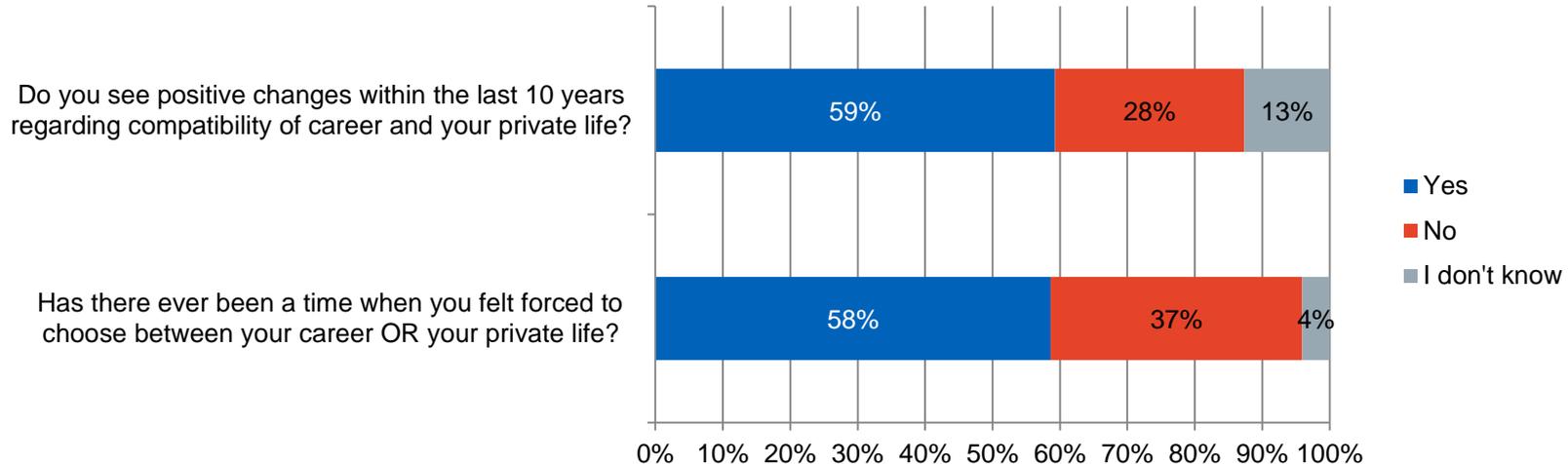
It's not the skillset, holding women back ...

- Women are professional in the workplace:
“Attitude and strength of mind” (65%) and “Skills and abilities” (64%) are seen as the main **POSITIVE** career factors for women.
- The main **NEGATIVE** career factors for women are systematically gender specific:
“Career breaks due to maternity leave” (78%) and
“Institutional discrimination” (68%)
- Other **NEGATIVE** factors mentioned:
Lack of self-confidence, Work part time, Office politics and gossip,
missing willingness to invest time and energy for promotion



N = 221

Career building – not so easy

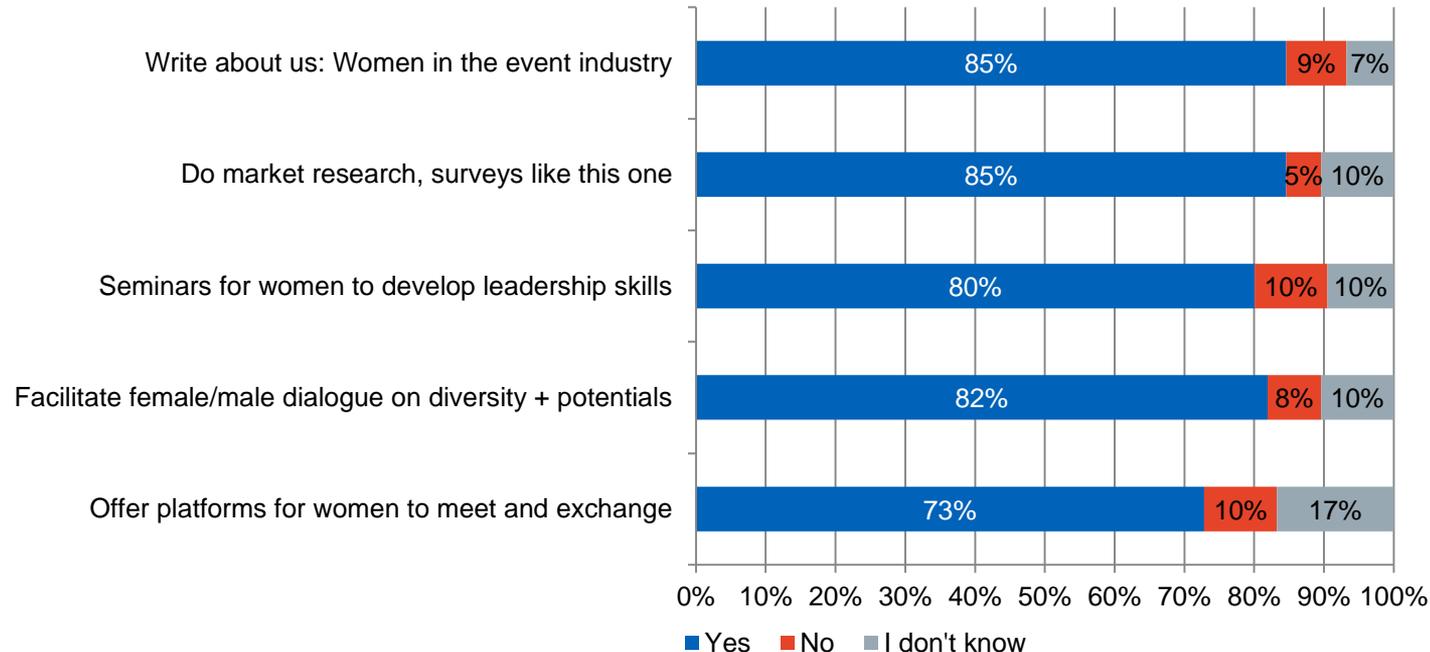


- While 59% of respondents feel there have been positive changes regarding work-life-balance within the past decade, 58% have had at least one point in their life when they had to choose between their career and private life.

N = 221

Supporting factors

Question: Challenge us – how can trade shows, associations and trade publications support you?



N = 221

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