

REPORT FOR ACTION

Participation at the UFI European Conference 2023

Date: November 24, 2022
To: The Board of Governors of Exhibition Place
From: Don Boyle, Chief Executive Officer
Wards: All

SUMMARY

This report recommends approval of travel expenses for Exhibition Place General Manager, Laura Purdy, to attend the UFI European Conference 2023 and the co-located Women in Exhibitions (WIE) International Summit, at which she is a keynote speaker.

UFI is the international organization representing trade and exhibition centers. The UFI European Conference is the leading European exhibition industry event, a trusted platform for bringing colleagues together from across Europe and beyond. The European Conference puts a spotlight on important industry topics and challenges faced by exhibition and event industry professionals. The event attracts over 300 industry leaders from organizers, venues, and service providers, and offers keynote sessions, interactive workshops, and invaluable networking opportunities.

Women in Exhibitions Network was launched in 2018 with the aim of supporting the continued professional development of women working in exhibitions, providing opportunities for them to meet and network, and helping to nurture the next generation of female leaders. Professional members represent exhibition organizers, venues, and suppliers in the event industry whose business is related to the organization and facilitation of exhibitions or trade shows

RECOMMENDATIONS

The Chief Executive Officer recommends that:

1. The Board authorize meeting, convention, and travel expenses for Laura Purdy to attend the 2023 UFI European Conference from June 14-16 in Maastricht, The Netherlands at a cost not to exceed \$4,500 for registration fees, flights, accommodations, and incidental expenses.

FINANCIAL IMPACT

There are no financial implications to this report, as funding for participation in the UFI European Conference 2023 is contained in the Sales and Marketing - Travel, Meetings, and Convention Sales Budget in 2023.

DECISION HISTORY

On November 2, 2000, Enercare Centre was accepted as the first North American member of UFI, The Global Association of the Exhibition Industry.

The Board's travel policy states that travel expenses over \$3,500 must be approved in advance by the Board.

COMMENTS

UFI is the association of the world's leading tradeshow organizers and fairground owners, as well as, the major national and international associations of the exhibition industry, and its partners.

Since June 2000, the City, Exhibition Place, and Enercare Centre have planned several meetings and contacts with European tradeshow organizers and tradeshow venues through its membership in UFI. Generally, European venues focus on similar business areas as Enercare Centre and Beanfield Centre; therefore, it is very beneficial for senior staff and for Exhibition Place/Enercare Centre to be aligned with these venues/show producers. For this reason, Enercare Centre joined UFI in 2000.

Additionally, Laura Purdy is attending and speaking at the Women in Exhibitions (WIE) International Summit, which will be co-located with the upcoming UFI European Conference 2023. Laura is co-founder of the WIE North American Chapter and is a Board Member and the Treasurer for the chapter. Laura will be supporting the new Netherlands chapter of WIE as they host their first International Summit.

CONTACT

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SIGNATURE

Don Boyle
Chief Executive Officer