

BPA Worldwide and ITA, the International Trade Fair Academy, partner for World Series of Exhibition Training Events 2011

Combination of European and US exhibition know-how to assist event organizers in emerging markets around the world

Berlin, Germany/Shelton, CT 31 January 2011—US-headquartered not-for-profit auditing industry-owned organization, BPA Worldwide, and the International Trade Fair Academy (ITA), based in Berlin, Germany, announced a strategic partnership to offer a series of exhibition training events in 2011 in an effort to advance international best practices—including the value of independently verified audience data—to exhibition organizers and venue operators around the world.

“A significant number of clients have communicated their keen interest and need for practice-oriented exhibition training,” explained ITA’s Dr. Hermann Kresse. “The ITA’s concept of an intensive training session matches those expectations perfectly.”

Under terms of the agreement, the first two training sessions will be held in the Middle East and China this spring, followed by Africa and India later in the year.

According to Glenn Hansen, President and CEO of BPA, both partners will combine their expertise in exhibition space to provide a high standard for all participants. The three-day training events will contain 12 modules covering a range of relevant topics from theory to real-world practices. An expert in event auditing, BPA will contribute to the training content with topics including “The Value of the Independent Event Audit,” “Using the Audit as a Sales Tool,” “The Return on Investment (ROI) Calculator” and an introduction of its Brand Reports.

ITA will focus on topics such as “The USP of Exhibitions & Exhibition Marketing,” “Sustainable Venue & Project Management” and “International Benchmarking.”

Participants at each seminar will have an opportunity to network with key regional figures within the exhibition industry, as well as political and economic leaders, during an “International Exhibition Night.” Each event will also include an integrated panel discussion of local industry experts who will cover major current exhibition industry topics.

Each training session will feature three different lecturers from the US, Europe and the respective region. The speaker line-up will ensure a valuable combination of international business knowledge and best practices with the economic and political landscape of each regional market.

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About BPA Worldwide: BPA is an independent, not-for-profit, self-regulating organization and has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA serves more than 2,500 media properties and is also experienced in matters of trainings.

About ITA: ITA (International Trade Fair Academy) is the education branch of the international exhibition consulting company KME Consulting Group and has already performed a range of successful trainings in Korea, India and Germany.

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