



Tips for using certified
exhibition data

01 2020

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and certified data
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■ Insight

Three questions for Kai Hattendorf

The CEO of the Global Association of the Exhibition Industry UFI on the benefits of audited data and FKM as a reputation driver



How important are certified exhibitor and visitor figures to UFI as the global association of the exhibition industry?

Kai Hattendorf: One of the success factors in our industry is the trust exhibition organisers enjoy with exhibiting companies. This trust is based on fair and transparent cooperation. Audited exhibition data increases this trust. In an more and more digital, data-driven business world, credible statistics are becoming more important than ever.

Our research shows that audited figures strengthen this trust – and we have seen that work of FKM clearly benefits Germany as an exhibition location in the face of increasingly tough international competition.

Audits of exhibition figures were initially established in Western Europe. How widespread have audit systems become, for example in central and eastern Europe or in Asia and other regions?

Kai Hattendorf: Worldwide there are currently around 1000 »UFI approved events« – this is a certification from our association for exhibitions that comply with a series of international quality criteria.

A key criterion here is audited exhibitor and visitor figures. Most of these »approved events« take place in China, Germany and Russia, followed by Spain, Turkey and Poland. Italy, South Korea, Hong Kong and Ukraine complete the Top Ten. In individual markets – South Korea, for example – there are industry-driven institutions comparable to FKM.

What's interesting is that a new awareness seems to be emerging, even in markets where organisers have so far avoided the effort of auditing and questioned the sense of it.

How do you assess the work of FKM in Germany from a global point of view?

Kai Hattendorf: The fact that most German exhibition data is audited is attracting great attention abroad. The work of FKM and its partners make it one of the reputation drivers of the German exhibition industry. This means we as a global association frequently and confidently cite the principle which FKM uses as a best practice case.

To put it in a nutshell, there's a lot of talk in our industry about more data-driven business models, and many exhibition organisers offer their exhibitors data products for this purpose. So it ought to be a matter of course that the absolute core data of every exhibition is validated. Thanks to FKM and the broad consensus it has established, this is now actually the case almost everywhere in Germany. That means it would be good if the FKM standards and procedures were to become even better known internationally.



■ News

Elections to the FKM board

Klaus Dittrich remains Chairman and Britta Wirtz 1st Vice Chairwoman
Constanze Kreuser is new 2nd Vice Chairwoman of FKM

Klaus Dittrich, Chairman and CEO of Messe München GmbH, was elected for another three years as Chairman of FKM – the Society for the Voluntary Control of Fair and Exhibition Statistics. Dittrich has been head of FKM since the beginning of 2017, and 1st Vice Chairwoman Britta Wirtz, Managing Director of Karlsruher Messe- und Kongress GmbH, who has been in office since 1 January 2014, was also re-elected.

The new 2nd Vice Chairwoman is Constanze Kreuser, Managing Director of RAM Regio Ausstellungen GmbH Erfurt. She succeeds Carola Schwennsen, Managing Director of Fachausstellungen Heckmann GmbH in Hanover, who stepped down as 2nd Vice Chairwoman on 31 December 2019 after eight years.

The elections were held at the meeting of FKM partners on 4 December 2019 in Munich. FKM comprises 43 German exhibition organisers and two foreign guest members from Hong Kong and Verona. FKM certifies the exhibitor, space and visitor numbers and visitor structures of exhibitions according to uniform standards. Around 200 exhibitions are certified by FKM every year.

For more information, visit ► [fkm.de](https://www.fkm.de)

FKM board since 2020 (left to right):
Constanze Kreuser (RAM Regio
Ausstellungen GmbH Erfurt),
Klaus Dittrich (Messe München GmbH)
and Britta Wirtz (Karlsruher Messe-
und Kongress GmbH)

New members of the FKM working committee

On 4 December 2019, the meeting of FKM partners elected three new members to represent them on the working committee: Dr. Johannes Knoll, Head of Market Research at Messe München GmbH, Constanze Kreuser, Managing Director of RAM Regio Ausstellungen GmbH Erfurt, and Marco Wintermans, Head of Business Applications at Deutsche Messe AG in Hanover. Dr. Katja Neubauer of Deutsche Messe AG, Stefan Reiser of Messe München GmbH and Carola Schwennsen of Fachausstellungen Heckmann GmbH Hanover have left the committee.

The main tasks of the working committee are to advise the auditor on questions regarding the interpretation of audit rules, to discuss proposals from the partners for changes to rules and audit procedures and to develop recommendations for the partners' meeting on the further development of FKM.



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■ Practice

From 2020: More visitor structure data from registrations

The FKM partners' meeting decided on 4 December 2019 that more results of visitor structure tests can be replaced by registration results under certain conditions. In principle, the structure tests are based on visitor surveys at the exhibition halls. As early as 2017, it was decided that data on domestic and international visitors and on the origin of foreign visitors by country could be replaced with registration data. From 2020 onwards, additional data on the visitors' field of activity, their position in the company and the economic sector can be taken from the visitor registrations under certain conditions. The reason for this is that more accurate answers to these questions can be found using registration results than with surveys. FKM believes this has been clearly demonstrated by the experience with questions on the origin of the visitors.

► info@fkm.de



Planning the next exhibitions with FKM data from 2019



The FKM partners registered around 180 exhibitions for certification in 2019. Preliminary or final figures on exhibitors and visitors are already available in the FKM online database for around 90% of the exhibitions. The data is compiled according to standardised rules and certified by the auditing company Ernst & Young; this means that the figures are reliable and comparable.

The same applies to the visitor structure data, which is available for around three quarters of all exhibitions. It enables exhibitors above all to find out whether their own particular target groups are represented at an exhibition. A total of 266 exhibitions in Germany are currently registered for certification. In other countries, FKM audits 18 exhibitions in Hong Kong and 5 in Verona.

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■ Outlook

How will we measure the success of exhibitions in the future?

Klaus Dittrich, Chairman of the FKM



Rarely in recent years has there been so much discussion about exhibition formats as there was last year. The subjects included the – not entirely new – integration of congresses and other specialist events, as well as more public-oriented events inside and outside the exhibition grounds, and digital extension of real exhibitions.

The decisive factor for lasting success is the benefit for each exhibitor – and the measurability of that benefit. In other words, is the current basic information such as exhibitor and visitor data enough to convince the organisers customers of the value of an event? Even now, there are already doubts, and these will tend to grow in the coming years. That's why FKM will spend 2020 looking for solutions together with AUMA, the Association of the German Trade Fair Industry, and representatives of the exhibiting industry. This is because the increasing variety of exhibition formats will necessitate more individual presentation of the success of an exhibition. I am convinced that the certification of exhibition data will continue to play a key role in this.

I look forward to your continued interest in the services of FKM, even in the year 2020.

FKM knowhow Imprint

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We would like to thank the exhibition companies for providing us with pictures.

FKM at a glance

- the only German body for certifying exhibition data
- 43 German organisers are partners of FKM
- standardised definitions
- standardised auditing procedures
- around 200 exhibitions per year are being certified, for 75% of the exhibitions, data on visitor structure as well
- Certification by Ernst & Young auditing company