



**ufi** certified  
professional

# Participant Guide



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[Visit ufi.org/education to start your UCP journey today!](https://ufi.org/education)





## Introduction

Over nearly a century, UFI has grown to become a symbol for quality amongst exhibition professionals. It is the only global exhibition industry association, leading the industry from within through excellent events, networking opportunities and educational offerings. Its member companies are at the cutting edge of the industry, consistently defining the evolving standard of what an exhibition should and can look like. UFI has offered a place for those organisations (and the industry as a whole) to come together in community and continue learning.

Now, UFI is proud to offer UCP, the UFI Certified Professional endorsement. This designator is available to individuals both within UFI member organisations and without who complete the required modules. The programme builds on the existing UFI educational offerings to recognise those who have committed to furthering their education and leading their peers. It consists of the existing UFI educational offerings and a number of elective options, including UFI Forums and offerings from certified local and regional educational partners. At UFI, we know that “One Size Fits All” programmes have severe limitations; our industry works differently in different parts of the world. The modular structure of UCP offers everyone an individual combination of modules, adapted to local and regional needs.

To learn more about the certification’s structure and requirements, keep reading.

[Click here to start your UCP journey today!](#)

**This guide is for those interested in pursuing the UCP designator for themselves and will outline the steps necessary to obtain it. If you are interested in UCP for your employees, [click here for our Employer Guide](#). If you are interested in becoming an educational partner, [click here for our Partner Guide](#).**

## Success Stories

Hear what our UFI Certified Professionals have to say...



"After many years working for a Tourism Board, I joined one of the largest exhibition venues in the Middle East as Sales Manager Exhibitions. It was steep learning curve but my seasoned colleagues supported me and introduced me to the UFI educational programs. I successfully completed the Exhibition Management Degree (UFI-EMD) and attended the International Summer University. Fifteen years later, I am Executive Vice President at the venue and I thank UFI for putting me on the road to success."

**Mahir Julfar, EVP - Venue Services Management  
Dubai World Trade Centre**



"It is a great honor for me to attend the inaugural education programme launched by UFI-VMA Venue Management School in China and I am very happy to be awarded as the outstanding student. My sincere thanks to UFI and VMA for preparing this comprehensive and practical arrangements and curriculums and inviting the great venue management experts as instructors to share their knowledge and experiences. As Chinese Venue Managers, we are very inspired by our industry peers and instructors of this programme, and will apply the knowledge we learnt to our daily work and enhance our professionalism."

**Nancy Wang, Shenyang New World EXPO, Shenyang**



"UFI education programmes offered me an excellent platform and immense value to my practical experience gathered over 2 decades in the exhibition industry. The intense training by subject matter experts combining theory with practical exercise thru case studies was quite enriching and experiential. Many of us have made it to this amazing industry by chance and have gone thru the grind, UFI's education allowed to work more scientifically, smartly and be more productive"

**Mr Balasubramanian,  
Executive Director & COO  
IMTMA / BIEC**

[Click here to start writing your own success story.](#)

## How UCP Works

UCP consists of two sections: the foundation programmes and the specialisation modules. The foundation programmes consist of UFI’s most popular existing educational offerings, while the specialisation modules are more specific, topical offerings that allow participants to tailor the UCP experience to their area of expertise or interest.

In addition to meeting the foundation programme requirement, participants must earn four credits through the specialisation modules. Different offerings hold different credit values, allowing for a more tailored experience.

**Click here to start building your perfect programme.**

**To learn more about each offering, click the name to visit the relevant page on our website.**

The order in which the UCP is completed does not matter – the foundation programmes may be completed at any point in the journey, and any combination of specialisation modules may be used to reach 16 hour credits. This includes multiple UFI Forums, multiple partner offerings, etc.

**FOUNDATION PROGRAMMES**

Venue Management School  
or  
Exhibition Management School

**20 HOUR CREDITS REQUIRED**

**Options:**

Venue Management School  
20 Hours

Exhibition Management School  
20 Hours

**SPECIALISATION MODULES**

International Summer University  
UFI Forums  
Partner Offerings

**16 HOUR CREDITS REQUIRED**

**Options:**

International Summer University  
16 Hours

UFI Forums  
8 Hours (each)

Partner Offerings  
Differs

**Click here to get started today!**

## UCP Benefits

# The benefits of becoming a UFI Certified Professional

UFI is synonymous with quality in the exhibition industry, and in fact the UCP programme is a response to many of our members asking for such a certification of their UFI education. A professional designator associated with UFI is a symbol of quality, expertise and innovation, and it signals to employers and others within the industry that the holder works to a high standard and expects the same of others.

### With UCP, you can:

- Tailor your educational experience to your areas of interest
- Fill your knowledge gaps and expand your expertise
- Stay at the forefront of the exhibition industry with the most up-to-date training
- Improve your employability and/or your value to your current organisation
- Make valuable connections with others in the industry



[Click here to start your journey with UCP!](#)



# Frequently Asked Questions



## Where do the educational experiences take place? Will I have to travel?

UFI's foundation programmes are available across the globe. You may need to travel to where it takes place, but we do our best to offer regional solutions for our participants to limit travel and maximise relevance.

## What specialisation modules are available?

Click [here](#) for an up-to-date list of the current educational offerings.

## Which training path is right for me?

The foundation programmes include Venue Management School, which is specifically for venue professionals, and Exhibition Management School, which is for exhibition organisers. All other UFI modules can be selected based on area of interest.

## What language do you teach in?

UFI educational offerings are taught in English unless stated otherwise.

## How much does UCP cost?

The cost depends on the training path selected. The programme starts from €1,755 for face-to-face but, depending on selected modules, can cost more. If you'd like help demonstrating the value of the programme to your employer, [click here for our employer guide](#).

## How long does it take to complete the certification?

The UCP programme is self-paced, so participants can complete the modules on a timeline that works for them. There is no minimum or maximum time required.

## If I've already completed some of the modules, do I have to re-take them for UCP?

No, any modules completed before UCP registration can be registered to count towards the requirements.

[Click here to get started now.](#)

# To get started with UCP or to learn more, [click here](#).

## Get in touch

UFI has a global network of offices in Europe, Asia/Pacific, Latin America and Middle East/Africa. The Global Headquarters is located in Paris, France. Feel free to contact any of our offices with questions or comments! E-mail: [education@ufi.org](mailto:education@ufi.org).



**UFI Headquarters/  
European Office**

Tel: +33 1 46 39 75 00

**UFI Latin American  
Regional Office**

Tel: +571 3445486

**UFI Asia/Pacific  
Regional Office**

Tel: +852 2525 6129

**UFI Middle East/Africa  
Regional Office**

Tel: +971 4 331 7180