



unimev
UNION FRANÇAISE DES MÉTIERS DE L'ÉVÈNEMENT

DATA CERTIFICATION IN THE FRENCH CONTEXT

↳ **THE VALUE OF CERTIFICATION IN
THE GLOBAL MARKETPLACE**

*MILAN,
16 JANUARY 2017*



**- FRENCH EVENT & MEETING
INDUSTRY - UNIMEV - OJS**

**- FRENCH DATA CERTIFICATION
SCHEME**

- CURRENT STUDIES

- FUTURE DEVELOPMENTS

DATA CERTIFICATION IN THE FRENCH CONTEXT



FRENCH EVENT & MEETING INDUSTRY

- **5,230** industry-specific companies operating in France and employing 14,000 people
- **1,135** general fairs & exhibitions organised every year in France, including 210,000 exhibitors, 21 million visitors of which 710,000 foreign visitors
- **2,800** scientific congresses & conventions organised every year in France with 1.6 million congress and convention attendees
- several thousand corporate events & meetings and several hundred sport events

UNIMEV – FRENCH MEETING INDUSTRY COUNCIL

400 COMPANIES - 90% OF THE FRENCH E&M MARKET

venue management



event design and organisation



business-specific service provision



OJS – THE ECONOMIC INSTITUTE OF THE FRENCH MEETING INDUSTRY COUNCIL

INDUSTRY KNOWLEDGE

PUBLIC SAFETY

INSTITUTIONAL COMMUNICATIONS

BUSINESS DEVELOPMENT

inception

1967



data certification rules

2006

-

2009



FRENCH DATA CERTIFICATION SCHEME

BEFORE

Event registration by venue managers with Fr. administration



THE EVENT

Exhibition layout



Registration of the exhibitors



Tickets for the visitors



AFTER

Checking and certifying event-related key figures:

- Booth space
- Number of exhibitors
- Number of visitors



FRENCH DATA CERTIFICATION SCHEME



STUDIES ON THE FRENCH EVENT & MEETING INDUSTRY: ECONOMIC SPIN-OFFS, ROI, BUSINESS DEALINGS, ETC.

exhibitions and fairs per year in France

1135

jobs (FTEs)

90 000

210 000

stands

France

5,9

billions of sq.m
of stand surface
area

billion euros in economic
spin-offs

- incl. 3 billion euros in terms of turnover in the tourism industry

- incl. 2,8 billion euros in terms of turnover in the industry

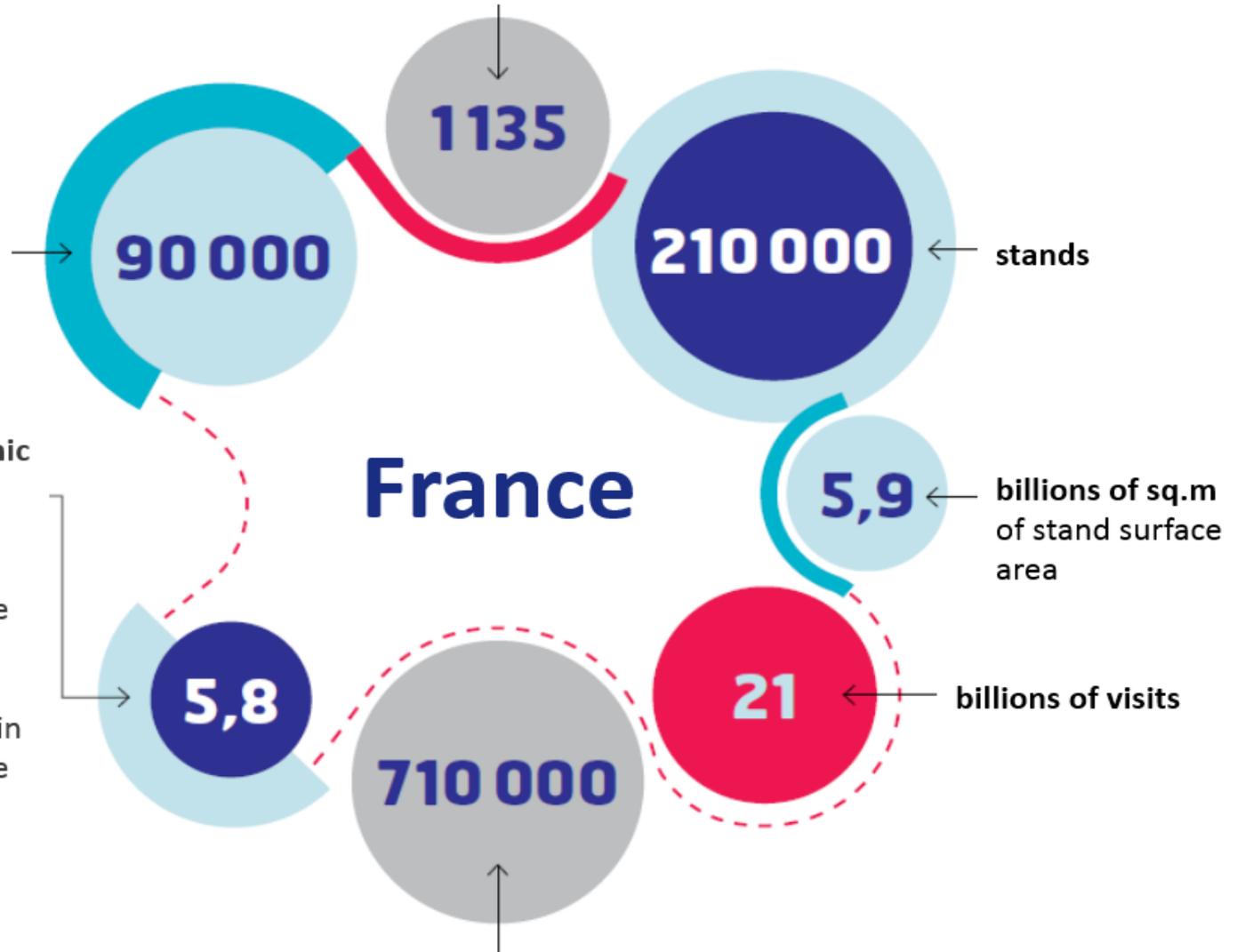
5,8

billions of visits

21

710 000

international visits



STUDIES ON THE FRENCH EVENT & MEETING INDUSTRY: ECONOMIC SPIN-OFFS, ROI, BUSINESS DEALINGS, ETC.

Trade Shows and Fairs in France: a key driver for business success

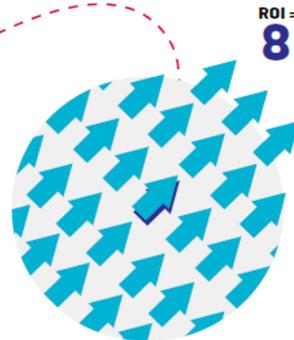


A springboard for business

Each year, companies generate **€30.5** billion in turnover by exhibiting in trade shows and fairs.

Companies sign **17.7 million** contracts through these events.

84% of exhibitors transact business.



High added value

Each Euro invested by companies taking part in an event generates **€8** in turnover on average (€7 when exhibiting in general public fairs and B-to-C shows and €10 when exhibiting in trade and B-to-B shows).

High yields: the higher the budget allocated to trade shows and fairs, the more participation contributes to the company's overall turnover.



75% of companies are loyal

Corporate acclaim

Users rank events as **the best** promotional tool in terms of cost effectiveness, ahead of the Internet or sales visits.

On average companies take part in **5 events** per year as exhibitors

75%: percentage of companies returning to an event

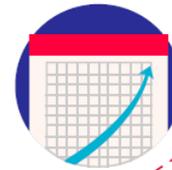
1/3 of companies' overall export turnover



Focus on exports

Events contribute **one third** of exhibiting companies' export turnover.

One in every two stands generates turnover with international clients, and even **two in every three** stands for trade and B-to-B shows.



3/4 of turnover generated within 10 months of the event

An effective and comprehensive tool

1/4 of turnover is generated during the event, with the rest within three to ten months thereafter; post-event management is essential!

Participation is leveraged as soon as the event is over, with a return on investment of **2**.

FRENCH EVENT PERFORMANCE INDEX

STEERING, ASSESSING AND LEVERAGING THE OVERALL PERFORMANCE OF EVENTS

50 indicators covering economic, tax, labour, environmental, scientific, media spin-offs and impacts

performance report

table of assessments

economic

code indicator

eco.1 direct economic spin-offs

eco.2 indirect economic spin-offs

eco.3 business dealings

eco.4 business leads

tax

code indicator

fic.1 national & European tax spin-offs

fic.2 local & regional tax spin-offs

fic.3 airport tax

labour

code indicator

lab.1 direct labour spin-offs

lab.2 indirect labour spin-offs

lab.3 training

environmental

code indicator

env.1 GHG emissions

env.2 pooled transportation with low GHG emissions

env.3 local transportation

env.4 waste production

env.5 responsible waste management

env.6 food waste

env.7 socially/environmentally-responsible catering

env.8 energy consumption

env.9 water consumption

scientific

code indicator

sci.1 references in scientific/public R&D and innovation bulletins

sci.2

media

code indicator

med.1 media spin-offs

environmental assessment

env.1 – GHG emissions (event-specific items – in mtCO₂e)

Greenhouse gas emissions and CO₂ equivalents generated by the event

Total quantity of greenhouse gas and CO₂ equivalent emissions resulting from organising and producing the event and from the reception and hosting of attendees participating in the event (visitors, congress attendees, spectators, and exhibitors, speakers, presenters, artists, sportspeople and other event content contributors) (in metric tons of CO₂ Eq.):

- attendee travel
- freight transportation and technical team travel
- attendee accommodation
- attendee catering and dining
- space design and production
- communications
- insurance and safety/security
- energy
- buildings
- waste (from catering and dining, space design and production, and communications)

year/season	Y/S	GHG emissions (in mtCO ₂ e)
total	XXX XXX	
- incl. attendee travel	ZZZ ZZZ	
- incl. freight transportation and technical team travel	ZZZ ZZZ	
- incl. attendee accommodation	ZZZ ZZZ	
- incl. attendee catering and dining	ZZZ ZZZ	
- incl. space design and production	ZZZ ZZZ	
- incl. communications	ZZZ ZZZ	
- incl. insurance and safety/security	ZZZ ZZZ	
- incl. energy	ZZZ ZZZ	
- incl. buildings	ZZZ ZZZ	
- incl. waste	ZZZ ZZZ	



FUTURE DEVELOPMENTS

INDUSTRY KNOWLEDGE

PUBLIC SAFETY

INSTITUTIONAL COMMUNICATIONS



BUSINESS DEVELOPMENT



FUTURE DEVELOPMENTS

INDUSTRY KNOWLEDGE

PUBLIC SAFETY

INSTITUTIONAL COMMUNICATION

BUSINESS DEVELOPMENT

**NEW
MEETING FORMATS**

**NEW
BUSINESS MODELS**