



International
Spring
University

The Executive
Course for
Trade Fair
Management



International Spring University

The ISU is an executive education program for the trade fair industry, combining academic research, industry best practices, and cross-industry insights in a practical and interactive format. The course is taught in English, and open to professionals from Europe and all over the world, focussing on Europe while also fostering an international perspective and global exchange.

The 2026 edition focuses on how artificial intelligence is transforming the exhibition sector, highlighting current and future trends, opportunities, risks and success factors.

[Register for ISU](#)

Date: May 20-22, 2026

Location: Confex, Koelnmesse
Cologne, Germany

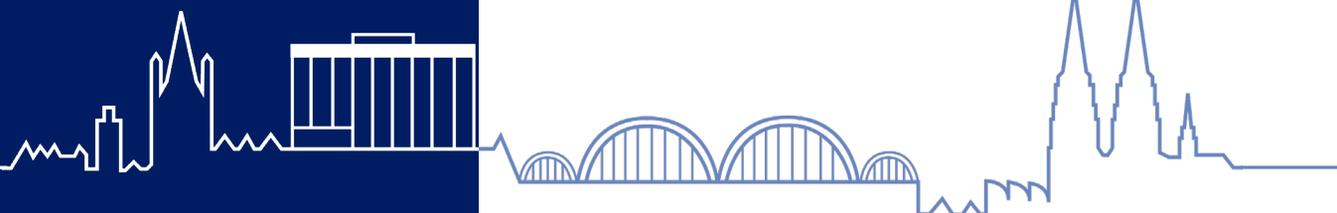
Topic: The Next Generation
of Trade Fairs:
Smart Exhibitions with AI

**Cooperation
Partners:** Koelnmesse, EMECA and
University of Cologne, Institute
of Trade Fair Management

Participants: Professionals only

Cycle: Annual

Pricing: EMECA Member fee - 1,270 €
Standard fee - 1,488 €



Format

ISU 2026 serves as an interactive executive course, bridging the gap between theory and practice, and enabling a global industry dialogue in the trade fair sector.

The course includes:

- Lectures/presentations
- Case studies
- Professional workshops
- Networking sessions
- A guided tour at Koelnmesse

Teaching Language: English



It's a match! Participants include:

Young professionals and middle managers from internationally active trade fair and exhibition companies who aim to drive innovation, share global best practices, and shape AI-powered exhibitions.

The program is limited to 40 participants to ensure intensive interaction and learning.



Impact

Gain immediate, actionable insights and international inspiration to drive innovation and transformation in the AI era.



Benefits for you:

- Stay ahead of industry change with practical knowledge in AI, analytics, and digital transformation.
- Expand your global network through exchange with AI experts and industry leaders.
- Strengthen your professional profile with an official certification.

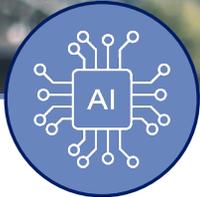


Benefits for your organisation:

- Build in-house AI and analytics expertise with hands-on skills and up-to-date knowledge.
- Unlock new business opportunities and position your company as a forward-thinking leader.
- Benefit from international collaboration and global best practice exchange.

Focus Topics

2026



**AI-Driven Marketing,
Sales & Customer
Experience**



**Strategic
Decision-Making:
AI as a Management
Accelerator**



**Trust by Design:
Data Security & Ethics
in the Age of AI**

Confirmed Speakers



Simone Zaccherini
Innovation Director
Italian Exhibition
Group
SpA



Jana Lea Hug
Solution Advisor
SAP Customer
Experience



Ernst Janzen
Vice President
Strategy
& Organization
Messe Frankfurt



Verena Gründel
Director Brand &
Communications
DMEXCO
Koelnmesse



Tanya Pinchuk
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[Contact the team](#)

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Institut
für Messewirtschaft,
Universität zu Köln

