



Education in the German Trade Fair Industry

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economical
expertise

diplomatic skills

communication specialist

team player

avoid catastrophes

technical
know-how

good command of
time and conflict
management

adapt easily to new topics

think and act with foresight

constant availability

broad general
knowledge

foreign language
competence

Education in Germany

- school leaving certificates:
 - secondary school (10 years)
 - university entrance diploma (12/13 years)
- vocational training / academic studies / further training
- public educational institutions
- private educational institutions

- vocational training
- theory + practice
in-company learning and
vocational school
- 2 – 3 years
- examination at the Chamber
of Industry and Commerce
- officially recognized by
the German government

Event Manager – Dual Vocational Education – Contents of the Curriculum

■ 11 learning areas:

- 1 explore and illustrate the company you work at
- 2 actively participate in organizing the vocational training
- 3 collecting and evaluating business processes
- 4 analyze markets and apply marketing tools
- 5 buy and manage services and goods
- 6 open up and make use of financial sources
- 7 plan, organize and evaluate events
- 8 organize events within the integrated communication of a company
- 9 offer services
- 10 success-oriented control of business processes
- 11 exercise tasks within the field of Human Resources

- vocational training
- theory + practice
in-company learning and
vocational school
- 2 – 3 years
- examination at the Chamber
of Industry and Commerce
- officially recognized by
the German government

- in-service training
- 12 – 24 months part-time
3 – 6 months full time
- equivalent to bachelor
- examination at the
Chamber of Industry and
Commerce
- officially recognized by the
German government



Around 70 study programs offering focus on event management:

- Köln University – Institute of Trade Fair Management
- University of Applied Sciences Osnabrück in cooperation with SSPU Shanghai Second Polytechnic University
- DHBW Ravensburg – dual degree courses in exhibition-, meeting- and congress management
- HHL – Leipzig Graduate School of Management
- TU Chemnitz – M.B.A. in Eventmarketing
- ...
- Leibnitz University Hannover – Center of Excellence for Exhibitions, Marketing and Management

- university
- university of applied sciences
- degrees
 - Bachelor of Arts / Science / Engineering
 - Master of Arts / Science / Engineering
 - PhD
- admission requirement:
 - university entrance diploma

- exhibition organizers
- concert organizers
- marketing /event agencies
- exhibiting companies
- city halls, cultural municipal departments, city marketing
- theater, movies, TV
- hotels
- tourism businesses
- self-employment

- two-day training event for vocational school teachers
- advise, assist and support students with bachelor / master or PhD theses – German Trade Fair Library
- AUMA lectures at universities, universities of applied sciences, academies, educational institutions
- Federal Conference of Deans (from faculties of economics)



Thank you!

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