

Young IFA Lesson Materials

Project Day at IFA 2019

Lesson input and worksheets

Grades 7–13



Module 1

Who does what?

Career orientation at IFA

There are numerous fields of employment and professions with different training paths in the trade fair sector. Companies include trade fair organizers such as Messe Berlin, trade fair construction companies and agencies, as well as the marketing departments of the exhibiting companies. This IFA Project Day will help you navigate the exciting range of career opportunities on offer and the Youth Employment Agency will be on hand to answer your questions at Young IFA in Hall 15.2.

Messe Berlin is a service provider for the organization and staging of regional, national and international trade fairs, exhibitions, conferences and other events in the event sector. In order to make sure these events run smoothly and successfully, they have to be well planned. Their organization, dismantling and follow-up also require close cooperation between all stakeholders.

Trade fair organizers such as Messe Berlin develop trade fair concepts, handle trade fair marketing, rent exhibition stand space and oversee the entire organizational process. Agencies come up with concepts for showcasing certain content in the most eye-catching way possible. On behalf of the exhibiting companies, external trade fair construction companies handle the entire production process, from developing the concept to planning and implementation and finally making sure the whole production was a success. At Young IFA in Hall 15.2, you will be able to find out about all the possibilities the event sector has to offer.

Apprenticeship career pathways

- Event manager
- Visual marketing designer
- Specialist in event technology
- Marketing communications specialist

University career pathways

- MBA or Business Economist
- Bachelor in Event Management
- Business Economist (B.A.) for trade show and conference management
- Engineer (B.A.) for Event Technology

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Support services

There are also a range of companies that provide support services.

For example, recruitment agencies, who place additional employees for specific tasks – usually on a fixed-term or hourly basis:

- Security personnel
- Coat check personnel
- Traffic controllers
- Interpreters
- Promotional personnel
- Barkeepers
- Service personnel
- Chefs
- Trash collectors
- Cashiers
- Admission staff
- Caterers in restaurant areas & food trucks

Stand personnel

During the trade show, the following personnel will be on duty at exhibiting companies' stands:

- Stand manager
- Technical personnel
- Sales personnel
- Sales manager
- Interpreter
- Public relations personnel
- Information staff
- Service personnel
- Management

Exciting careers

For the first time at IFA, the Youth Employment Agency has taken up residence in the Young IFA WG in Hall 15.2. You have the opportunity to learn a lot about interesting industries and careers and immerse yourself in them with VR glasses.

For example, you can meet live:

- Influencers
- Moderators
- Fashion designers
- Gamers
- Many other professions

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Worksheet 1 / 1

As you explore IFA, see exactly who you can get to know in various professional functions.

Try to talk to as many different people as you can and make a note of the results!

What jobs do they have?

Which qualities are particularly important in their profession and why?

What are their tasks during the trade show?

What tasks do they have in their company?

How did they get into their career?

Person 1:

Person 2:

Person 3:
