



International
Association of
Exhibitions and Events®

Takeaways from International Student Week

Student Community

IAEE held its first International Student Week on 12-16 April. Students from all over the world gained insight on how to better utilize IAEE as their go-to resource for research and information for school projects, papers and reports. Students learned how IAEE's advocacy efforts continue to make a positive impact on our industry. They also learned the importance of research and understanding how powerful face-to-face marketing is to our global economy. Takeaways include:

- Students should be mindful of the differences in trade show models in the U.S. vs. other countries when looking for jobs.
- Planning procedures for trade shows differ from non-profit to profit.
- Network to best understand job options.
- Designations do pay more.
- Never forget about the supplier side as a career path – many organizers started on the supplier side.
- Larry Kulchawik has many resources on his website: <https://www.larrykulchawik.com/>
- No is the first step in negotiating.
- Do everything with integrity.
- It's kind to be kind.
- Top skills recommended for students to focus on: relationship building, critical thinking and time management.