



FEPA Report

The Future of Stamp Exhibitions

The Federation of European Philatelic Associations

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Summary: Recommendations for Philatelic Societies

Across Europe, philatelic societies are at a turning point. While exhibitions remain one of the cornerstones of organised philately, their format, funding, and audience are under increasing pressure. During five FEPA-hosted Zoom meetings in October 2025, representatives from 31 European philatelic federations shared their experiences and innovations on how to secure the future of exhibitions. This report consolidates the best practices and insights emerging from those discussions, providing inspiration and guidance for both local societies and national federations.

Key recommendations for societies include:

1. Rethink the exhibition format – experiment with smaller, specialized, and one-frame shows.
2. Consider hybrid exhibitions that combine physical exhibitions with virtual presentation of the same exhibits.
3. Have joint exhibitions/fairs that combine philately with related hobbies such as numismatics, postcards, medals, or model trains.
4. Engage with new venues – such as museums, libraries, or city cultural spaces.
5. Embrace digital elements – from QR codes on frames linking to exhibit scans or videos.
6. Strengthen marketing – especially through social media, online videos, and local promotion.

Summary: Recommendations for Philatelic Federations

Federations play a key role in shaping the future of exhibitions. To ensure sustainability and innovation, they should provide leadership, coordination, and shared digital infrastructure. From the FEPA discussions, five strategic recommendations emerged for federations:

1. Facilitate collaboration between member societies to share experiences and digital solutions.
2. Support and standardize hybrid exhibition models combining physical and online participation.
3. Develop sponsorship and funding partnerships to reduce reliance on public subsidies.
4. Promote training of potential exhibitors.
5. Encourage experimentation – in all aspects of exhibitions.

1. Why Focus on “The Future of Stamp Exhibitions”?

Stamp exhibitions have been at the heart of organised philately for more than a century. They have connected collectors, inspired research, and provided a stage for excellence and education. Yet the world around philately has changed dramatically. The collector community is aging, digital platforms are redefining how people learn and share, and costs of venues and logistics continue to rise.

At the same time, exhibitions remain one of the few truly public expressions of philately - where it steps out of the album and into the world. They are the bridge between tradition and innovation, between national and international communities.

Focusing on the future of stamp exhibitions is therefore not about preserving the past; it is about adapting a cherished format to a new reality. By rethinking how exhibitions are organised, funded, promoted, and experienced - both physically and digitally - we can ensure that the excitement of discovery and the pride of exhibiting continue to thrive for decades to come. FEPA's initiative to explore this future reflects a shared belief: exhibitions must evolve if philately itself is to remain visible, vibrant, and relevant in the years ahead.

2. The FEPA Approach to Collaboration

To build this report, FEPA followed a collaborative and inclusive process that mirrors the spirit of European philately itself. In September 2025, a detailed questionnaire was sent to all FEPA member federations, inviting them to describe the current state of stamp exhibitions in their countries - including planned events, challenges, and innovative practices.

The responses provided valuable insights into both the diversity and the shared challenges of organised philately across Europe. Based on these responses, FEPA organised five Zoom meetings in October 2025, each bringing together representatives from most federations.

The purpose was not only to exchange information but also to inspire one another - sharing what works, what doesn't, and what new ideas could shape the exhibitions of tomorrow. Each meeting combined presentation, open discussion, and reflection, allowing federations to learn directly from their peers. The resulting dialogue proved rich in creativity and practical solutions, ranging from new exhibition formats to digital innovations.

This report - *The Future of Stamp Exhibitions* - gathers the key findings, examples, and recommendations that emerged from this process. It stands as both a record of the current situation and a roadmap for collective progress across European philately.

3. The Current Landscape of Stamp Exhibitions in Europe

Across Europe, **stamp exhibitions remain a central pillar of organised philately**. They bring together exhibitors, jurors, dealers, and visitors in an atmosphere of shared passion and expertise. From large continental exhibitions such as *EUROPHILEX*, *HAFNIA*, *NOTOS*, or *LIBEREC*, to smaller national and regional shows, exhibitions continue to play a vital role in motivating collectors and preserving philatelic culture.

However, the discussions and data collected from the FEPA questionnaire and five Zoom meetings reveal a complex picture: exhibitions are both valued and vulnerable.

A Strong Tradition – but Growing Pressure

Nearly all federations report that exhibitions are still considered essential to the life of the philately.

- More than 60 planned exhibitions in Europe in the coming years, covering all levels - local, national, and international.
- Many organisers still succeed thanks to experienced teams and a strong sense of community.
- In some countries, public authorities, museums, or postal administrations still offer financial or logistical support.

Yet, this tradition faces increasing strain:

- 86% of respondents cited high costs and limited funding as a major concern.
- 82% mentioned the aging exhibitor base and audience.
- 78% observed declining attendance.
- 78% also reported a shortage of volunteers able to sustain the workload.

This combination of financial, demographic, and structural pressures makes it clear that the current model - built around large, multi-day, volunteer-driven events - is becoming difficult to maintain.

Uneven Development Across Europe

Some countries have maintained active national exhibition programmes, while others hold fewer or smaller events – or none. A few federations, particularly in smaller nations, rely heavily on regional collaborations or on hybrid/virtual approaches to keep exhibiting opportunities alive.

Several federations noted that the number of exhibitors is declining – mainly because it is increasingly difficult to find local societies that volunteer to arrange exhibitions, and because the number of active organisers is shrinking. The same individuals often carry much of the burden year after year, raising questions about long-term sustainability.

The increasing costs of international exhibitions - including travel, accommodation, frame fees, and insurance - are becoming a serious barrier for many collectors. This trend risks driving out mid-level exhibitors, leaving only the most experienced or well-funded participants able to compete. As a result, exhibition diversity and renewal may decline unless more affordable formats are developed.

The Audience Challenge

Most exhibitions still attract an audience of committed philatelists but struggle to reach beyond this circle. In many countries, public visibility is limited, the lack of new and young collectors results in a lower attendance, and attendance relies on word-of-mouth among collectors.

Most exhibitions continue to attract primarily established philatelists and experienced exhibitors. While some casual visitors or drop-ins attend, their numbers remain limited. For now, exhibitions are not a major channel for recruiting new collectors, though they remain vital for community building and recognition within organised philately.

This reflects a common European pattern: exhibitions still have strong symbolic and social importance, but the model needs renewal. Without innovation, many federations fear that exhibitions will decline in number, scale, and visibility.



4. What Works Well Today

Despite growing challenges, there is much that still works well within the European philatelic exhibition landscape. Many federations report successful events, enthusiastic exhibitors, and an enduring sense of pride and community around stamp exhibitions.

Strong Tradition and Professional Organisation

The most consistent strength across Europe is the depth of experience among organisers and jurors. In many countries, exhibition management is handled by long-standing teams who know the processes, regulations, and networks required to make a philatelic event a success. This continuity ensures that exhibitions are generally well-run, reliable, and of high philatelic quality.

Several federations mentioned that the quality of exhibits remains excellent - both in terms of research and presentation. This helps maintain a highly competitive standard and keeps exhibitors motivated to improve and participate. The international jury structure, coordinated through FEPA and FIP, continues to function well and has gradually developed its ability to provide valuable feedback to exhibitors.

Motivated Exhibitors and a Spirit of Friendship

A recurring positive theme in the questionnaire responses is the personal satisfaction and recognition exhibitors gain from participating. Exhibitions still serve as milestones in collectors' philatelic journeys - moments to share discoveries, receive awards, and meet like-minded people.

Even when audiences are smaller, the atmosphere of camaraderie and enthusiasm remains strong, making exhibitions a cornerstone of the community experience.

Regional Exhibition Networks

Many federations have maintained or revived structured exhibition calendars, with a clear pathway from local to national and international participation.

Regional exhibition collaborations - such as Nordia, Balkanphila, and Alpe Adria - demonstrate that cooperation between neighbouring countries can reduce costs, share expertise, and attract more visitors. These regional events are often easier to manage than full continental exhibitions, while still offering international scope.

Continued Support from Postal and Public Institutions

In a few countries, postal administrations and local authorities still play an active role. For example, municipal grants in Luxembourg or support from postal services in Israel and Portugal help make exhibitions financially feasible. Even modest assistance - such as free venues or printed materials - can make a decisive difference.

The Enduring Appeal of the Exhibition Experience

While many collectors are active online, the physical exhibition experience remains unique. Seeing collections in frames, meeting the exhibitors in person, and handling philatelic material in the dealers' area continue to be strong motivations for participation. Visitors appreciate the opportunity to compare displays, learn from experts, and enjoy the tangible beauty of the exhibits.

Several federations also highlighted that social and educational aspects work well: seminars, workshops, youth displays, and award ceremonies foster a sense of belonging and learning.

In short, what works well today is not one formula but a collection of good practices: experienced organisers, motivated exhibitors, meaningful partnerships, and creative adaptation to new formats.

Where exhibitions are connected to local culture, supported by cooperation, and managed with professionalism, they continue to thrive - proving that philately's exhibition tradition, when renewed and modernised, remains one of its greatest strengths.



5. Innovations and New Ideas

The results from the FEPA questionnaire and Zoom discussions demonstrate a remarkable level of creativity and experimentation across Europe. Many federations are testing new formats that make exhibitions more accessible, educational, and adaptable to modern conditions - both online and offline.

Virtual Exhibitions

A growing number of federations have successfully organised virtual exhibitions, allowing collectors to display their material digitally and reach audiences far beyond national borders. Countries such as Spain, Germany and Denmark report positive experiences with these models. Virtual exhibitions lower the barriers for participation, reduce costs, and create opportunities for new collectors who might never attend a physical show. When combined with the physical exhibition, it becomes a *hybrid exhibition* – reaching far beyond the visitors to the physical exhibition.

Youth Competitions and Educational Links

To inspire the next generation, countries like Hungary and Ireland have launched youth competitions and school collaborations, often as part of national exhibitions or as online initiatives. These programs use interactive tools and classroom materials to introduce students to the history and design of stamps, helping them see philately as both a creative and educational pursuit.

Exhibitions in Cultural Venues

In some countries exhibitions are hosted in libraries, museums, and cultural institutions - as seen in Egypt, Greece, Hungary, and Italy. These partnerships connect philately with broader cultural themes such as art, history, and communication. By integrating exhibitions into established cultural venues, organisers attract new audiences and often benefit from logistical and promotional support.

Cross-Collector and Shared Events

Several federations have experimented with joint exhibitions and fairs that combine philately with related hobbies such as numismatics, postcards, medals, or model trains. These multidisciplinary events expand the visitor base, attract families and general collectors, and strengthen philately's connection to the wider collecting community.

New and Flexible Exhibition Formats

Several innovative exhibition models have been tested successfully:

- **One-Frame** exhibitions in Italy, allowing each exhibitor to show a single frame with contextual material and storytelling.



- **Contextual exhibits** in the Czech Republic, where one frame is dedicated to everything around one single item: Who sent the letter? Who received the letter? What are the postmarks on the letter? What route did it go? – often supplemented with various historical documents and focusing on narrative and presentation rather than competition according to the current rules.
- **Non-competitive exhibits** as an option for new exhibitors interested in exhibiting.
- **Short exhibitor presentations** - typically 20 minutes at the frames - giving visitors a personal introduction to the exhibit and strengthening interaction.
- **QR codes** at frames linking to short **YouTube videos** where exhibitors present their work.

These ideas make exhibitions more dynamic, educational, and appealing to casual visitors.

Micro and Specialized Exhibitions

The concept of micro-exhibitions - smaller, low-cost, one-day events - has gained strong interest. These exhibitions often feature one to three frames per exhibitor and can be hosted in community centres or libraries. They require minimal logistics and can be repeated several times a year, reaching local audiences more frequently. Similarly, specialized one-class exhibitions or one-page exhibits allow collectors to focus on a narrow theme, reducing costs while encouraging creativity and experimentation. Also, exhibitions that only physically show the first frame of a multi-frame exhibit – with the rest only available online – are proving successful.

Reduced Physical Capacity and Practical Solutions

Many federations note that the aging profile of organisers and volunteers brings practical challenges - particularly with the physical work of setting up and dismantling exhibition frames. The traditional reliance on collectors for these demanding tasks is becoming unsustainable. A creative response has been the “HAFNIA solution”, where the organisers hired a local youth organisation to handle the physical labour under supervision. The young helpers needed initial guidance, but quickly became efficient, and the collaboration provided the youth organisation with both income and insight into the world of philately. This approach proved highly effective and could serve as a model for other exhibitions facing similar capacity issues.

Developing New Exhibitors

One of the most promising initiatives is the Netherlands’ “1+1+1” exhibitor training model - a three-day format where participants receive guidance, prepare exhibits at home between sessions, and return for feedback. This structured approach has proven effective in turning collectors into confident exhibitors and could be replicated across other federations.

6. Virtual and Hybrid Exhibitions

The experience of recent years has shown that virtual and hybrid exhibitions are no longer experimental side projects - they are becoming a vital and complementary part of the philatelic exhibition landscape. Many FEPA member countries regard them as a practical response to rising costs, aging volunteers, and the need to reach new, digitally active audiences.

From Necessity to Opportunity

Initially, several virtual initiatives were born out of necessity, during and after the COVID-19 pandemic, when physical meetings were impossible. Yet what started as an emergency solution soon proved to have long-term value. Federations in Spain, Denmark, Germany, and others have successfully run virtual or hybrid events that reached participants far beyond their national borders.

These experiences show that digital elements can complement rather than replace the physical exhibition experience. Of course, the question of whether online-only exhibits have been optimised digitally – or are displayed as they actually appear - is important.

Advantages for Collectors, Visitors, and Organisers

Virtual and hybrid formats open possibilities that traditional exhibitions cannot easily match:

- Wider accessibility: collectors, jurors, and visitors can explore exhibits from anywhere in the world, at any time.
- Extended lifetime: once uploaded, exhibits can remain online, creating a digital archive and learning resource.
- Lower costs: venue rental, transport, and insurance expenses can be reduced or eliminated.
- Environmental benefits: reduced travel and printed material contribute to sustainability goals.
- Educational potential: digital platforms make it easy to integrate explanatory videos, interviews, and guided tours.

Several countries reported that online exhibitions attract new audiences who might never have visited a physical event - including younger collectors and international viewers.

Overcoming the Challenges

However, federations also recognise that virtual exhibitions cannot fully replace the social, emotional, and commercial aspects of traditional events.

- Dealers often find limited benefit in purely virtual formats, since the tactile experience of browsing and buying stamps is central to their business.
- Exhibitors and visitors miss the face-to-face conversations that make physical exhibitions so inspiring.
- Organisers must invest in technical expertise and digital infrastructure, which can be demanding.

To bridge these gaps, several creative solutions have emerged:

- Virtual dealer stands linked to online shops or video sessions.
- Hybrid opening ceremonies, award presentations, and juror feedback sessions hosted on Zoom.
- QR codes placed at physical frames that lead to videos where exhibitors explain their material - merging the physical and digital worlds.

These innovations demonstrate that technology, when thoughtfully applied, can enhance rather than replace the philatelic experience.

The Path Forward

Virtual and hybrid exhibitions represent a strategic opportunity for European philately. They allow federations to stay relevant in a digital age, maintain international participation, and engage collectors who cannot travel. The most promising path forward will likely combine both worlds:

- Physical exhibitions for personal interaction, social connection, and dealer activity.
- Virtual and hybrid components for education, reach, and long-term visibility.

In the years ahead, success will depend not on choosing one format over the other, but on integrating them intelligently - ensuring that every exhibition, large or small, physical or digital, contributes to keeping philately visible, accessible, and alive for future generations.

7. Digital Solutions and Innovation

As exhibitions evolve, so too must the tools that support them. Across Europe, federations are beginning to integrate digital solutions that make philatelic exhibitions easier to access, more interactive for visitors, and more efficient for organisers. Digital technology is no longer an optional add-on; it is becoming a natural extension of the exhibition experience.

Enhancing the Visitor Experience

Several federations report initiatives designed to make exhibitions more engaging and visitor-friendly through digital tools:

- Mobile applications have been developed in countries such as Belgium, where an app guides visitors through collections, provides descriptions, and allows users to search for specific themes, exhibitors, and ask questions.
- QR codes placed next to each frame or exhibit connect to short videos or web pages where exhibitors explain the story behind their collection. This approach has proven popular and has the potential to make exhibits accessible long after the physical event ends.
- Digital catalogues replace printed programmes, saving costs and allowing last-minute updates. Visitors can download or browse catalogues on smartphones or tablets, often linked to the exhibition website.
- Frame-size interactive digital screens at the venue showing digital exhibits.
- Interactive maps and schedules integrated into event apps or websites help visitors navigate large venues and identify exhibits, presentations, or dealer stands.

These solutions make exhibitions easier to explore and create a richer, more educational experience - especially for newcomers.

Supporting Exhibitors and Organisers

Digital tools are also transforming how exhibitions are prepared and managed:

- Online registration systems simplify the submission of exhibit applications, reducing paperwork and ensuring data accuracy.
- Cloud-based storage allows exhibition organisers to securely manage exhibits, catalogues, and award results, accessible to both organisers and FEPA.
- Virtual meeting tools such as Zoom and Teams are increasingly used for pre-exhibition coordination and sessions for exhibitors, volunteers, and jurors.

Together, these tools make the exhibition process smoother, more transparent, and less dependent on a small number of local volunteers.

Extending Reach Through Online Presence

Several exhibitions create dedicated exhibition websites that serve as permanent digital showcases. These sites host:

- High-quality scans of exhibits (with both a frame and page view)
- Video interviews with exhibitors and organisers
- Digital award lists
- Links to virtual tours or 360-degree video of the exhibition hall

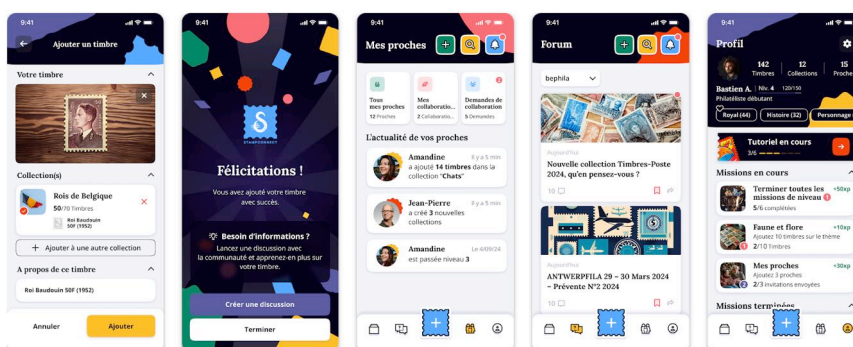
Such websites turn each exhibition into a lasting online archive that can inspire new collectors and preserve philatelic knowledge for future reference.

Emerging Technologies

Beyond the current digital tools, several innovative technologies hold promise for the next generation of philatelic exhibitions:

- Augmented Reality (AR) - allowing visitors to point their smartphones at a frame and see extra information, animations, or videos overlaid on the display.
- Virtual Reality (VR) - offering immersive tours of exhibitions that can be visited remotely, either through web browsers or VR headsets.
- AI-based translation tools - enabling international visitors to read exhibit texts in their own language instantly, breaking language barriers.
- Data analytics - giving organisers real-time insight into visitor behaviour, popular exhibits, and online engagement.

These developments will gradually redefine how philately is presented and experienced. The key will be to adopt technology in a way that strengthens, rather than replaces, the essence of exhibiting - the exchange of knowledge and passion between collectors.



The Belgian smartphone app: Search App Store for “Stampconnect”

8. Funding Models

Across Europe, funding remains one of the central challenges facing philatelic exhibitions. While enthusiasm and volunteer commitment remain high, the financial foundations of exhibitions have become increasingly fragile. Rising venue costs, higher insurance fees, and reduced public support mean that organisers must look for new and more sustainable funding models to keep exhibitions viable.

The Current Situation

The FEPA questionnaire revealed that a large majority of federations (86%) identify funding as their main concern when planning exhibitions.

Historically, many exhibitions benefited from postal administration sponsorship or government cultural grants. As postal services have commercialised and budgets tightened, such support has become rare. In most countries, national federations no longer receive annual grants. This new reality requires organisers to think more entrepreneurially and to build partnerships beyond traditional philatelic circles.

New Funding Approaches Emerging

A number of promising models and ideas are being tested across Europe:

Corporate Sponsorships:

Some organisers have successfully attracted private companies - including banks, logistics firms, and printing companies - that see value in associating their brand with culture, tradition, and education. Sponsorship can take the form of direct funding, advertising in catalogues, or covering specific costs such as medals or frame transport.

Partnerships with Museums and Cultural Institutions:

Exhibitions hosted in museums or public cultural spaces often benefit from shared costs (security, lighting, insurance) and sometimes from public grants tied to cultural programming (The European Capital of Culture programme etc.). This approach also strengthens visibility and integrates philately into the broader cultural landscape.

Private Donors:

Several major exhibitions - such as *HAFNIA* and *IBRA* - have successfully attracted private donors who support the event out of personal enthusiasm for philately. Many organisers use a tiered donation scheme with recognisable categories such as *Bronze*, *Silver*, *Gold*, or *Platinum* sponsors. Donors are acknowledged in catalogues, websites, and award ceremonies, often receiving invitations to key events.

Crowdfunding and Community Support:

Digital tools now make it possible to raise funds through small donations from a large number of collectors. Federation websites or social media platforms could host donation campaigns targeted at specific projects or youth initiatives.

The Case for Smarter Cost Management

Funding is not only about generating more money - it is also about reducing and optimising expenses.

- Smaller, shorter, and more focused exhibitions can significantly reduce costs while maintaining impact.
- Hybrid exhibitions require fewer physical frames and less venue space, cutting logistics costs.
- Digital catalogues and QR codes replace printing, while online registration systems save administrative time.

These practical measures are already being implemented by several federations and could be more widely adopted.

Building Long-Term Sustainability

The most successful funding strategies are those that build long-term partnerships. A one-time sponsor may support a single exhibition, but cultivating recurring collaboration - for instance, with a museum, municipality, individual, or corporate foundation - provides stability and continuity. Federations are encouraged to appoint dedicated sponsorship coordinators or committees focused on financial sustainability, marketing, and partner relations.

Looking Ahead

In the coming years, the future of exhibition funding in Europe will likely depend on a combination of:

- Smarter event design – smaller, hybrid, and flexible formats.
- Broader partnerships – involving museums, cultural foundations, and commercial sponsors.
- Initiatives shared across borders.

Ultimately, the goal is not only to keep exhibitions alive, but to build resilient financial structures that allow organisers to focus on what matters most: the philatelic experience, education, and international cooperation that exhibitions make possible.



9. Audience and Marketing

In the changing landscape of philately, effective marketing and visibility have become just as essential as the exhibits themselves. Even the most carefully organised exhibition cannot fulfil its purpose if too few people know about it. Across Europe, federations acknowledge that communication must evolve - from inward-facing promotion aimed at existing collectors to outward-facing storytelling that engages the general public, younger audiences, and returning collectors.

Rethinking the Audience

The traditional audience of exhibitions - active collectors and exhibitors - remains at the core of the philatelic community. These participants are motivated by competition, recognition, and the joy of meeting peers. But to secure the future, exhibitions must expand their reach and address several new segments:

- **Returning collectors** in mid-life, who rediscover philately after a professional or family break.
- **Younger generations**, who respond better to visual, digital, and interactive formats.
- **Cultural visitors** interested in history, design, geography, or heritage - themes that connect naturally with stamps.
- **Local audiences**, who attend exhibitions hosted in their city as part of a wider cultural offering.

Tailoring messages to these groups requires modern communication channels and fresh storytelling.

The Shift Toward Digital Marketing

The most noticeable change in recent years is the growing importance of digital and social media. Many federations now use Facebook, Instagram, YouTube, WhatsApp, and even TikTok to promote exhibitions. These platforms are inexpensive, visual, and allow federations to reach audiences beyond their traditional mailing lists.

- **Facebook** remains the dominant channel for collectors aged 50+, ideal for event announcements, exhibitor interviews, and photo albums.
- **Instagram** and **YouTube** work well for short, engaging visual content such as “behind-the-scenes” videos, award moments, or close-up images of exceptional exhibits.
- **Short-form video** is particularly effective in reaching new audiences: even a one-minute clip showing how a stamp tells a story can attract thousands of views.



The most successful federations and organisers are those that post regular, authentic content in the months leading up to an exhibition, not just at the opening. Consistency builds anticipation and involvement.

Integrating Traditional and Modern Channels

While digital tools are essential, traditional communication still plays a valuable role - especially for reaching established collectors and older audiences. Press releases in national philatelic magazines, collector newsletters, and local newspapers remain effective. Combining traditional and modern approaches provides the best results:

- Announce the exhibition in philatelic journals and on FEPA's website.
- Use local radio or TV for interviews with organisers or exhibitors.
- Place posters in libraries, museums, and tourist information centres.
- Share photo material with the local press to increase chances of coverage.

This integrated communication ensures that exhibitions stay visible to both loyal and new audiences.

Partnerships That Increase Visibility

One of the strongest visibility drivers is strategic partnerships. Many federations report success when exhibitions are organised in collaboration with museums, cultural centres, or municipalities.

- In Greece, Italy, Hungary, and Egypt, exhibitions hosted in museums or historical venues attracted visitors who came for cultural or historical reasons - and discovered philately in the process.
- Tourist or municipal venues not only provide free or low-cost space but also generate foot traffic from non-collectors.
- In several cases, partnerships with tourism offices have brought exhibitions into local event calendars, increasing exposure to thousands of visitors.

Such collaborations elevate the status of exhibitions, presenting philately as a cultural and educational activity, not just a specialist hobby.

Storytelling: Turning Exhibitions into Narratives

Modern audiences respond to stories rather than statistics. Instead of focusing solely on technical achievements, organisers can present exhibitions through human stories - about collectors, discoveries, or historical themes illustrated by stamps.

Examples include:

- “A journey through Europe’s postal history”
- “When design met diplomacy: stamps that changed history”
- “Collecting the world, one stamp at a time”

This type of storytelling can be used in press releases, social media posts, and exhibition displays, making philately accessible and relatable.

Developing Communication Skills

Several federations noted that philatelists often lack formal training in marketing or public communication. There is a growing need for training workshops on public relations, media handling, and social media strategy.

Leveraging Events and Influencers

Philatelic exhibitions can also benefit from partnerships with influencers or online content creators who specialise in history, collecting, or education. Collaborations with YouTubers, Instagram storytellers who highlight cultural content could bring philately to new audiences. Some federations already experiment with live streaming of award ceremonies or guided tours on social media platforms - combining real-time interaction with digital reach.

The future visibility of exhibitions will depend on communication that is inclusive, modern, and creative. The formula is clear:

- Combine digital and traditional outreach.
- Use storytelling to make philately human and accessible.
- Build partnerships that connect exhibitions to cultural and local life.
- Provide training and coordination to strengthen professional communication skills.

With these elements in place, European philatelic exhibitions can move from being events known only to collectors to becoming recognised cultural experiences - open, visible, and inspiring for a much wider audience.

10. The Role of FEPA: Let's Experiment Together!

FEPA currently recognises exhibitions under two main categories: FEPA Patronage (continental) and FEPA Recognition (regional and bilateral). Discussions during the Zoom meetings proposed introducing new levels such as FEPA Regional Patronage and FEPA Specialized Patronage. The FEPA Board will be working on this.

FEPA encourages federations in Europe to experiment with new ways of conducting exhibitions. Please send descriptions of your ideas and innovations, so we can share them with all other federations through our website, newsletters, and magazine.

FEPA will continue to facilitate dialogue, share best practices, and coordinate European exhibition strategies. A key ambition is to make exhibitions more accessible, diverse, and digitally integrated.



Appendix: The Participants in the FEPA Zoom Sessions

This report is based on five meetings with federation representatives from FEPA countries.

The meetings were facilitated by FEPA Vice President Lars Engelbrecht together with FEPA President Bill Hedley, FEPA Director Claudio Manzati and FEPA Secretary Igor Pirc. The technical set-up for the meetings was prepared by FEPA Director Costas Chazapis and the invitations to the participants sent out by FEPA Secretary Igor Pirc.

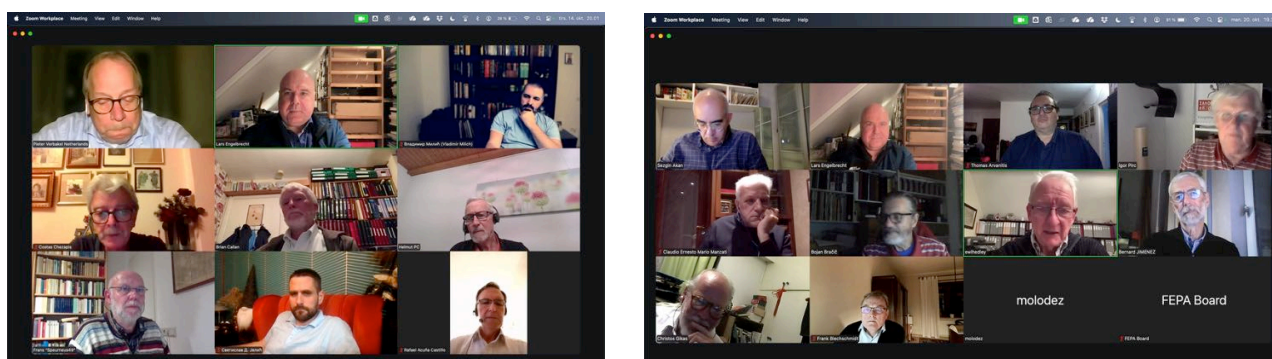
The participating FEPA countries were:

8 October: Armenia, Bulgaria, Romania, Moldova, Finland, Denmark, Lithuania, Norway
 14 October: Liechtenstein, Ireland, Spain, Netherlands, Serbia
 16 October: Sweden, Luxembourg, Czech Republic, Hungary, Italy, Portugal, Switzerland
 20 October: Germany, Greece, Slovenia, France, Turkey
 21 October: United Kingdom, Austria, Belgium, Slovakia, Israel, Egypt.

FEPA countries not participating were:

Albania, Croatia, Cyprus, Montenegro, North Macedonia, Ukraine, Egypt, Estonia, Iceland, Latvia, Lebanon, Monaco and Poland.

FEPA would like to thank all participants for their active participation and for sharing their experiences and ideas.



Screenshots from the FEPA Zoom meetings.