



# GLOBAL EXHIBITIONS DAY 8 JUNE 2016

## THE FIRST EVER GLOBAL EXHIBITIONS DAY (#GED16) BRINGS TOGETHER THE GLOBAL EXHIBITION INDUSTRY TO:

- Raise awareness about the value of exhibitions to various stakeholders (e.g. governments and local authorities, businesses, NGOs, etc.)
- Celebrate the people who work in our industry and inspire new generations

Truly global from its very first day! Industry leaders from all over the world have pledged their support. A growing list of associations, industry players and universities join forces to promote our industry and to highlight its achievements.

## GET INVOLVED!



## JOIN WORLDWIDE INDUSTRY PROFESSIONALS

- ✉ UPDATES? [GED@UFI.ORG](mailto:GED@UFI.ORG)
- 🐦 TWITTER: [@GED\\_2016](https://twitter.com/GED_2016)
- 👍 FACEBOOK: [#GED16](https://www.facebook.com/GED16)
- 📺 VIDEO STATEMENT: [WWW.UFI.TV](http://WWW.UFI.TV)
- 😊 SHARE SELFIES!

**Global Exhibitions Day is not a single event.**

**It is an invitation for everyone eager to promote the value of our industry and to share one single and cohesive voice.**

**It is a combination of all our efforts together.**

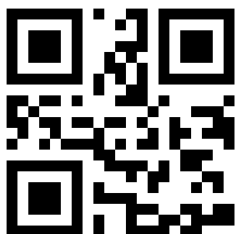


You can make a difference, by getting involved and taking part, whether as an individual, a company or an association. Anything you can do, will contribute to the greater impact of #GED16, and will help us promote the exhibition industry.

## HERE ARE SOME IDEAS WHAT YOU CAN DO TO SUPPORT #GED16

- Integrate the #GED16 logo to your email signature
- Film a 'highlights' video from behind the scenes of the exhibition industry.
- Look for any regional events that you can tap into to promote #GED16
- Add the #GED16 logo to your printed and online materials (brochures, flyers, badges, banners, etc.)
- Contact your national exhibition association
- Include #GED16 logo in your e-mail signature
- Share quotes / interviews from your staff and clients on their highlights of working within the exhibition industry. E.g. what was their best exhibition experience or the most significant moment in their career
- Plan a team building on June 8 and share your activities

## INFO & RESOURCES



**#GED16**

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www.ufi.org/ged

