

Five future leaders selected to receive the 2018 UFI Next Generation Leadership Grant

Paris: 15 March 2018: UFI, the Global Association of the Exhibition Industry, has announced a group of five recipients from all over the world for this year's UFI Next Generation Leadership (NGL) Grant. An international jury, led by UFI President Corrado Peraboni, selected this group of future industry leaders for their exceptional initiative in driving change and innovation in their different areas within the exhibition industry. For the second time after the inaugural year, the programme is sponsored by Reed Exhibitions.

The recipients of the 2018 UFI NGL Grant are:

- Lilian Burgardt, Head of Digital Products for Brazil with Informa, Brazil
- Glen Foulstone, Senior Project Manager with GES, UK
- *Kelly MacLellan, Customer Success Manager with Feathr, USA
- Miranda Martin, Portfolio Director, Niche events with Fresh Montgomery, UK
- Maria Tsedeviyn, Head of Advertising, Design and Internet Division Marketing, Advertising and PR Department at Expoforum International, Russia

"As I was reviewing the applications for this year's grant, I became a bit concerned about fulfilling my role as jury president: I feared it would be difficult to select just five recipients from the large number of great applications. And indeed, the jury had to make some tough calls," said UFI President Corrado Peraboni. "I want to encourage all those who we could not select this year to continue to work on their impressive projects, and to re-apply next year."

For this year's programme, there was a significant rise of over 70% in the number of applications received when compared to 2017. Applications were handed in from 15 different countries, representing all UFI regional chapters (Asia-Pacific; Europe; Latin America; Middle East; Africa). The UFI Next Generation Leaders will now engage in research concerning the future of the exhibition industry, working closely with the UFI team. Their first workshop will be organised in conjunction with the UFI European Conference 'Future proof exhibitions', which will be held in Verona (Italy) in early May 2018. After several months of research and collaboration, the grantees will present their conclusions at the 85th UFI Global Congress – the exhibition industry's leading annual global event – which will take place in St. Petersburg (Russia) from 31 October to 3 November 2018. The NGL Grant programme concludes with a 6-month C-level mentorship for each recipient which will provide career support for these future leaders of the industry.

"The NGL Grant, which has now reached its third edition, reflects UFI's commitment to recognising and supporting the best talents within the exhibition industry," said UFI Managing Director/CEO, Kai Hattendorf. "We believe in the importance of rewarding a global group of strong personalities who will be able to drive the needed changes in the industry in the upcoming years. I would like to personally thank all those involved in the programme."

The NGL Grant programme is again supported by the industry as well. For the second time, Reed Exhibitions is the programme sponsor. The company already funded the initial programme in 2016. "Reed Exhibitions is pleased to sponsor the UFI Next Generation Leadership Grant again this year. Our industry relies on talented people and it is a real honour to be involved in supporting the development of the next generation of industry talent. Our thanks to all who entered and many congratulations to the winners of the 2018 UFI NGL Grant Programme," said Richard Lowther, Global Human Resources Director, Reed Exhibitions.

*Kelly MacLellan, Customer Success Manager with Feathr USA, has changed her career path. She will no longer be working in the exhibition industry, and is therefore not eligible for the UFI NGL Grant programme. We wish her all the very best for the future.

About the jury

The 2018 NGL Grant jury was chaired by Mr. Corrado Peraboni, UFI President, and President of Cipa Fiera Milano Publicações e Eventos Ltda. He was joined by Joyce DiMascio, Chief Executive at EEAA, Kai Hattendorf, Managing Director/CEO at UFI, Eleonora Robuschi, Programmes & Projects Coordinator at UFI and Diana Salman, Head of HR & Organization Development at IFP Expo and former NGL grant winner.

Attachment: Photo: NGL Grant Winners from the top left: Miranda Martin, Portfolio Director, Niche events with Fresh Montgomery, UK; Maria Tsedeviyn, Head of Advertising, Design and Internet Division Marketing, Advertising and PR Department at Expoforum International, Russia; Glen Foulstone, Senior Project Manager with GES, UK; Lilian Burgardt, Head of Digital Products for Brazil with Informa, Brazil; Kelly MacLellan, Customer Success Manager with Feathr, USA

About UFI - The Global Association of the Exhibition Industry: UFI is the leading global association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI directly represents around 50,000 exhibition industry employees globally, and also works closely with its 58 national and regional association members. More than 750 member organisations in 87 countries around the world are presently signed up as members. Over 950 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

For more information please contact:

UFI Headquarters,
Monika Fourneaux Ceskova, UFI Marketing and Communications Manager
Email: monika@ufi.org
Tel: +33 (0)1 46 39 75 00
www.ufi.org