

UFI welcomes new Events Manager, strengthens content team as events portfolio evolves

- Karen Cohen joins UFI as Events Manager
- Jana Hofmann takes on new role as Programme Manager

Paris, 24 April 2018 - Every year, from the Global Congress to Education Forums on industry-specific themes, and from regional conferences to the Global CEO Summit, UFI, the Global Association of the Exhibition Industry, is directly organising global and international events to inform and connect the association's members as well as the entire exhibition industry.

In order to effectively manage this constantly growing portfolio of events, UFI has reorganised roles and responsibilities within the Paris headquarters, and also expanded the team by hiring Karen Cohen as Events Manager. Karen takes over the role from Jana Hofmann who previously managed UFI's event activities and who will continue her journey with UFI as Programme Manager. In her new role, Jana will focus on event content and production and will be the main project lead for the UFI Global Congress.

Karen brings to the team her broad experience in event management and operations, notably in the hospitality industry. For the past ten years, she was responsible for the events department at the Paris Marriott Champs Elysees Hotel. She was also a member of the Advisory Board Event Management Marriott Europe. Karen has experience in areas including guest relationship management, event logistics and quality control. She received her MBA in Hospitality Management from the Essec Business School in Paris.

Sonia Thomas, UFI Director of Operations/COO, commented: "I am very pleased to welcome Karen as our new team member. Her strong experience in event management and, in particular, in the hospitality industry, as well as her proven organisational skills, will contribute to our mission to serve our members and the industry. I also congratulate Jana on her new role and I am sure that she will add value to UFI's programmes and events. I wish both of them the very best in their new roles."

Attachments:

Photo: Karen Cohen, UFI Events Manager

Photo : Jana Hofmann, UFI Programme Manager

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.

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