

# Successful changes in the exhibition industry: The strategic role of HR as Business Partners

## GUIDELINES AND CRITERIA

This UFI award competition is open to companies that have successfully developed a programme for staff to evolve, based on the role of HR as Business Partners. The HR Business Partner participates actively in the overall company strategy and respects the company's economic objectives, placing emphasis on the human element. The human element is a company's most important asset, and is fundamental for creating a competitive advantage.

Entries to this award competition must relate directly to a specific HR strategy and practical aspects of employee management, not just to a general "corporate" approach to strategic changes.

The most innovative and clearly identifiable cases demonstrating HR role changes from administration to business partners will be privileged. Entries can be based on any theme that is felt appropriate.

Collaborative entries, involving business partners, are also welcome.

All information regarding the entries submitted will be treated confidentially and will only be used for award selection purposes.

## APPLICATION AND PROCEDURE

By **19 March 2018**, please send a short summary of no more than four pages in English to [award@ufi.org](mailto:award@ufi.org) briefly describing the entry. Summaries must cover the following points:

- Background: corporate strategy (where applicable), connection to human resources issues, scope of the entry and general objectives of the project/actions described;
- Detailed action(s): description, target group, implementation plan and measured results;
- Focus: costs and return on investment, innovative ideas/concepts/solutions (when applicable);
- Conclusion: lessons, next steps (if any)

All entries will be evaluated by the UFI HR Management Committee. The jury is responsible for the selection of the winner of the award, who will be designated after a two-step process:

1. All entries will be assessed. This assessment will lead to a shortlist of finalists (number to be decided by the jury) who will be asked to prepare a detailed, in-depth project presentation to be submitted to the jury in June 2018 – date to be confirmed).
2. The finalists will present their projects to the jury at the UFI HR Management Committee Meeting in June 2018 (date and venue to be confirmed). The participation to this meeting is possible either in person or remotely. The jury's decision is final, and the jury is not required to justify their decision.

This competition is open to UFI members and non-members (exhibition organisers, operators of exhibition centres and service providers), on the condition that entries are exhibition-related. Participation in this competition is free-of-charge for UFI members. Non-members are required to pay a €100 participation fee.

The winner will receive free access to the UFI Congress in St. Petersburg, Russia, in November 2018. They will be officially recognised as the award winner during this congress, and will have the possibility of presenting their award-winning ideas during the Best Practices Special Interest Group, an integral part of the congress programme.

