

Re-launch UFI Industry Blog

Paris: 23 January 2018: UFI, the Global Association of the Exhibition Industry, announced the launch of its revamped industry-focused blog, "UFI Blog", that went live this week. This newly redesigned blog offers quick and easy access to articles on trending topics and features, and direct access to an online community of industry peers. It has been designed and implemented based on feedback from industry professionals and blog creation experts.

"From its beginning, the UFI blog has always been appreciated for providing a platform for exchange among industry peers and we continue to stimulate the exchange among experts. Over the years, the ways that readers use blogs have changed as digital solutions have evolved alongside online communities. This evolution created not only a possibility, but also a necessity, for us to revamp the blog", says Angela Herberholz, UFI's Marketing and Communications Manager.

Built from the ground-up with the needs of the global exhibition industry in mind, UFI is pleased to present the UFI blog with a clean, uncluttered design, improved functionality and rich, enhanced content. Designed and structured to mirror the value and resources of the exhibition industry, the newly revamped UFI blog will provide you with specialised, thought-provoking content.

UFI's blog features a variety of in-house contributions and guest blogs from industry experts, with content covering the exhibition industry in the Americas, Asia-Pacific, Europe and the Middle East-Africa, as well as topics around Digital Innovation, Human Resources, Marketing, Operations & Services and Sustainable Development. The blog encourages best practices sharing and presents UFI updates and research.

Readers can look forward to enjoying numerous upgraded functionalities and characteristics. For starters, the performance and responsiveness of the blog have been optimised for use across all devices. The layout has been redesigned to be more user friendly and easier to navigate, facilitating the discovery of hot new topics and also permitting users to delve into the UFI blog archives. In addition, content has been tagged and categorised, and a new search function allows users to search articles and other content by author or category. Lastly, Search Engine Optimization (SEO) methods have been applied, RSS feeds activated and enhanced social media shares created.

Discover the redesigned and revamped "UFI Blog" at: <http://blog.ufi.org>.

If you are interested in becoming a guest blogger for the UFI Blog, please contact UFI.

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 86 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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