

# Smart and innovative use of technology for improving event productivity

## ABOUT THE AWARD

The 2018 UFI Operations and Services Award has been designed to reward the best exhibition industry initiatives for the smart and innovative use of technology in order to improve the productivity of venues and events.

The initiatives may target any aspect of venue operations and services; however, they should have a direct impact on event productivity. This direct and measurable impact on productivity will be the main criterion for the Award competition.

## INFORMATION TO BE INCLUDED IN YOUR ENTRY

- Which technology do you use?
- Which aspects of services and/or operations are impacted?
- What is the measurable impact on event productivity?
- What are the design principles for the user/customer touch point with the technology?
- Explain the business case for the use of the technology, ie: cost vs. productivity increase

## CRITERIA

Your entry will be evaluated on the following items:

- Clear vision of the link between technology and productivity
- Innovative technological approaches
- Measurements/results achieved after implementation
- Usefulness for venue operations and services

Entries that mainly target aspects other than venue operations and services tasks (like Marketing, HR, IT operations, ...) are not within the scope of this Award

## APPLICATION AND PROCEDURE

### New Deadline: 15 April 2018

Please provide to [award@ufi.org](mailto:award@ufi.org) a short summary (maximum 2 pages) in English briefly describing your entry.

All results will be evaluated by the UFI Operations and Services Committee. The jury will select three finalists from the summaries received (no justification will be provided for the selection of the finalists or the winner).

The three finalists will be asked to prepare and present a detailed PowerPoint presentation providing an in-depth description of their entry at the UFI Focus Meeting on 7&8 June 2018 in the Allianz Arena in Munich.

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 requested to pay a 100€ participation fee.

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

