

Informa Brazil wins the 2018 UFI Marketing Award

Paris, 24 May 2018: UFI, the Global Association of the Exhibition Industry, has named Informa Brazil as winner of the 2018 UFI Marketing Award.

The UFI Marketing Award has been recognising exemplary marketing initiatives since 2001. The theme of this year's award was innovative formats and how they help to make successful events. The winner needed to demonstrate best practice by successfully implementing an innovative exhibition format.

All finalists presented their projects to the UFI Marketing Committee as the UFI European Conference was taking place in Verona. After the presentations, the jury collectively selected Informa Brazil as the winner.

Elena Chetyrkina, UFI Marketing Committee Chair, commented on the winning project: "The winning entry shows the importance of using modern technologies and customer-oriented thinking. Informa Brazil has adopted a content marketing strategy for its trade shows that delivers real results in terms of lead generation and revenue streams. It demonstrates how valuable digital content strategy is and how the use of digital tools enhances the customer experience. Informa Brazil was rewarded for moving away from a purely square-metre-sale approach and for also generating revenue by monetising the content and qualified audience. The winning entry shows how a sales department can successfully create and implement a digital transformation campaign inside a company to stimulate innovative thinking."

Informa Brazil was delighted to be this year's winner of the UFI Marketing Award. "It is a great honour," said Lilian Burgardt, Head of Digital Products for Brazil at Informa. "We are grateful for the unique opportunity to present our vision to market leaders about how to integrate face-to-face and digital media, thereby supporting the evolution and transformation of the exhibitions industry. Personally, it is still a source of great pride to be part of a team of talented people who devote themselves, each day, to make this 360 strategy happen. UFI's recognition also shows that Informa is on the right track by putting the audience (face-to-face and digital) first, implementing a cross-platform strategy in its B2B events for 365 days a year to connect brands and people."

The UFI Marketing Award is one of UFI's annual competitions that recognise and reward successful result-oriented initiatives in the exhibition industry. UFI's awards celebrate excellence in areas ranging from human resources and digital innovation to trade-fair poster design and sustainable development. More information on these UFI competitions is available at www.ufi.org.

The UFI Award winners will share their projects within the programme of the 85th UFI Global Congress in Saint Petersburg (Russia). For more details on the UFI Global Congress that will take place from 31 October to 3 November 2018, please click [here](#).

Attached: Informa logo

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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