GED18 Review

1. General elements and highlights
2. GED18 around the world
3. Background information
4. GED19
1. General elements and highlights

Reach in numbers

- 85 countries and regions supported the exhibition industry: +10% compared to GED17!
- Hundreds of direct actions have taken place; many were registered on the GED Online Reporting Tool (on [www.globalexhibitionsday.org](http://www.globalexhibitionsday.org)).
- Over 160 editorial features (articles, media releases, blog posts).
- 360 videos on the dedicated YouTube GED playlist ([www.ufi.tv](http://www.ufi.tv)): +14% compared to GED17!
- #GED18 reached more than 4 million people on Twitter. The GED Facebook group counts over 2,500 members.
# 1. General elements and highlights

85 countries/regions reported activities

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<th>AMERICAS</th>
<th>ASIA - PACIFIC</th>
<th>EUROPE</th>
<th>MIDDLE EAST</th>
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1. General elements and highlights

Overview of actions conducted

The GED18 task force suggested the development of past GED campaigns, focusing on two main features:

- **Advocacy projects**, based on “Facts and Stats” and “Key messages” about the exhibition industry.
- **Talent promotion**, introducing “Follow me” videos and the “Voices of the Exhibition Industry” campaign.

The “Exhibition World / UFI GED Awards” competition ran again and expanded to five categories.

A dedicated GED18 “International Fair Poster” competition was launched.

A “GEDNumberChallenge” game was set-up.

UFI also further developed the [www.globalexhibitionsday.org](http://www.globalexhibitionsday.org) website, introduced an online report tool, to collect the GED initiatives form around the world and collected GED pictures on Flickr.
1. General elements and highlights

Advocacy: Key messages (official toolkit)
1. General elements and highlights

Advocacy: Key messages / translations (1/2)

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1. General elements and highlights

Advocacy: Key messages / translations (2/2)
1. General elements and highlights

Talent promotion: “Work in the exhibition industry” & “Behind-the-scenes” infographics
1. General elements and highlights

Talent promotion: “Follow me video” Campaign

An invitation for professionals to share their careers stories or working environments.

Around one hundred videos have been registered on UFI TV this year, in English, Spanish, German, Italian, French and Finnish, including:

- **GED Partners**: AEFI (Italy), AUMA (Germany), FAMAB (Germany), IELA (Global);
- **Companies**: Corferias (Colombia), GES (USA/Global), IFEMA (Spain), Lahti Fair (Finland), Messe Frankfurt (Germany), Messe Düsseldorf (Germany), Reed Exhibitions (UK).
1. General elements and highlights

Talent promotion: Voices of the Exhibition Industry (8 examples)
1. General elements and highlights

Talent promotion: Voices of the Exhibition Industry (translations)

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1. General elements and highlights

Exhibition World / UFI GED Awards

5 categories:

1. **Industry Impact Award**: recognising the initiative that has the most positive impact supporting exhibitions as an industry
2. **Biggest Scale Physical Activity**: awarding the most impressive offline activity
3. **Talent Promotion Award**: for the entry that best promotes attracting talent to the exhibition industry
4. **Highest Profile Online Activity**: recognising the most ambitious online marketing initiative
5. **Most Creative Activity**: endorsing the most quirky, fun and imaginative entry
1. General elements and highlights

Industry impact Award Winner: EEAA (Australia)

The Exhibition and Event Association of Australasia organised the 2018 Leaders Forum and Conference gathering, at the occasion of the GED celebration.

The gathering achieved the highest ever level of attendance, from senior government to industry and business leaders, driving greater awareness of the sector’s contribution to the economy, jobs, innovation, trade and investment.
1. General elements and highlights

Industry impact: selection of other initiatives

IAEE (USA)
Meetings in Capitol Hill

RUEF (Russia)
7th Russian Exhibition Industry Conference

TCEB & TEA (Thailand)
Thailand Exhibition Industry Forum
1. General elements and highlights

Biggest Scale Physical Activity Winner: IEIA (India)

**The Indian Exhibition Industry Association** encouraged a line up of celebrations in several main cities (New Delhi, Greater Noida, Mumbai, Hyderabad and Jaipur), a large online promotion campaign on social media (Facebook, LinkedIn, Instagram and Twitter), a GED award national scheme and several initiatives focusing on “attracting new talent”, “advocacy” and “social impact”.

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1. General elements and highlights

Biggest Scale Physical Activity: selection of other initiatives

Ungerboeck APAC (Australia)

Electra Events Exhibitions (UAE)

Guangzhou University (China)
1. General elements and highlights

Talent Promotion Award Winner: AEFI (Italy)

Within their very large programme of GED activities, the Italian Exhibition and Trade Fair Association created and published two online video galleries:

The first video gallery, called “Talents in Exhibition”, presented prestigious testimonials of individuals. They showed their creativity and their entrepreneurial talent, which have been heightened by their presence in Italian trade fairs.

The second video gallery called “Exhibitions of talent” revealed creative and innovative features through short video clips presenting diverse exhibitions.
1. General elements and highlights
Talent Promotion: selection of other initiatives

Accademia Fiera Milano (Italy)

Open Day with students from 2 universities (South China University of Technology and Sichuan Tourism University) (Poly Word Trade Center Exposition, China)

AUMA with Event Management students (MEET Hamburg, Germany)
Comexposium (France) set up a strong corporate online marketing campaign, promoting the exhibition industry through different social media. The first part of the campaign involved “career story” quote cards from the top management. The second was based on group pictures from different event teams around the world. The campaign was monitored and measured from their headquarters in Paris.
1. General elements and highlights

Highest Profile Online Activity: selection of other initiatives

IELA’s campaign in 44 countries

InEvexco (UK) campaign quoting 80 exhibitions around the world
1. General elements and highlights

Most Creative Activity Winner: Reed Expo (Mexico)

Reed Expo México created an uplifting Lip Dub video “Don’t stop me now”, presenting the operational units within the company in an amusing and creative way. The video has spread over social media and portrays the positive values of team spirit in the work environment.
1. General elements and highlights

Most Creative Activity: selection of other initiatives

- The Harlem Shake, GES (UK)
- The Floss Dance, NEBEXT (Spain)
- The Exhibition Game, AAXO (South Africa)
1. General elements and highlights

Special Mentions

Corferias (Colombia), for their multiple activities about “human talent in trade fairs” and for winning the GED18 number challenge, 510 persons celebrating GED together.

Macau Fair & Trade Association (Macau), created an extensive list of exciting activities, bringing together University students, Government officials and important Industry players. One of the activities was the Macao Culinary Treasure Hunt game, which involved food degustation.
1. General elements and highlights

#GEDNumberChallenge: how many supporters on a single picture? (1/3)
1. General elements and highlights

#GEDNumberChallenge (2/3)
1. General elements and highlights

#GEDNumberChallenge (3/3)
1. General elements and highlights

International Fair Poster Competition

The annual International Fair Poster Competition celebrates the most remarkable posters produced by tradeshow organisers around the world.

The entry deadline was 29 June.

Results will be announced in late September.
1. General elements and highlights

GED platform: www.globalexhibitionsday.org

Sub-pages for each of the 4 GED18 key messages

Links to social media

GED Online Reporting Tool

Exhibition World and UFI GED Award
1. General elements and highlights

Picture gallery on Flickr

Two links to access the GED Flickr Platform:

- Flickr platform: https://flic.kr/s/aHsmiMtHHF
- GED official website: www.globalexhibitionsday.org
2. GED18 around the world

Examples from Africa

- ZITFC (Zimbabwe)
- Caminex (Zambia)
- CTICC (South Africa)
- Promosalons (Algeria)
- Reed Exhibitions (South Africa)
- GL Events (South Africa)
- La Rouxnelle (South Africa)
- AAXO (South Africa)
- EXSA (South Africa)
2. GED18 around the world

Examples from North America

Messe Frankfurt (USA) | OnPeak (USA) | InGo (USA) | MFV Expositions (USA)

GES (Canada) | Meetingmax (Canada) | Expo Guadalajara (Mexico) | ABASTUR UBM (Mexico)
2. GED18 around the world

Examples from Central & South America

CIFCO (El Salvador)

GL Events (Brazil)

UBRAFE (Brazil)

Espacio Riesco (Chile)

Expoferia (Honduras)

Buenos Aires La Rural (Argentina)

Waiver Logistics (Peru)

Feicobol (Bolivia)

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2. GED18 around the world

Examples from Asia – Pacific

HKECIA (Hong Kong)
PWTC Expo (China)
Shanghai University of International Business and Economics Expo (China)
AKEI (South Korea)
MITEC (Malaysia)
Agility (Malaysia)
Suntec (Singapore)
Blueline (Japan)
2. GED18 around the world

Examples from Europe

UBM (UK)  
AFE (Spain)  
Febelux (Belgium)  
UNIMEV (France)

AUMA (Germany)  
A.S.Messe Consulting (Poland)  
Belgrade (Serbia)  
Moldexpo (Moldova)
2. GED18 around the world

Examples from Middle East

GES (Saudi Arabic)  OCEC (Oman)  IFP Group (Lebanon)  Reed Exhibition (UAE)

APT Showfreight (Pakistan)  Showtime Expo & Events (Israel)  IIEC (Iran)  DECC (Qatar)
3. Background information

- General organisation, GED partners, UFI GED team
- General timeframe, task force meetings
- GED18 Toolkit
3. Background information

General organisation

Local/National/Regional Associations
- Contact GED@ufi.org
- Develops content & toolkit
- “GED Task Force” Member (*)
  - Relays locally
- “GED Partner” (**)

Companies
- (if multinational or media, contact GED@ufi.org)
- Wants to get significantly involved?
  - YES
    - YES & national relay exists
      - Contact your association
    - YES but no existing national relay
      - Contact GED@ufi.org
  - NO, only supports
    - Follow #GED17, Facebook, etc.

Individuals
- Follow #GED17, Facebook, etc.

(*) Several members of the UFI Marketing Committee also joined the GED Task Force.
(**) Resource area under Dropbox, available to all GED partners.
### 3. Background information

41 GED partners associations under the UFI umbrella

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<th>GLOBAL</th>
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<th>ASIA &amp; PACIFIC</th>
<th>EUROPE</th>
<th>MIDDLE EAST &amp; AFRICA</th>
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<tr>
<td>IELA</td>
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<td>IFES</td>
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List: AAXO (South Africa), AEFI (Italy), AEO (UK), AFE (Spain), AFeca (Asia), AFIDA (Central & South America), AMPROFEC (Mexico), AOCA (Argentina), AUMA (Germany), CAEM (Canada), CEFA (Central Europe), CENTREX (Central Europe), CFI (Italy), EEAA (Australasia), EEIA (EU), EFU (Ukraine), EMECA (Europe), EXSA (South Africa), FAIRLINK (Sweden), FAMAB (Germany), HKECIA (Hong-Kong), IAEE (USA), IDFA (Germany), IECA (Indonesia), IEIA (India), IELA (Global), IFES (Global), LECA (Lebanon), MACEOS (Malaysia), MFTA (Macao), PCEI (Poland), RUEF (Russia), SACEOS (Singapore), SCEIA (China), SECB (Singapore), SISo (USA), TECA (Taiwan), TEA (Thailand), TFOA (Turkey), UBRAFE (Brazil) and UNIMEV (France).
3. Background information

UFI GED18 team

Angela HERBERHOLZ (until May)
UFI Marketing and Communications Manager
(until March, now UFI Program Manager)

Monika FOURNEAUX-CESKOVA (from May)
UFI Marketing and Communications Manager
(from March)

Christian DRUART
UFI Research Manager
& Secretary of the UFI Associations' Committee

Zhonghua HU
GED18 Intern
# 3. Background information

GED18 general timeframe

<table>
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<tr>
<th>September 2017 to March 2018</th>
<th>UFI</th>
<th>GED task force meetings</th>
<th>GED partners</th>
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<td></td>
<td>Toolkit update</td>
<td>21 Sept. Kick-off meeting</td>
<td>Define national objectives and action plans</td>
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<td>7 December meeting</td>
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<td>13 February meeting</td>
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- April 2018
  - Toolkit fully available on DropBox + GED website with local actions

- June/July 2018
  - Measurement of impact / review & follow-up for 2019

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# 3. Background information

## GED toolkit: overview

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<th>Logos and other visuals</th>
<th>Public on <a href="http://www.globalexhibitionsday.org">www.globalexhibitionsday.org</a></th>
<th>For GED partners on Dropbox</th>
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<tbody>
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<td>Plain logo, Logo square for social media profile, Logo with Date, Logo with Hashtag</td>
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<td>Logo Proud Supporter of GED, Logo GED Event supported</td>
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<td>GED countdown</td>
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<th>Facts and stats / Key messages</th>
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<td>Translations for social media</td>
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<td>Infographics &amp; Canva templates</td>
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<td>“Did you know” campaign</td>
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<th>Additional elements for social media</th>
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<td>Creative images, gif and animated videos</td>
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<td>Video playlist (YouTube)</td>
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<th>GED communication &amp; supported actions</th>
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<td>GED Awards (Exhibition World + UFI Poster competition)</td>
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<td>GED Number Challenge</td>
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3. Background information

GED18 toolkit: logos and other visuals (1/2)
3. Background information

GED18 toolkit: logos and other visuals (2/2)

Every 5 days  Every day
3. Background information

GED18 toolkit: Facts and stats / Key messages
General document + Translations for the social media (Twitter Facebook and Instagram) (& “Did you know” campaign on Twitter)

A. Exhibitions are a large global industry
B. Exhibitions are an effective and sustainable way of doing business
C. Exhibitions can contribute to a sustainable world
D. The exhibition industry offers a variety of job opportunities
3. Background information

GED18 toolkit: social media guides
3. Background information

GED18 toolkit: Additional elements for social media

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4. GED19

- GED19 will be held on 5 June 2019!

- UFI and GED partners will start preparing GED19 in September 2018.

- For additional information, please contact: ged@ufi.org