

Freeman announced winner of the UFI Digital Innovation Award 2019

Paris – 29 May 2019: UFI, the Global Association of the Exhibition Industry, has named Freeman as winner of the UFI Digital Innovation Award 2019, for its project: “artificial intelligence-powered chatbot services”, where attendee information desks have been replaced by A.I.-powered chatbot solutions such as Amazon Alexa information stations, answering attendees’ questions more effectively and helping organisers to improve attendees’ experience.

“We are honored to be recognized with the UFI Digital Innovation Award. As artificial intelligence changes the business of events and exhibitions, we think technologies like chatbots will be even more important for connecting and conversing with audiences all year long on whatever channels our audiences are on. Freeman is proud to share our digital insights on audience interests, customer needs, and industry innovation to create personalised brand experiences,” said Wilson Tang, Freeman Vice President of Innovation.”

This state-of-the-art A.I.-powered chatbot technology solution allows organisers to constantly reach audiences in new ways all year, from multiple channels like an Alexa skill-powered event kiosk to SMS text messaging to web-based chat windows and integrations into mobile apps that capture the data necessary for creating dynamic, personalised experiences.

“This year we had not three but four extremely strong finalists in our Digital Innovation Award, which is a clear sign that the industry is taking digital more and more seriously. All four finalists have proven their power to innovate with different but always customer focused digital services. I want to congratulate Freeman for winning the award. I was very impressed by their approach of how to use A.I. to enhance the customer experience,” says Matthias Tesi Baur, Chair of the UFI Digital Innovation Committee.

Freeman continues to invest in A.I. technologies with the soon-to-be released content management system for chatbots that will easily allow event organisers to update content, connect with the larger event technology ecosystem, and provide deep analytics.

UFI will share the chosen projects at the 86th UFI Global Congress in Bangkok (Thailand) on 6-9 November 2019.

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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