

## Justine Evans joins UFI as Marketing and Communications Manager

**Paris, 29 August 2019:** UFI, the Global Association of the Exhibition Industry, serves over 50,000 employees of exhibition organisers, venues, service providers, and industry associations in close to 90 countries around the world. To foster and manage the dialogue with this global membership, the exhibition industry as a whole, and industry stakeholder groups, UFI has recently welcomed Justine Evans as the new Marketing and Communications Manager to the UFI team in Paris. Justine takes over the role from Monika Fournoux-Ceskova who managed UFI's Marketing and Communications activities for the past year and a half, and who has relocated to Dubai.

Justine Evans brings extensive experience in marketing and communications. She brings with her a solid background in the non-profit sector, having worked in areas related to health, refrigeration and standardisation. Throughout her career, Justine has always had ties to the exhibition industry, and appreciates the value of face-to-face events. Initially working in digital communications, she has grown in her role to pilot multi-channel communication projects and to support the organisation and marketing of forums, conferences and congresses.

Sonia Thomas, UFI Director of Operations/COO, comments: "I am very pleased to welcome Justine as our new team member. Coming from a different business sector yet still very much connected to the exhibition market, I am confident that Justine, with her very solid marketing and communications experience, will contribute to our mission to serve both our members and the industry."

Attachments: Photo: Justine Evans, new UFI Marketing and Communications Manager

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*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 60 national and regional association members. Almost 800 member organisations in 89 countries around the world are presently signed up as members. Over 1000 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.*

*For more information, please contact:*

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