

UFI / Explori launch international industry resilience study

Paris / London - 16 March 2020: UFI, the Global Association of the Exhibition Industry, and live event research specialists, Explori, are inviting event organisers who have recently cancelled, postponed or gone virtual with their event, to participate in an international study. The study aims to understand the impact of these changes on visitors and exhibitors and identify best practice for future resilience.

“We are certainly in the midst of trying times, but a point will come where both individual shows, and the industry as a whole, will want to reflect. We will need to evaluate the actions taken, the wider impact and what we can learn for the future”, says Kai Hattendorf, UFI CEO.

“We will also need the right data to continue to advocate for our industry to receive the support it needs to bounce back. Now is the time to start collecting this data to contribute towards future resilience and to learn and grow.”

Explori are asking all show organisers who have recently postponed, cancelled or gone virtual with an event to participate confidentially in this research project. This will aim to identify a number of things, including:

- The resilience of face-to-face events
- The economic impact of business opportunities lost
- The unrecoverable costs to visitors and exhibitors
- The impact on brand equity of cancellation or postponement
- How effective are virtual events at meeting customer objectives?
- Any direction from our customers as to how any impact can be mitigated in future

Sophie Holt, Global Strategy Director, Explori, says: “There is no cost to participate in the research and organisers will receive a report of their own results, plus an industry-wide insight piece based on anonymised aggregated data. The insight will also be shared with all stakeholders who advocate on behalf of our industry. As with all Explori research, this project will be conducted with the highest regard for data privacy and results treated with the strictest confidence.”

Companies who do want to participate in this project are asked to contact research@ufi.org or bespoke@explori.com.

About UFI – The Global Association of the Exhibition Industry: UFI is the global trade 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 more than 50,000 exhibition industry employees globally, and also works closely with its 60 national and regional association members. More than 800 member organisations in 89 countries around the world are presently signed up as members. Around 1,000 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: UFI Headquarters, Email: media@ufi.org Tel: +33 (0)1 46 39 75 00

About Explori: Explori is a uniquely scalable platform allowing event organizers to capture high-quality visitor and exhibitor feedback from any market, in any language. Combining an online survey platform designed for the live event industry, with research support and consultancy from event experts, Explori allows organizers to easily and cost-effectively create robust audience insight year after year. With offices and support partners in London, Dubai and Italy, Explori serves exhibition organizers in every market in the world. They currently support events in 50 countries in 30 languages with more being added all the time. Explori has grown to become the industry’s biggest source of event benchmarking data and insight with over 2,700 shows participating and 3 million responses conducted globally. For more information, visit www.explori.com or contact +44 (0)20 3818 8230