

# Digital Innovation Award

The 2020 UFI Digital Innovation Award wishes to recognize new technologies designed to support the exhibition industry

- What digital innovation tool or software have you recently developed or launched that you're particularly proud of?
- What are the features of this solution?
- How does it help to make your life or your clients' lives easier?

## GUIDELINES

The 2020 Digital Innovation Award isn't focused on one specific issue but to all kinds of diverse areas: anything and everything to do with the topic of **"your very own digital innovation" in the exhibition industry.**

Please include case studies to demonstrate how these solutions were implemented, the challenges that were faced, as well as the outcome and results.

## CRITERIA

The following questions must be addressed:

- What drove you to develop a new programme/tool?
- What were the main objectives?
- Which value added services did you seek to provide?
- What measures did you take to reach those objectives?
- What were the specific challenges faced?
- How were these overcome?
- Were your objectives reached?
- What relevant results can you share?

## APPLICATION AND PROCEDURE

By **4 April 2020**, please provide a summary in English, describing your entry to: [award@ufi.org](mailto:award@ufi.org). More info on [www.ufi.org/awards](http://www.ufi.org/awards)

This summary must briefly describe your entry; programme objectives, the actions undertaken to reach those objectives and the qualitative and quantitative results obtained.

This **competition is open to UFI members and non-members** (exhibition organizers, operators of exhibition centers and service providers), on the condition that entries are exhibition-related.

The UFI Digital Innovation Committee will evaluate all the entries and choose 3 finalists. The vote will be based on the following criteria: originality, strategy, effectiveness, improvement in terms of services, results achieved and added value for the company.

The 3 finalists will then be asked to prepare & present an in depth presentation of their entry at the UFI Digital Innovation Focus Meeting (remote or onsite) where the winner will be identified.

**The winner will receive one complimentary registration for the UFI Global Congress 2020.**

The winner will be officially recognised as the award winner during this congress, and will have the possibility of presenting their award-winning ideas during the Best Practices Special Interest Group, an integral part of the congress programme.

