Digital Innovation Award

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

APPLICATION AND PROCEDURE

By 4 April 2020, please provide a summary in English, describing your entry to: award@ufi.org. More info on 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.

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?