

Corporate Culture as a Competitive Advantage

How to build and design a successful culture

The 2020 UFI HR Award will focus on how to build a successful corporate culture. Many organizations design their corporate culture as an integral part of the company vision and as a reflection of the company values. Benefits from doing so are multiple: both within the company and externally. A strong company culture creates a sense of identity for those working there, but also helps build the company brand and reputation. Leadership is an integral part in cultivating a corporate culture that empowers employees to achieve the company mission.

GUIDELINES

The objective of this H.R. award is to honour and recognize outstanding initiatives in organizations that have successfully designed and developed their company culture, whilst creating a competitive advantage. The entry should cover the different parts of the process, including the involvement of the senior leadership, the role of the H.R. department and the outcomes, both within the company and from an external point of view.

CRITERIA

The activity described in your entry must:

- have been launched in the past 3 years;
- have clearly defined objectives;
- demonstrate a clear HR strategy;
- include tangible outcomes.

APPLICATION AND PROCEDURE

Please send a short summary of no more than four pages in English to award@ufi.org briefly describing the entry before **4 April 2020**. Summaries must cover the following:

- Background: reasons etc.;
- Scope and general objectives of the described project;
- Detailed action(s): description, target groups, implementation plan and measured results;
- Focus: costs and investment;
- Conclusion: lessons learnt, next steps.

1. All entries will be evaluated by the UFI HR Management Working Group and the best entries selected as finalists (exact number to be decided upon by the jury). The finalists will then be asked to prepare a detailed, more in-depth report.
2. The shortlisted finalists will be invited to present their award entry to the participants at the UFI HR Management Forum that will take place in June 2020 in Gothenburg, so participation in person is required. The participants of this forum will have the opportunity to vote for their preferred entry.

The overall winner will be recognized as such via a dedicated press release to all UFI's media partners, and will feature in UFI Info (UFI's monthly newsletter), on UFI's social media and on the UFI website. The winner will also receive free access* to the UFI Global Congress in Muscat, Oman, in November 2020 where they will be officially recognized and thanked as the award winner. They will have the possibility of presenting their award-winning idea during the Best Practices Special Interest Group session.

The jury's decision is final and no justification for any decisions made is required. UFI will not be able to provide any financial assistance for any travel costs incurred.

This competition is open to UFI members and non-members (exhibition organisers, operators of exhibition centres, associations and service providers etc.), on the condition that entries are exhibition-related. Participation in this competition is free-of-charge.

*one complimentary registration

