

The best marketing strategy in challenging times

2020 will be remembered as the year the global exhibition industry was hit like never before. While the world stands united against COVID-19, casualties across the industry have been staggering. Thousands of events, exhibitions, conferences and meetings have been cancelled. Businesses have been closed. Service providers have been left service-less. And the impact has been felt by everyone: organisers, service providers and our customers.

Now the industry must redefine itself. Whether it's through live, hybrid or fully virtual events – or completely new ways of bringing people and businesses together – marketing will play a key role in putting exhibitions back on the map, in bringing venues back to life, in demonstrating the value of physical meetings, and in putting people's safety concerns at ease. Now, more than ever, it's important to show that we, as organisers, location operators and service providers, are not just "still there", but are ready to adapt quickly in challenging times and offer innovative platforms that meet ever-changing customer requirements.

OBJECTIVES

The UFI Marketing Award 2021 will recognise marketing strategies and related campaigns that have been successfully implemented to restore, revitalise and rejuvenate an organisation, event, venue or service affected by COVID-19 and lockdown.

The award will prioritise marketing strategies and related campaigns that can demonstrate considerable and measurable marketing success, whilst playing a role in assuring customers that trade fairs, congresses and events are the right platforms for business success today, and in the future, even in challenging times.

CRITERIA

Entries will be evaluated based on the following elements.

- The situation before COVID-19 and the impact of lockdown on the event/venue/service.
- Key challenges (considering timings, location, authority regulations, budget implications, etc.).
- The process of working on the marketing strategy.
- Key elements of the marketing strategy (target groups, value propositions, key selling points, clearly defined and measurable objectives, channels of communications).
- Sales support from the marketing team.
- Results and lessons learnt.

APPLICATION AND PROCEDURE

By 16 March 2021

Entries should be submitted to award@ufi.org.

Provide a maximum of four A4 pages, in English, covering the aspects of the marketing strategy and related campaigns outlined in the above criteria. All entries will be reviewed by the UFI Marketing Working Group. Three finalists will be selected from the entries received. The jury's decision is final, and no justification for any decision will be provided. The three finalists will be asked to prepare and present a detailed presentation about their project or concept at the before the UFI Marketing Award jury.

BENEFITS FOR WINNER

The finalists will be promoted on www.ufi.org and will gain significant press coverage in major international tradeshow publications, including UFI Info.

- Enhanced brand exposure through UFI's global reach.
- Recognition across the global exhibition industry for providing innovative solutions.
- Exposure in significant international press coverage.
- Complimentary registration to join and present the winning entry at the UFI Global Congress 2021.

The award is open to both UFI members and non-members (exhibition organisers and operators of exhibition venues), on the condition that entries are exhibition-related. Participation in the award is free-of-charge. All information regarding entries submitted will be treated confidentially and will only be used for award selection purposes (communications material will be prepared in collaboration with the winner).

