

## Driving transformation

The role of operations and services in revitalising the events industry, post COVID-19

Operations and services entities (venues, organisers and suppliers) within the events industry have been seriously affected by the COVID-19 pandemic. Historic partnerships are under pressure, and risk of business failure has increased, which, in turn, is negatively impacting on the delivery and quality of events. And this looks set to continue into the future. To bring about change, operations and services entities need to work in partnership to support businesses across the industry and be pivotal actors during this time of major upheaval.

### OBJECTIVES

The UFI Operations and Services Award 2021 will recognise the best completed or ongoing communal (two-way or three-way) projects or concepts that:

- help to develop/solidify existing partnerships between entities.
- create synergies that develop productivity and improve current processes/procedures.
- secure the events eco-system and reduce the risk of business failure.
- improve the end-user experience in the post-pandemic exhibitions environment.

### EVALUATION CRITERIA

Entries will be evaluated based on the following elements:

- Clearly defined and measurable objectives.
- The project or concept description.
- The suggested implementation timeframe (if not yet launched).

- The value achieved/to be achieved for those involved.
- The scale of potential benefits.

Projects or concepts must be carried out by a minimum of two different entities (e.g., venue and organiser; venue and supplier; organiser and supplier). Details should be provided for each partner willing to supply information about the project/concept.

### APPLICATION AND PROCEDURE

#### By 16 March 2021

Entries should be submitted to [award@ufi.org](mailto:award@ufi.org).

Provide a maximum of two A4 pages, in English, describing your project or concept, based on the above criteria.

All entries will be reviewed by the UFI Operations and Services 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 UFI Operations and Services Forum 2021, currently planned for Poznan, Poland, on 4-5 May.

### BENEFITS FOR WINNER

- Enhanced brand exposure through UFI's global reach
- Recognition across the global exhibition industry for providing innovative solutions
- Exposure to 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).

