

Best marketing strategy in a changing exhibition industry

In response to these new trends, the key is to maximise customer satisfaction and provide the best possible outcome for organisers, by combining the most successful approaches in a vastly changing environment. The UFI Marketing Working Group invites all industry professionals to share the most effective marketing strategy for responding to this changing landscape by entering the UFI Marketing Award 2022.

GUIDELINES

The UFI Marketing Award 2022 is calling for the most innovative and successful strategies for exhibition organisers to sustain, grow and remain successful in this 'changing world of events'. The award will recognise the strategy that best demonstrates, in a comprehensible and measurable way, how the company's marketing objectives, campaigns and activities have been tailored to meet the new demands of their target audiences in a post-COVID-19 world.

CRITERIA

Entries will be evaluated based on the following elements:

- How the market strategy meets the new demands imposed by the COVID-19 pandemic;
- The key challenges faced during the delivery of the strategy (timings, location, authority regulations, budget implications, etc.);
- The process used to develop the marketing strategy;

- The key elements of the marketing strategy (target groups, value propositions, key selling points, clearly defined and measurable objectives and communication channels);
- Sales support provided by the marketing team;
- Results and lessons learnt.

APPLICATION AND PROCEDURE

By 21 March 2022

Entries should be a maximum of four A4 pages in length, in English, and should cover all of the criteria outlined above, in relation to the marketing strategy and related campaigns.

All entries will be reviewed by the UFI Marketing Working Group (the jury). 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 of their project or concept in front of the UFI Marketing Award jury.

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

In addition, the winner will receive one complimentary registration to join and present the winning entry at the UFI Global Congress 2022.

This competition is open to UFI members and non-members (exhibition organisers, operators of exhibition centres, and service providers), on the condition that entries are exhibition-related. Award entries may be featured as good practice examples.

BEHAVIOR