

How to get back in operations with our services & providers in uncertain times

Our industry is ready to restart and to leave behind the uncertainty created by the COVID-19 crisis. The business sector has been heavily affected by the global health situation and the overcome of several challenges is needed to ensure the successful organisation of events. Companies are therefore focusing on developing clear communication strategies, improving the cooperation with their service providers, and attracting the necessary staff to resume activities. Operations & Services entities need to work in partnership to implement change, support our different businesses and be pivotal actors during this major upheaval to our industry

OBJECTIVES

The main goal of the 2022 UFI Operations and Services Award is to honour and recognize outstanding initiatives in organisations that have successfully prepared for the restart.

The entry should cover the different parts of the process of reopen activities and address the following points with focus on operations:

- Improvement of the end-user experience in the post-pandemic exhibitions environment
- Implementation of digital tools and/or robotics to ease the restart
- Clear communication with service providers and other industry professionals to ensure the best experience for the exhibitors
- Activities to strengthen the industry reputation to attract and retain capable staff or develop the talent
- Tactics to manage economical constraint and reduce the risk of business failure

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.

Successful projects/concepts must be between a minimum two entities (Venue & Organiser, Venue & Supplier or Organiser & Supplier).

APPLICATION AND PROCEDURE

By 21 March 2022

Please send a short summary (maximum 2/3 pages) in English briefly describing your entry at opsaward@ufi.org.

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 present a detailed presentation of their entry to the jury either remotely or in person.

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 2022.

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.

