

## MAD Event Management Partners with Award-Winning Journalist Danica Tormohlen to Drive Content Creation for UFI in North America

Paris, 15 July 2022 – 14 July 2022– [MAD Event Management LLC](#) (MAD) is partnering with Danica Tormohlen, an award-winning journalist who has covered the trade show industry for more than two decades, to drive content creation for [UFI, The Global Association of the Exhibition Industry, and the wider business events industry](#). Tormohlen is taking on the role as part of [the strategic partnership that UFI and MAD announced in June](#).

Tormohlen will assist MAD and UFI to further develop and enhance the UFI member services to North American members — creating stronger links between the North American exhibition industry and the global industry and to grow UFI’s North American membership base. In her role, she will manage content development, analyse research for the region and connect with the industry community on-site at events.

Effective today, Tormohlen partners with the MAD team, after serving as Content Director, Publisher and Editor-in-Chief for the Society of Independent Show Organizers (SISO). Prior to SISO, Tormohlen served as Editor-at-Large for [Trade Show Executive](#). For 10 years, she wrote and produced content, including news, features, case studies and profiles for the monthly magazine, weekly e-newsletter, social media channels and the web site. In addition, Tormohlen served as Editor-In-Chief and Publisher of *EXPO* magazine, where she worked from 1994 to 2010. ([View her full LinkedIn profile.](#))

Tormohlen will work directly with MAD President Martha Donato and MAD CEO Marty Glynn, who are the official representatives of UFI in the region and will work to promote and support the business interests of UFI members. She will also collaborate with UFI Managing Director and CEO Kai Hattendorf and the UFI teams around the world.

“Danica brings decades of experience in our industry and a tremendous reputation and knowledge that will be incredibly valuable to this new role for UFI and MAD,” said Glynn. “Danica’s name is synonymous with professionalism and integrity, and we are very proud she picked MAD and UFI for the next step in her professional journey.”

Hattendorf added: “Welcome Danica! We have been working together on projects in the past, both directly and indirectly with our colleagues at SISO, and we are thrilled to write the next chapter of this collaboration now. With her depth and breadth of industry experience and connections, Danica will help us drive content for UFI and the industry ecosystem in North America as we gear up for UFI’s Global Congress that is coming to the U.S. for the first time in 2023.” Hosted by Las Vegas Convention and Visitors Authority (LVCVA), the 90th UFI Global Congress will take place 1-4 November 2023 at the ARIA Resort & Casino Las Vegas.

“I’ve known Marty, Martha and Kai for many years, and I’m excited the timing is finally right for us to collaborate,” Tormohlen said. “As we come out of the pandemic and the exhibition industry ramps up, association and independent show producers, as well as industry suppliers, will look to expand abroad once again. And if you want to do exhibition business internationally, UFI is the go-to resource, offering unrivalled access to the global community. I could not be more thrilled to share my experience and deep connections in North America to operate on a global scale with UFI members who are leaders on the international exhibition stage. UFI delivers world-class content, events, advocacy and resources, and I very much look forward to working with the MAD and UFI teams to connect U.S. industry colleagues more closely to the global UFI community.”

During the course of her career, Tormohlen has won numerous awards for outstanding editorial and design, including the [Folio: Eddie Award for Editorial Excellence](#) and several [Azbee Awards for Editorial Excellence](#) in business-to-business journalism. She is active in the trade show and publishing industries. Tormohlen has served as Co-Chair of the Education & Events Committee for the [Women In Exhibitions Network](#) North American Chapter and as a member of the Education Committee for the International Association of Exhibitions & Events (IAEE). She has spoken at a variety of industry events, including SISO, UFI, IMEX, IAEE, Large Show Roundtable, American Business Media, ASBPE, Trade Show Executive Gold 100 Summit, Trade Show Executive Fastest 50 Summit and many more.

Tormohlen can be reached at [danica@danicatormohon.com](mailto:danica@danicatormohon.com) or +1-816-803-8103. Follow [her](#) and [UFI](#) on Twitter.

Attachment:

- [In July 2020, Journalist Danica Tormohlen moderated UFI Connects: Data Debate Organiser’s Perspective with a distinguished panel of leading industry executives, including Emerald CEO & President Hervé Sedky, RX Global CEO Hugh Jones, Informa Global Exhibitions CEO Charlie McCurdy, Clarion Events Group Managing Director Lisa Hannant and Tarsus Group CEO Doug Emslie.](#)

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**About UFI – The Global Association of the Exhibition Industry:** UFI is the global trade association of the world’s tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI’s main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI directly represents more than 50,000 exhibition industry employees globally, and also works closely with its 60 national and regional association members. More than 820 member organisations in 86 countries around the world are presently signed up as members. Around 1,000 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

For more information, please contact: UFI Headquarters: Email: [media@ufi.org](mailto:media@ufi.org) Tel: +33 (0)1 46 39 75 00 or [www.ufi.org](http://www.ufi.org)

**About MAD Event Management LLC:** MAD Event Management, LLC (MAD) is an event planning and management company that offers full-service event planning and execution regardless of the size or scope, as well as expert consultant services. With decades of management and marketing experience in the live event business, MAD’s consultancy covers many critical business areas: risk management; strategic planning; budget management; leadership development; marketing & pricing; and business development. In addition to these services, MAD owns and produces several pop culture conventions: [Long Beach Comic Expo](#), Long Beach, CA; [Long Beach Comic Con](#), Long Beach, CA; and [C3: Comic Creator Conventions](#) and [Drone Responders Public Safety Conferences](#).

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