

# How does your Digital Innovation deliver a business impact?

## DIGITAL INNOVATION

### GUIDELINES

For the 2023 UFI Digital Innovation Award, we will focus on digital innovations that deliver a business impact. As the global economy faces a recession, digital innovation needs to have a measurable impact on the event industry, either through improving the experience of visitors and exhibitors or the internal KPIs and business processes of exhibitions.

If you or your company have created an innovative platform, technology or digital service that has delivered a measurable business impact to the event industry, please submit your award entry!

You might have the opportunity to pitch and win this year's prestigious UFI Digital Innovation Award. Resulting in internal recognition in the case of solutions developed by exhibition companies or incredible market exposure in the case of event technology companies.

The Digital Innovation Award is open for everyone, you do not need to be an UFI member to enter the Award.

### CRITERIA:

More specifically, the following questions must be addressed:

- What drove you to develop a new programme/tool?
- What were the main objectives?
- Which value added services did you seek to provide?
- What measures did you take to reach those objectives?
- What were the specific challenges faced? How were these overcome?
- Were your objectives reached?
- What relevant results can you share?

**Please note:** It is a requirement for your entry to be a new innovation, it is not enough to be an existing event technology solution in the market.

### APPLICATION PROCESS

**By Friday the 15th March 2023**

Please provide a summary in English, describing your entry to: [diaward@ufi.org](mailto:diaward@ufi.org)

This summary must be submitted in a pdf file in English briefly describing your entry, programme objectives, the actions undertaken to reach those objectives and the qualitative and quantitative results obtained. The entry must be a MAXIMUM of 6 pages, including graphics. In all cases, only the first 6 pages of the summary will be taken into consideration as competition entries.

The UFI Digital Innovation Working Group will evaluate all the entries and vote for the winner.

The vote will be based on the following criteria: originality, strategy, business impact, improvement in terms of services, results achieved and added value for exhibition organisers. The entry needs to showcase real innovation illustrating a technology not already developed.

The 2023 UFI Digital Innovation Award winner will be invited to prepare a detailed PowerPoint presentation providing an in-depth description of their winning programme.

This competition is open to UFI members and non-members (exhibition organizers, operators of exhibition centers and service providers), on the condition that entries are exhibition-related. Participation in this competition is free-of-charge.

The winner will receive one complimentary invitation to the 90th UFI Global Congress from 1-4 November 2023 in Las Vegas. The Award Ceremony takes place during the Congress, and the winners will have the possibility of presenting their award-winning ideas during the Best Practices Special Interest Group, an integral part of the Congress programme.