

Anna Lawrence joins UFI as Programme Manager for Education and Working Groups

Paris, 6 April 2023: UFI, the Global Association of the Exhibition Industry, has recently appointed Anna Lawrence as the association's new Programme Manager, overseeing UFI's Educational programmes and Working Groups.

As Programme Manager for Education, Anna will liaise with UFI members and partners to continue assessing the needs of the industry and develop UFI's educational offerings. She is also in charge of coordinating and looking after the activities of UFI's Working Groups.

Anna brings many years of experience in both education and project management. Throughout her career in various sectors, such as medical education and congresses but also training in the aircraft industry, she managed educational projects always with the same goal of addressing the needs and expectations of the learners, participants and stakeholders.

"I am thrilled to be starting this new professional journey within the UFI team and Community. I'm a true believer in the power of lifelong learning and learning through sharing. I look forward to supporting UFI members by contributing to the development of educational solutions to address the industry's needs," says **Anna Lawrence**.

"I am pleased to welcome Anna Lawrence to the UFI team. With her extensive experience in programme management and passion for education, she will be integral to driving our association's mission of advancing the exhibition industry through education, training and collaboration. She will also play an important role in ensuring the continued success of our Working Groups, which act as drivers for our industry's hottest topics, such as sustainability, digital innovation, and HR, among others. We look forward to working alongside Anna as we continue to expand both areas for the benefit of our entire industry," says **Adeline Vancauwelaert, UFI Chief Operating Officer**.

UFI continues to develop its educational offerings around the world, most recently with the expansion of the UFI Certified Professional programme to Malaysia in collaboration with MyCEB. Education is one of UFI's four core pillars and thanks to the addition of Anna to the team, will continue to grow in reach. For more information about education at UFI, visit our website: <https://www.ufi.org/education/>.

Anna takes over the role from Angela Herberholz, who left UFI at the end of March to pursue other interests.

Attachment:

- [Photo: Anna Lawrence, new UFI Programme Manager for Education and Working Groups](#)

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 85+ countries around the world are presently signed up as members. Over 900 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.

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