

How exhibition companies are fostering a culture of learning and innovation to drive business transformation

Introduction to the Award

The UFI HR Award 2024 presents a forward-looking theme that encapsulates the spirit of progress and adaptability within the exhibition industry. This year's award seeks to recognise and celebrate exhibition companies that are at the forefront of creating a dynamic, innovative, and growth-oriented company culture and work environment.

In today's rapidly evolving business landscape, companies within the exhibition industry face the dual challenge of staying relevant and meeting the ever-changing needs of their clients and visitors. Embracing continuous learning and innovation has become imperative for success. Therefore, this award aims to showcase and reward exemplary efforts made by exhibition companies in nurturing a culture of learning and innovation as a driving force behind their business transformation. This culture also provides room for talents to grow and offers a wide range of career opportunities.

In an era marked by constant change and digital disruption, the exhibition industry stands at a critical juncture. The UFI HR Award 2024 is dedicated to recognising the outstanding efforts of exhibition companies that have successfully cultivated a sustainable culture of learning and innovation within their organisations to propel business transformation.

Objective

This award will spotlight the trailblazers in the industry who have not only adapted to the shifting landscape but have thrived by embracing continuous learning, fostering innovation, and aligning their workforce with their strategic objectives. These companies understand that a culture of learning is not just about training programs; it's about creating an environment where employees are encouraged to explore new ideas, experiment, and push boundaries.

The award will recognise innovative practices, creative learning initiatives, and successful outcomes in terms of business growth and adaptability.

Eligibility

The application is open to all companies from the exhibition industry (organisers, venues, service providers, associations), whether they are UFI members or not. Collaborative entries, involving groups of organisations, including some from outside the exhibition industry are also welcome.

Criteria

The company must have a demonstrable commitment to fostering a culture of learning and innovation.

Entries will be evaluated based on the following elements:

- Demonstrated commitment to a culture of learning and innovation
- Innovative learning initiatives and programs

- Successful outcomes and measurable impacts on business transformation
- Employee engagement and involvement in the innovation process
- Adaptability and response to industry challenges and changes.

Application process

Application Deadline: 13 March 2024

Please send a short summary of maximum 4 pages in English to haward@ufi.org briefly describing your entry, including the following information:

- Company(ies) name and title (theme) of the entry
Contact person(s) details
- Quick background, nature and general objectives of the programme
- Detailed description, including stakeholders involved, actions taken, and results achieved
- Conclusion: lessons learnt, next steps (if any)

Note: While some confidential data may be accepted as part of the award application process, only those applications including a sufficient level of data for public communication will be considered.

UFI will confirm your entry arrival within 3 days of receipt.

Application to UFI Awards is free of charge.

Judging Process

The jury selects the winner of the award by following a two-step process:

1. The jury assesses all entries and creates a shortlist of finalists (the number of finalists is decided by the jury).
2. All finalists are then asked to prepare a detailed, in-depth presentation providing a description of their entry. They may also be asked to provide additional documents (to be submitted to the jury in April / May 2024 - date to be confirmed).
The jury will organise a question-and-answer session, most likely online and select the winner (in June 2024).

The finalists and winners 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 the UFI Global Congress 2024, where they will present their winning entry.

Entries that fail to reach the final but that are still considered as best practice examples by the jury will also be promoted unless these companies do not want to be mentioned at all.

Contact

Please contact Anna Lawrence, Liaison of the UFI HR Working Group, for any questions and advice (anna@ufi.org).