

Digital Innovation

Technological advances, the cutting edge, innovators who push the boundaries of our industry

Introduction to the Award

This year's award puts the spotlight on technological advances, the cutting edge, innovators who push the boundaries of our industry. It will focus on digital achievements that innovate and implement new ways of using today's tech: A.I., Big Data, IoT, VR/AR, etc.

Objective

The UFI Digital Innovation Award celebrates the best exhibition industry initiatives connected to digital innovation as they are related to the current competition theme. It aims to give exhibition professionals the opportunity to exchange interesting and innovative ideas, concepts, techniques, and knowledge to related digital innovation issues. It also honours those in the exhibition industry who have successfully implemented creative and results-oriented initiatives.

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 2024 UFI Digital Innovation awards submissions must:

- Be real innovations, pushing the envelope of #eventtech, not just using existing platforms.
- Involve the creation of original software, platforms, integrations, or ways of working that leverage new technologies to improve customer experience or efficiency.
- Include a technical description of how the innovation was implemented
- Include a description of the initial objectives and results

Innovation can happen anywhere. Submissions are open for companies but also for specific teams, individuals or projects.

Here are some possible examples of topics:

- Using generative AI to improve the registration experience
- Building an optimised #eventtech stack using the Donkeysoft middleware as API orchestrator
- Implementing a 100% data-driven decision-making analytics pipeline
- Developing a blockchain-based, event-oriented identity management platform

Here are some examples which do not fit the criteria:

- Organisation of a trade show or conference on a technological subject
- Using established #eventtech platforms to support "business as usual"

Application process

Application Deadline: 13 March 2024

Please send a 3-minute video in English, to diaward@ufi.org briefly describing your entry, including the following information:

- Company(ies) name and title (theme) of the entry
- Quick background, nature and general objectives of the innovation
- 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 three-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 an in-depth 3-page document providing a description of their entry (to be submitted to the jury in April / May 2024 - date to be confirmed).
3. Finally, the jury will organise a question-and-answer session with entrants online before selecting 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 do not win but that are still considered as best practice examples by the jury will also be promoted and shared, unless the entries want to keep submissions private.

Contact

Please contact Nick Dugdale-Moore, Liaison of the UFI Digital Innovation Working Group, for any questions and advice (nick@ufi.org).