

Data-driven revenue: The secret ingredient for venues and event organisers

Introduction to the Award

In the competitive world of exhibitions and venues, every customer touchpoint is a goldmine of insights into what our customers want and need. By collecting and analysing data from ticket sales, surveys and channel marketing, we can gain valuable insights into what our exhibitors, visitors and delegates are looking for. This information can then be used to inform our marketing strategies, improve our events and boost our bottom line by monetizing what we have invested in and learned from.

That's why we're excited to announce the theme of the UFI Marketing Awards: Data-driven revenue: The secret ingredient for venues and event organisers.

Objective

This award will once again recognise and celebrate the organisations that are using data in innovative and effective ways to drive revenue for their exhibitions and venues. We're looking for stories from organisations that have used data to:

- Increase ticket sales
- Generate new revenue streams
- Grow their businesses

If you have a story to tell, we encourage you to enter the UFI Marketing Award 2024. It's a great opportunity to share your success with the industry and to be recognised for your leadership in data-driven marketing.

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

Entries will be evaluated based on the following elements:

- An overview of the data analysis presented in the entry
- Measurable impact, both qualitative and quantitative (including budget aspects) on trade show performance
- How the results and learnings can be applied to the entire industry

Application process

Application Deadline: 13 March 2024

Please send a short summary of maximum 4 pages in English to marketingaward@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 present to the jury a detailed and in-depth presentation of their entry in June 2024. Presentation form can be physical or online.

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).