

UFI launches “Next Generation Leadership” Grant programme for 2024

- Industry-leading talent initiative now in its 8th year
- Future leaders to focus on Artificial Intelligence (AI) and its impact on exhibitions
- Deadline for applications is 7 April 2024

Paris – 13 February 2024: UFI, the Global Association of the Exhibition Industry, is inviting talented industry professionals from around the world to apply to the 2024 edition of its “Next Generation Leadership” Grant programme.

The UFI Next Generation Leadership (NGL) Grant fosters emerging leaders within the exhibition industry by recognising individuals who demonstrate clear initiative in driving change and innovation in their respective domains. Now in its 8th year, the programme has been a stepping stone for dozens of rising leaders worldwide and is supported by leading global exhibition organisers Clarion, dmg events, Informa Markets, and RX.

Every year, NGL Grant applicants are asked to focus on a mission that tackles a critical topic facing the exhibition industry. The 2024 mission calls for applicants to assess the strategic and operational potentials that the rise of Artificial Intelligence has for the exhibitions and business events industry.

“There has never been a better time for talent in our industry to step forward and thrive, and the NGL Grant offers a unique opportunity for emerging talent and leaders. I call on all our industry leaders to encourage their best and brightest to apply, and I challenge all the bright talents from around the world: Throw your hat into the ring to become an NGL,” says **Kai Hattendorf, UFI Managing Director and CEO**.

UFI awards the NGL Grant to up to five future leaders. The winners will be selected by an international jury, chaired by UFI President Geoff Dickinson (CEO, dmg events). Applications are open to anyone who works full-time in the exhibition industry but who has done so for no more than ten years.

The 2024 programme will begin in May and is spread over 7 months, allowing the grant winners to participate while also continuing to fulfil their daily work obligations. Together, the winners will investigate the future of exhibitions through the 2024 mission and will work closely with the UFI team as well as receive support from the NGL alumni community and mentors.

The NGL grant winners will first be invited to the UFI European Conference in Zurich, Switzerland on 11-13 June 2024 to kick off their project together. The programme will then culminate in a special session at the 91st UFI Global Congress on 20-23 November 2024 in Cologne, Germany, where they will present their findings to our industry’s top leaders and decision-makers.

Applications are open until 7 April 2024. Detailed information about the programme, the 2024 mission, and how to apply is available online at www.uffi.org/ngl.

Attachments:

- [UFI NGL Grant 2024 logo](#)
- [UFI NGL Grant 2024 flyer](#)

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 more than 68 national and regional association members. More than 830 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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