

UFI announces winners of 2012 ICT and Operations Awards

Winning programmes highlight results-oriented concepts applied to exhibitions

Paris, 4 May 2012: Participants at the UFI Focus Meetings held on 26 and 27 April in Utrecht selected the winners of the 2012 UFI ICT and Operations Awards. After presentations by three finalists in each award category, the winners were selected based on their entries addressing: "Service Quality Management in Exhibition Operations" and "What new services did your mobile app provide for your exhibition customers?" The 2012 winners are Fira de Barcelona in the UFI Operations competition and Messe Frankfurt GmbH in the UFI ICT competition.

The finalists in this year's ICT Award competition, Messe Frankfurt GmbH (Germany), Messe Munchen GmbH (Germany) and ReedPop (USA) were selected from among global entries presenting programmes designed to present mobile applications with proven results in the exhibition sector. Messe Frankfurt's winning Smartphone App brings together on- and offline media in one media package. No content is administered for the App alone. From practical information including floor plans and exhibitor search to social media community building and location based services, this low cost smartphone app provides customizable event options on a common platform. Already implemented in 15 Messe Frankfurt events, the App guides the user through a complete trade fair experience.

Service quality management in exhibition operations was the basis of the presentations by Fira de Barcelona, Messe Frankfurt GmbH and Messe Munchen GmbH. Fira de Barcelona's winning entry focussed on complaint management in the exhibition sector. Their programme's objective was to eliminate 80% of complaints directly related to exhibitor services sales, improve exhibitor satisfaction and increase productivity in the customer service front office. Data analysis footprints indicated that complaints in the stand building services sector were foremost, followed closely by furniture and power supply issues. By developing a proactive role for the operations technical office, establishing progress indicators, expanding the focus to the entire supply chain and implementing service level requirements in contracts, Fira de Barcelona succeeded in creating a ServQual Model whose responsiveness and reliability improved both employee and customer satisfaction

UFI organizes award competition to recognize outstanding ICT, marketing and operations initiatives successfully implemented in the by exhibition professionals in the global exhibition community. Paul Woodward, UFI Managing Director, commented, "As the global association of the exhibition industry, UFI seeks outstanding contributions to the continuing development of our industry. Standing still in this face-to-face medium is not an acceptable option for any of us! Our awards recognize the creative solutions which we provide to our customers on a continuing basis."

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UFI announces winners of 2012 ICT and Operations Awards (continued)

UFI award competitions are open to participation by UFI members and non-members alike. Entries are currently being accepted for the 2012 UFI Marketing award competition. In 2012, UFI is organizing its first "Sustainable Development Award" competition recognizing the best strategies in this rapidly evolving area. Entry criteria and procedures for both competitions are available on UFI's website at www.ufi.org.

Photo 1:" UFI Operations Committee Chair Andreas Winckler (right) congratulates Fira de Barcelona's Tasqué Diez Salvador (left) and Jordi Estruga Teixido (centre) for their winning service quality management programme.

Photo 2: Frankfurt Messe's Henric Uherek and Julia Krell react to announcement of their UFI 2012 ICT award win!

UFI is the global association of the world's leading tradeshow organizers 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 represents member exhibition related organizations in 85 countries around the world. Almost 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.

For additional information, please go to
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