

UFI honours personalised marketing award entry from UBM EMEA

Paris – 26 June 2015: UBM EMEA has won this year's UFI Marketing Award with its entry addressing the topic "personalised marketing". The three finalists also included GES EMEA (UK) and Palais des Congrès de Montréal (Canada). Each presented a detailed PowerPoint presentation providing an in-depth description of their entry at the Marketing Committee Meeting in Istanbul on 18 June 2015.

"It was a great honour to be part of the 2015 UFI Marketing Awards programme. It is a very prestigious award and to be nominated as one of the top 3 finalists alongside GES and Congress MTL was already a fantastic achievement. To return from Istanbul following the final presentation as winners was a great testament for the great work of the entire Health ingredients Europe marketing team – a team that worked consistently hard over a 9 month campaign to activate all channels in a very personalised way, provided great content and translated our core marketing messages across five languages. We very much look forward to working with UFI to help roll-out these best practices and share them with other marketing professionals" said Georgina Smith, Marketing Director, Food ingredients Global, UBM EMEA.

Christian Glasmacher, Marketing Committee Chair, commented: "UBM EMEA showed a perfect example for a personal marketing campaign. A strong methodology, successful realization, combined with continuing excellence research results and utilization of modern communication channels, convinced the jury to award UBM EMEA with the 2015 UFI Marketing Award."

The 2015 UFI Marketing Award will be presented to UBM EMEA at the President's Reception held during the 82nd UFI Congress in Milan, Italy, from 4 – 7 November, 2015.

Through its annual programme of education, ICT, marketing, operations, sustainable development and art of the fair poster competitions, UFI recognises notable achievements in the field of exhibitions.

Attached picture: Winner of the 2015 UFI Marketing Award UBM EMEA and the members of the Marketing Committee.

About UFI - The Global Association of the Exhibition Industry

UFI is the association of the world's leading 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 represents over 650 member organisations in 83 countries around the world. 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.

For more information about UFI:

Angela Herberholz
UFI Marketing and Communications Manager
Email: angela@ufi.org, www.ufi.org