

# #LetsGEDtogether

**Sarah-Claire Picton** speaks to 2018's Global Exhibitions Day Awards (#GEDawards) winners about their Global Exhibitions Day (#GED18) activities

The 2018 #GEDawards, conducted in partnership with UFI, sought to acknowledge and reward the best activity around #GED18, which took place on 6 June with the support of 85 countries.

## Industry Impact Award: EEAA

The 'Industry Impact Award: recognising the initiative that has the most positive impact supporting exhibitions as an industry' went to Exhibition and Event Association of Australasia (EEAA).

EEAA participated in GED18 by aligning its flagship events, the EEAA Leaders Forum and EEAA Conference, with Global Exhibitions Day, and by hosting a GED18 dinner that achieved the highest level of attendance from senior government, industry and business leaders.

"We are so pleased to have our efforts for the industry recognised through this award, and more importantly are pleased with the high level of engagement and support we received from government and business leaders during our GED18 activities and for the recognition of the contributions made by the exhibitions industry to the economy, jobs and trade," said Joyce DiMascio, CEO of EEAA.

## Biggest Scale Physical Activity: IEIA

The Indian Exhibition Industry Association (IEIA) won the 'Biggest Scale Physical Activity: awarding the most impressive offline activity'.

Max Fernandes, chairperson, GED18 Committee-IEIA & director of operations at UBM India, said: "IEIA had organised a nationwide campaign for GED18 celebrations which included celebrations by



IEIA member organisations across various cities along with special celebrations at IEIA member venues, with festivities held in New Delhi, Greater Noida, Mumbai, Hyderabad and Jaipur, which witnessed huge participation from exhibition industry stakeholders from all these regions."

## Talent Promotion Award: AEFI

Italian Exhibition and Trade Fair Association (AEFI) received the 'Talent Promotion Award for the entry that best promotes attracting talent to the exhibition industry'.

Creativity, youth, talent and cultural importance were given the spotlight in AEFI's "The Power of Italian Exhibitions" concept. *EW* attended AEFI's GED18 conference in Rome on 6 June, under the same title.

Loredana Sarti, AEFI chairman, said: "AEFI's 'The Power of Italian Exhibitions' embodies a synergy made of skills, values and contacts, a real multiplier of opportunities.

"It is a concept represented through pictures of real exhibition people that included two video social campaigns titled 'Talents in Exhibition' and 'Exhibitions of Talent'."

She added: "This year's GED taught



Joyce DiMascio



Max Fernandes



Loredana Sarti



Simon Foster

us that a different world is possible, working together for progress and civilisation. We are all winners in exhibition industry worldwide."

## Highest Profile Online Activity: Comexposium

First place for 'Highest Profile Online Activity: recognising the most ambitious online marketing initiative' went to Comexposium.

Simon Foster, CEO Comexposium, said: "To celebrate #GED18, one of Comexposium's goals was to engage our global employee population and highlight the behind the scenes life of events. The initiative gave us an international, industry focused, platform to recognise the creative and passionate people who create connections for our customers.

Whether it's on a show floor or connecting people online, we focus on building relationships. Our teams loved participating in the #GED18 campaign, connecting digitally, with one another and the broader events industry, to show the diversity of our event types, sectors, geographies, and individual roles, whilst having a bit of fun."

## Most Creative Activity: Reed Mexico

Give it up for Reed México who brought home the win for 'Most Creative Activity: endorsing the most quirky, fun and imaginative entry'.

Presenting in an amusing and creative way the operational units within the company, Reed Expo México created an extremely bouncing Lip Dub video "Don't stop me now". The video has spread over social media (some 4,000 views on Facebook and YouTube). "As part of Reed Mexico's Employer branding, this video shows one of our culture's attributes: 'We have fun when we work' and 'we love our job'. Check it at <https://youtube/zDQ-8BJgv2o>," Reed Mexico tells *EW*.

The jury added a special mention to CORFERIAS (Colombia) and Macau Fair Trade Association (Macau). **EW**