

# Exhibition World



## New York's \$1bn plan

The story behind Javits' historic investment

ufi

The Global  
Association of the  
Exhibition Industry



Besides the events, there is a lot of activity in online communities and social networks like Twitter, Facebook, and LinkedIn. From CEOs to trainees, people are sharing their perspectives and passions for our industry, and helping to spread the word.

If you want to get involved as well, it is easy, and on behalf of everyone in the exhibition industry, I want to ask you to do so. Anything you can do to contribute to the greater impact of our initiative will help to promote the exhibition industry.

**Here are just some ideas of what you can do to support #GED16**

- You can add the #GED16 logo to your email signature and other communication materials
- You might film a 'highlights' video from behind the scenes of the exhibition industry.
- You can look for regional events to join on #GED16
- You can collect and share quotes / interviews from your staff and clients on their highlights of working within the exhibition industry. E.g. what was their best exhibition experience or the most significant moment in their career

Thank you in advance for your support and activities. Let's work together on our industry's future!

Finally today, while talking about the future, let me draw your attention to UFI's new 'Next Generation Leadership Grant' that we have just announced and that is made possible through the valuable support of Reed Exhibitions. With this grant, we plan to give some of the most outstandingly talented exhibition professionals the chance to have their say in the future of our industry. **EW**



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