



Innovation in B to B trade shows

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Résumé en anglais	<p>Events industry has many important economic impacts on hosting destinations and on participating companies. During business meetings and trade shows, market actors (clients and suppliers, competitors and business partners) meet, speak, learn, share their experiences, exchange knowledge, and though innovate. Recently, because of the economic crisis and recession which followed, professional events activity slowed down. Client companies had to reduce their expenses, including their participation and organization of professional events. This increased the overall competition on the market. For those reasons, professional events' organizers, willing to maintain their position on the market, have to reinvent and renew their business. Thus, the issue of the paper is to analyze how a B to B trade show can be reinvented and transformed in order to remain credible and attractive. Interviews conducted with French events industry' actors highlight this necessity and give some indications on innovations, which should be made in B to B trade shows. First important result shows that there is clearly a need to redefine the trade show, its format and roles. Second result states the importance of the ICTs. Finally, it indicates that the business cycle of trade shows is still changing, and even if professional events remain brief and ephemeral, they have to lead to long lasting partnerships and communities, in which the event organizer has an important role to play.</p>
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