

BENVENUTI

HUMAN TO HUMAN

Connettersi, comprendere e agire nel nuovo scenario globale

Martedì 1 luglio 2025 • Excelsior Hotel Gallia, Milano

APERTURA LAVORI



Maria Chiara Nicoletti
*GRS Regional Manager
- Europe*

MEDIA PARTNER



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MAIN PARTNER



AGENDA

Ore 14.30 – 16.16 | SESSIONE 1

Apertura GRS ExpoNetwork FORUM 2025

Maria Chiara Nicoletti (GRS Research & Strategy)

Purpose Driven Transformation

Corrado Facco (GRS Research & Strategy)

Geopolitica e Mercati Globali: Il Futuro delle Fiere nell'Economia che Cambia

Carlo Altomonte (SDA Bocconi)

Ore 15.25 – 15.35 | Open Forum

Strategie efficaci per l'Evoluzione del Settore

Antonio Intiglietta (Ge.Fi)

Andrea Sozzi (Fiera Milano)

Valeria Santolin (VeronaFiere)

Enrico Zannini (BolognaFiere)

Moderatore: Enrico Gallorini (GRS Research & Strategy)

Ore 16.15 – 16.45 | Coffee Break

Ore 16.45 – 18.30 | SESSIONE 2

Percezioni, Esperienze e Aspettative: il punto di vista dell'Espositore

Fabio Franchina (Framesi SpA)

Maurizio Marchesini (Rhoss SpA)

Moderatore: Enrico Gallorini (GRS Research & Strategy)

Branding e Posizionamento: La Brand Experience negli Eventi

Francesco Gili (MIDO)

Massimiliano Pierini (Reed Exhibition)

Sabetta (Salone del Mobile)

Moderatore: Silvia Tracchi (Università Bocconi)

Agentic AI e automazione intelligente

Stephan Forseilles (Easyfairs)

Human 2 Human – Chiusura GRS ExpoNetwork FORUM 2025

Enrico Gallorini (GRS Research & Strategy)

Ore 18.30 – 19.30 | Networking Cocktail

Purpose driven transformation

Rispondere al mondo che cambia con senso e visione



Corrado Facco
Presidente GRS

Geopolitica e Mercati Globali: Il Futuro delle Fiere nell'Economia che Cambia

Come le dinamiche globali influenzano il mercato fieristico e quali strategie adottare per restare competitivi



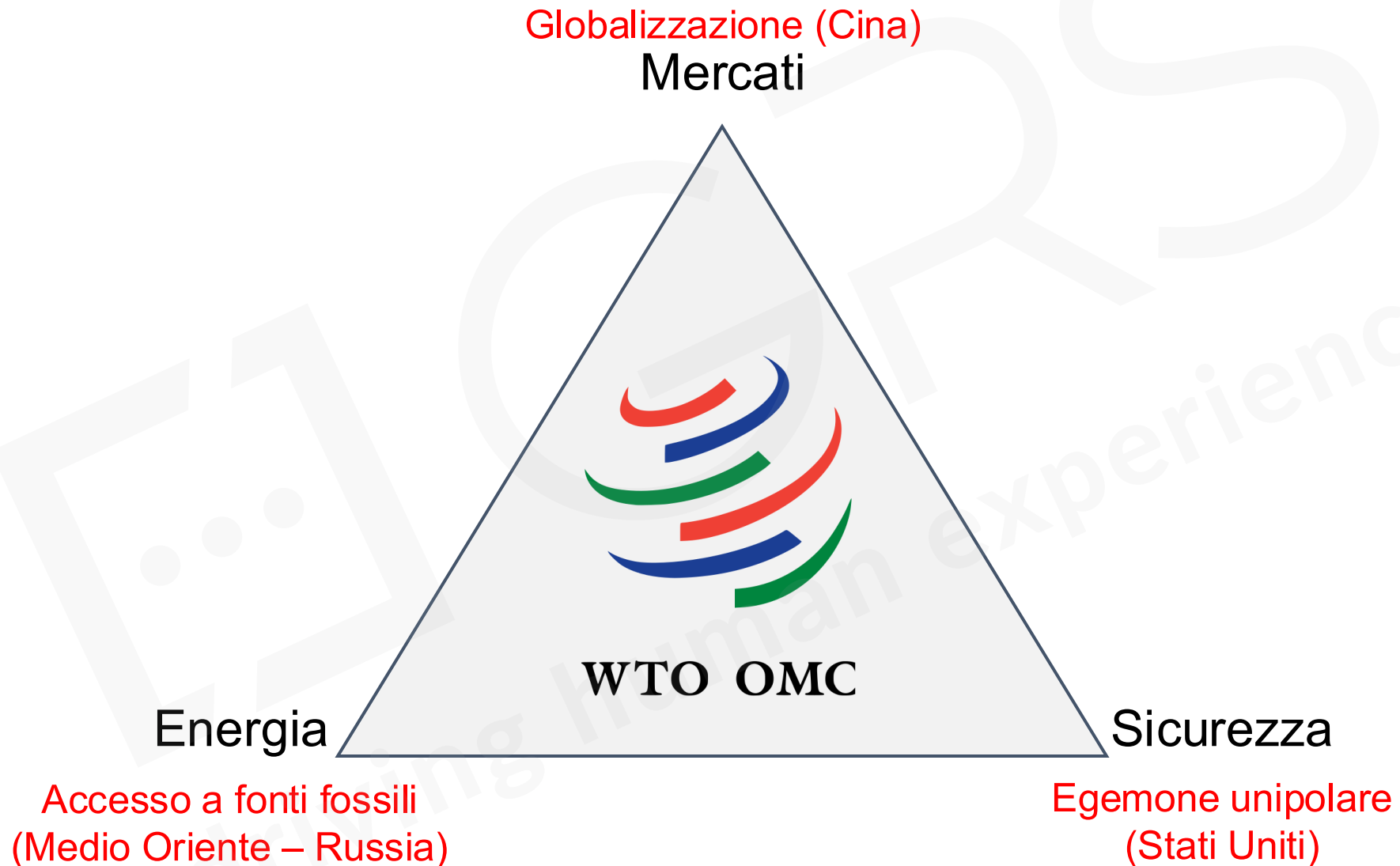
Carlo Altomonte
SDA Bocconi

GEOPOLITICA E MERCATI GLOBALI: IL FUTURO DELLE FIERE NELL'ECONOMIA CHE CAMBIA

GRS ExpoNetwork Forum 2025

Carlo Altomonte

IL MODELLO DI GOVERNANCE: 1989-2021



LE FRATTURE NEL MODELLO DI GOVERNANCE



24 Febbraio 2022
8 Marzo 2022

Energia

Mercati

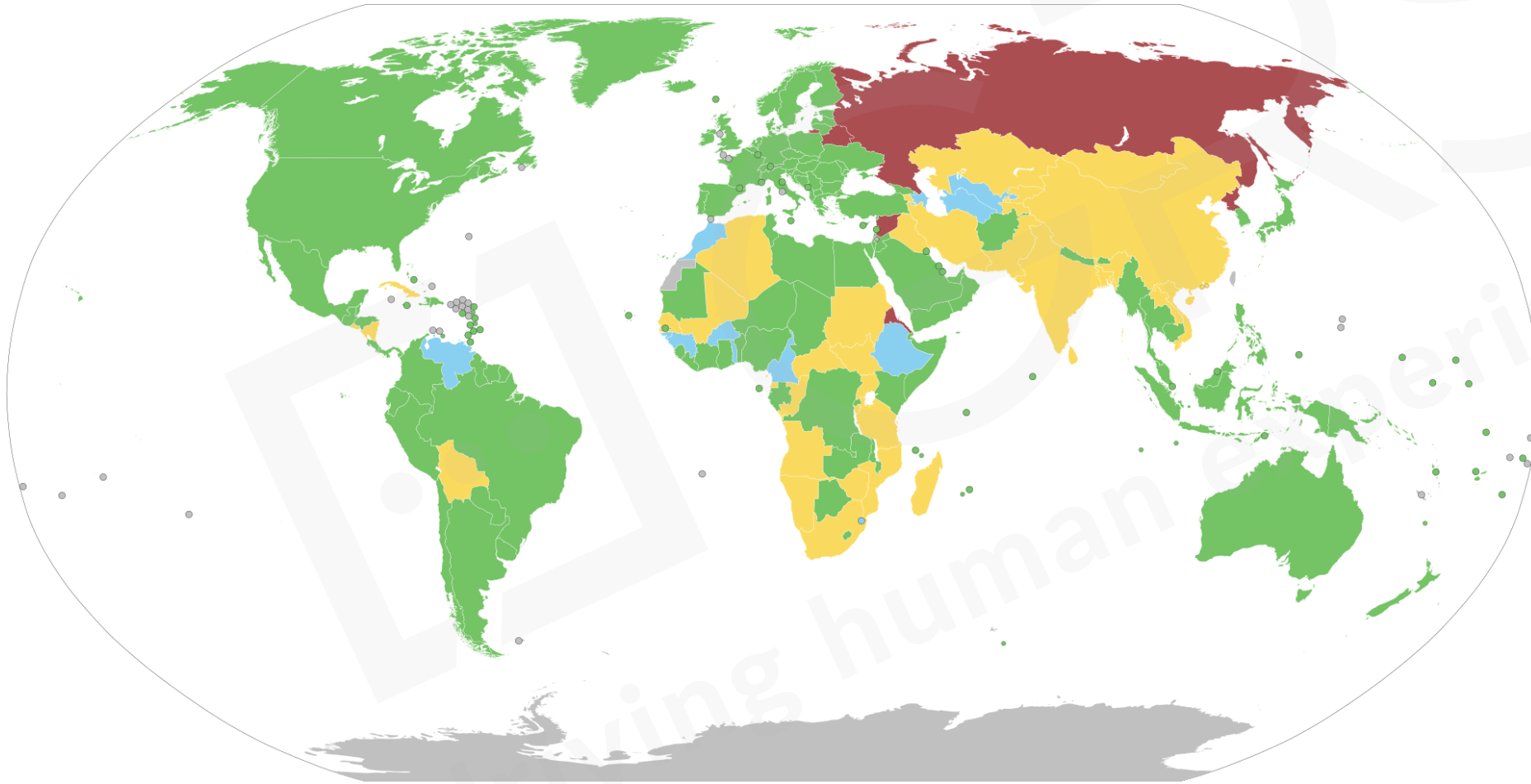


5 Novembre 2024
20 Gennaio 2025

Sicurezza

LA FRATTURA RUSSA (2022)

UN General Assembly Resolution ES-11/1 (8 March 2022)



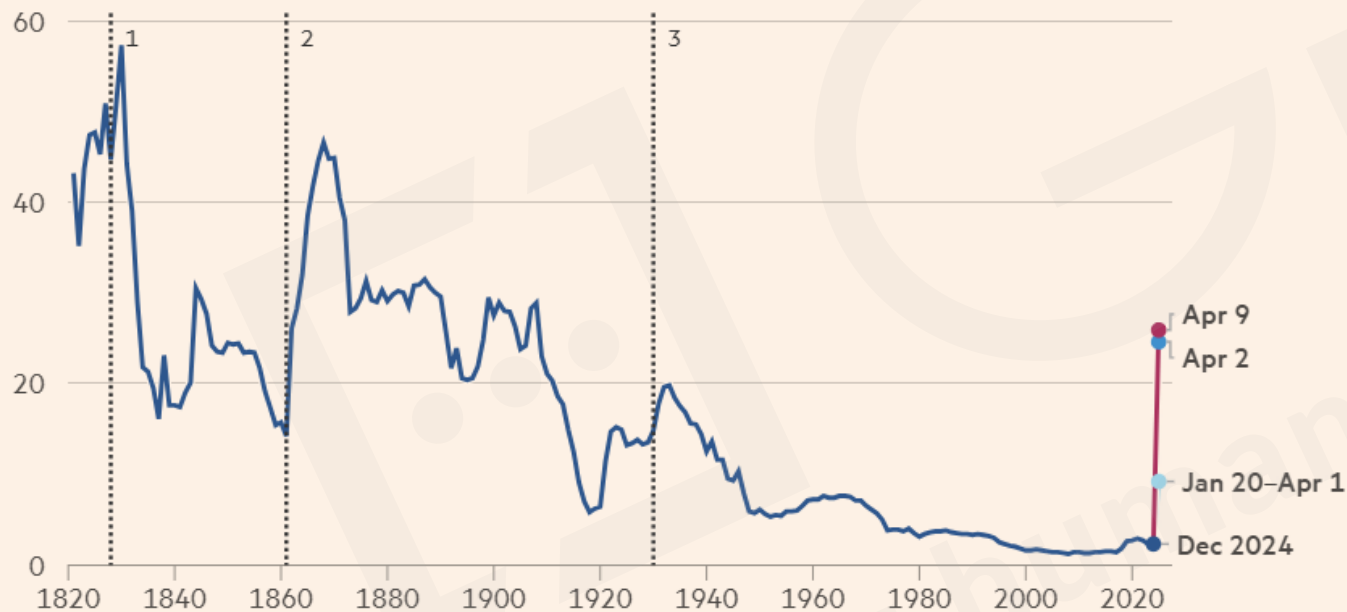
35 paesi si astengono
dal condannare
l'invasione russa in
Ucraina, pari a circa 3
miliardi di persone

LA FRATTURA AMERICANA (2025)

Mercati

US effective tariff rates are at levels not seen since the early 1900s

US effective tariff rates on all imports (%)



FINANCIAL TIMES

Source: IMF • 1 = Tariff of Abominations (1828), 2 = Morrill tariff (1861), 3 = Smoot-Hawley (1930)

Gli USA minacciano tariffe che il mondo non vedeva da oltre un secolo, e mettono in discussione la NATO

Sicurezza



ESISTE OGGI UN ORDINE GLOBALE ?

The old global economic order is dead

China and others must think afresh as the US steps away from its role as balancer of last resort

MARTIN WOLF

Added



Secondo il Financial Times l'ordine economico globale post guerra fredda 'è morto'

In realtà quell'ordine economico è diventato progressivamente instabile...

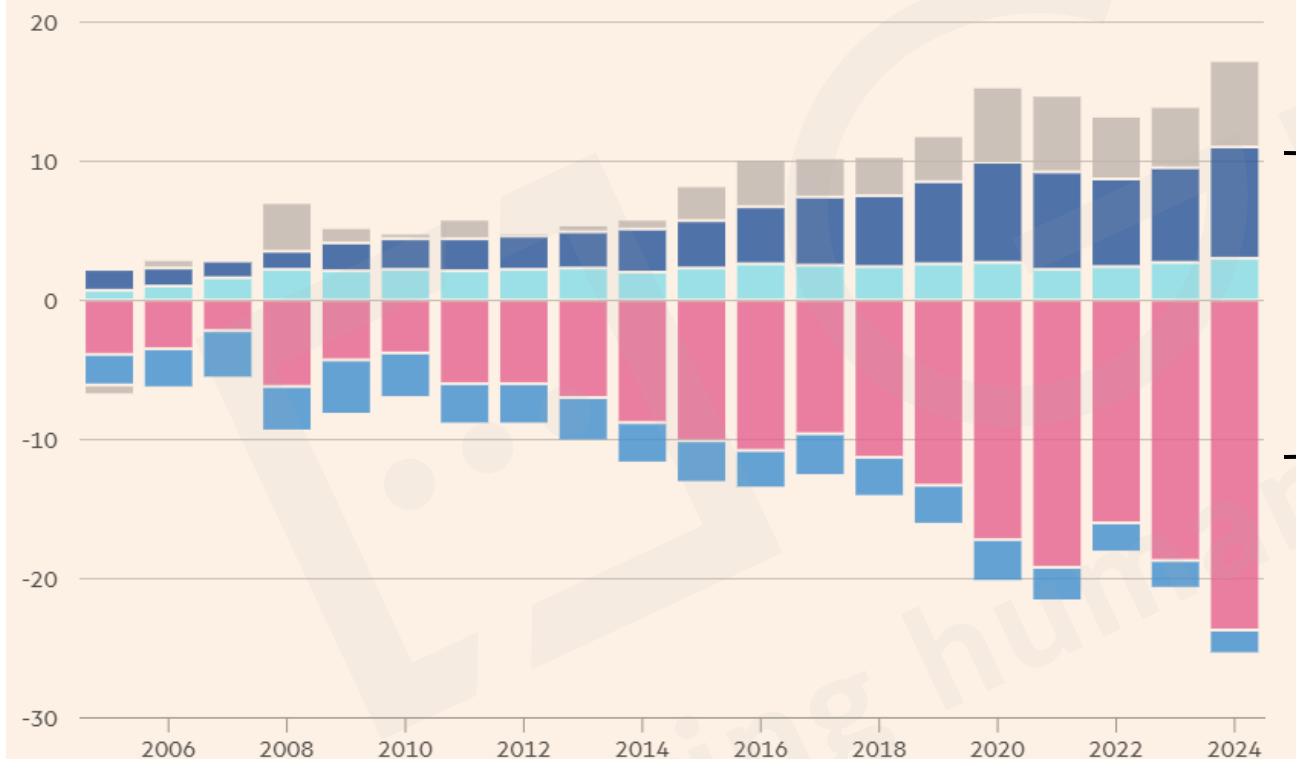
Vediamo perché

GLI SQUILIBRI USA E LA GOVERNANCE GLOBALE

The US has been far and away the world's largest net recipient of international finance

Global international investment position, % of global GDP

US China European creditors European debtors Other



FINANCIAL TIMES

Source: IMF

Negli ultimi venti anni gli USA hanno accumulato oltre 23trl di passivo con il resto del mondo, di cui 13trl negli ultimi dieci anni.

Non ci sarà un equilibrio futuro senza un ribilanciamento degli squilibri USA.

Questo comporta minori flussi finanziari dall'estero verso gli USA, ossia:

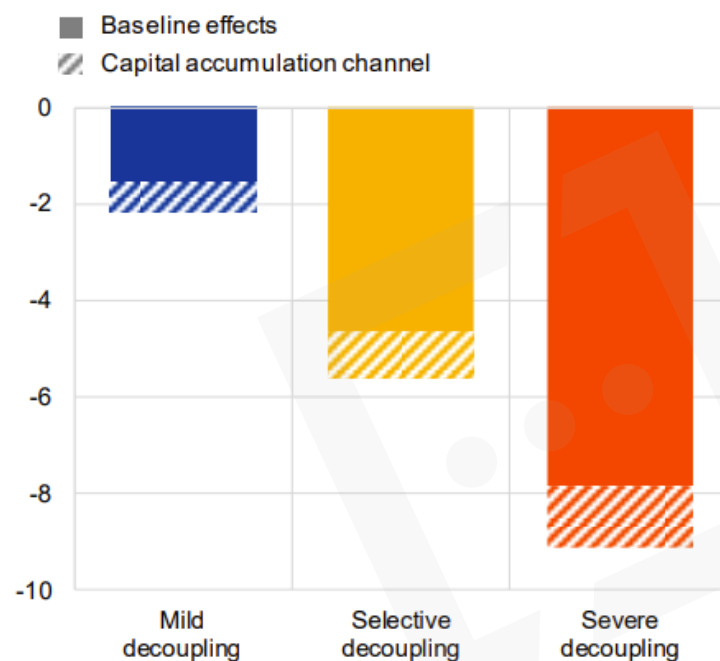
- Minore deficit commerciale (dazi)
- Minore deficit pubblico (DOGE)
- **Svalutazione del dollaro US**

RIEQUILIBRIO TRAMITE DAZI: COMPLICATO E COSTOSO

Output losses across fragmentation scenarios

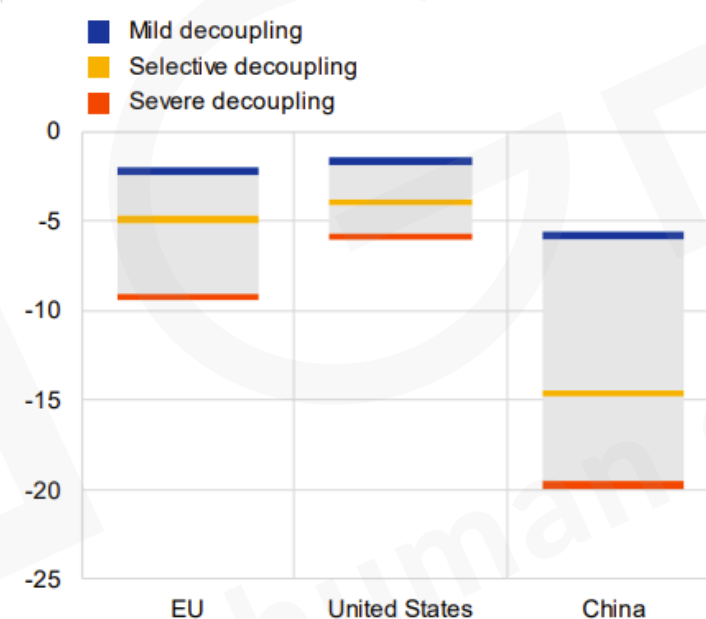
a) Global real GDP

(percentage deviation from steady state)



b) Real GDP for selected economies

(percentage deviation from steady state)



- Un piccolo aumento dei dazi US è nell'ordine delle cose ('mild decoupling'), ed ha effetti negativi sulla crescita
- Un aumento nell'ordine del 'Liberation Day' ('selective decoupling') è molto più costoso, e non gestibile in termini di stabilità finanziaria (v. prox slides)
- Un ritorno al protezionismo globale ('Severe decoupling') ... meglio non pensarci

Sources: Baqaee and Farhi (2024), Conteduca et al. (2025), OECD TIVA, EORA, Quintana (2024) and authors' calculations.

DAZI E BORSA AMERICANA

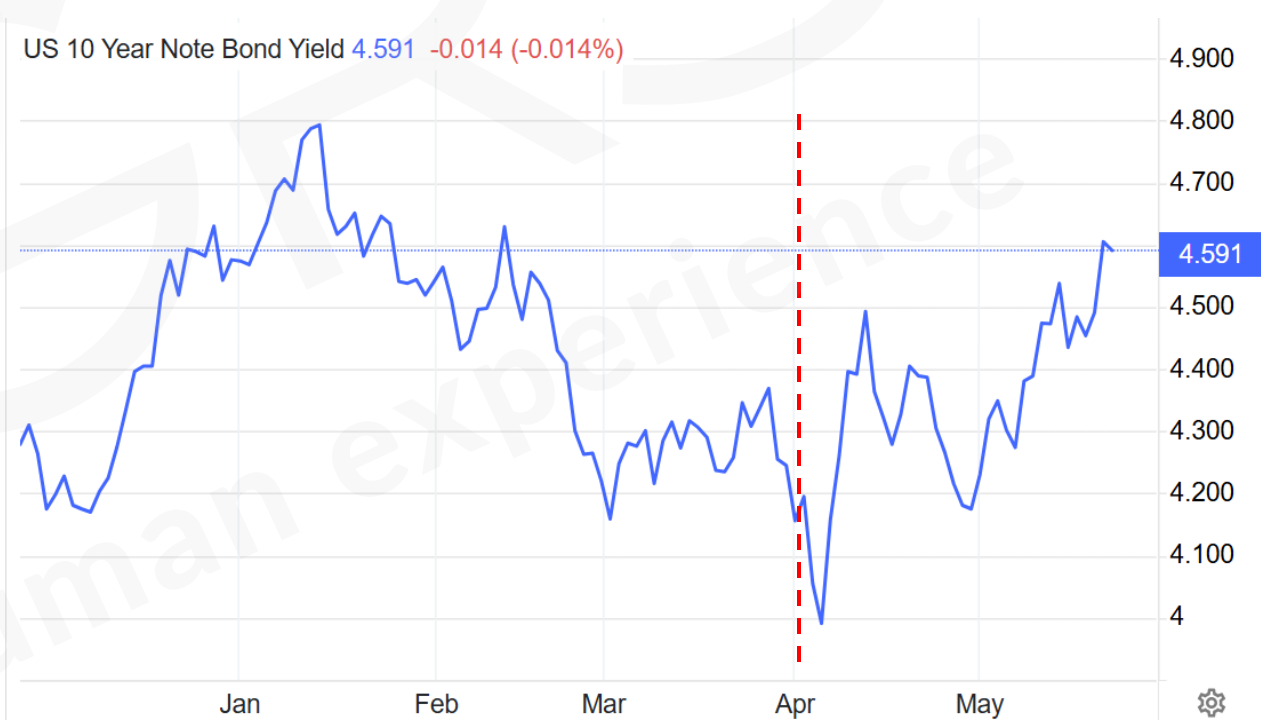


DAZI, DOLLARO E TASSI

Dollaro USA



Tassi 10 anni



QUALI IMPLICAZIONI PER IL SETTORE FIERISTICO ?

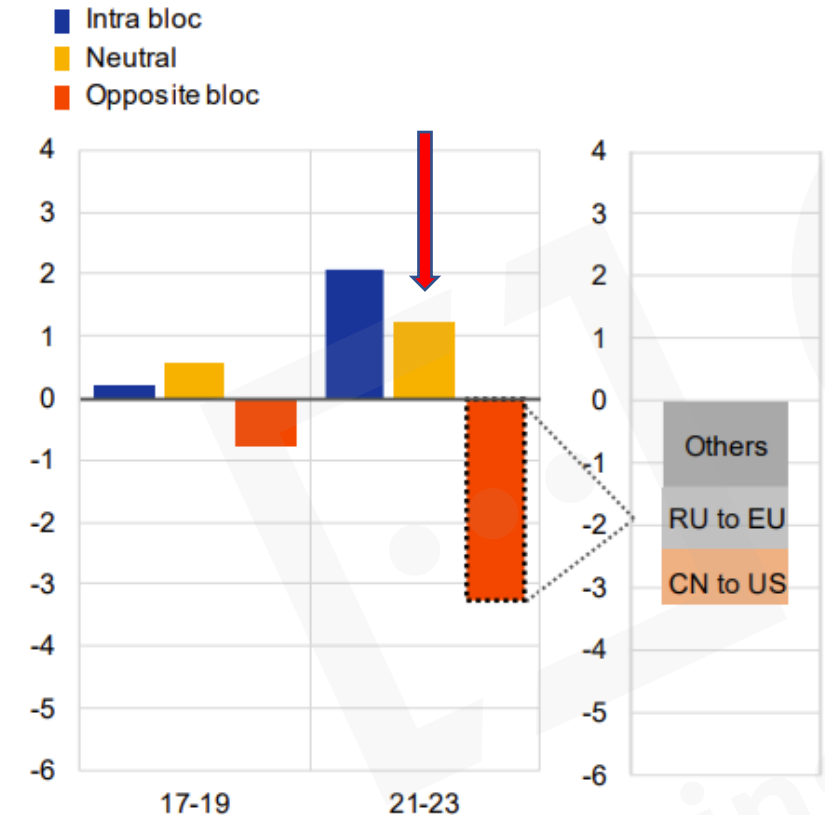
- Riconfigurazione delle catene del valore
 - Global core centres vs. interconnecting hubs
- Rimodulazione delle politiche industriali in UE
 - Centralità dei temi di decarbonizzazione e innovazione
- Ruolo del sistema di regole
 - Da sistemi 'rule-based' a sistemi 'trust-based' (human to human)

LA RICONFIGURAZIONE DELLE CATENE DEL VALORE

Ongoing reconfiguration of trade flows along geopolitical lines

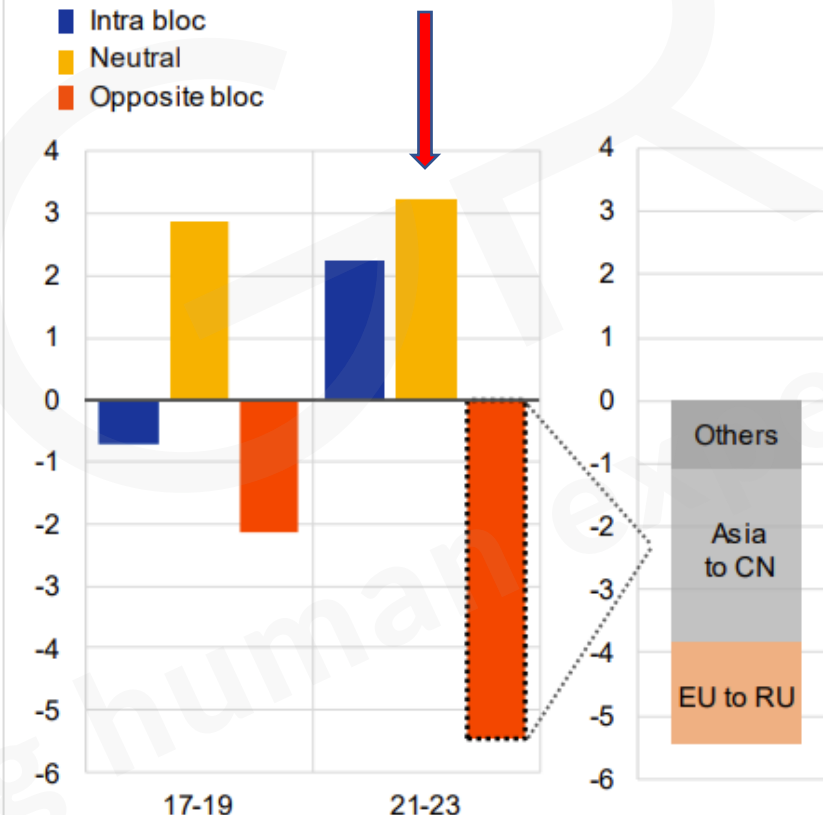
a) Western bloc import shares

(percentage point changes)



b) Eastern bloc import shares

(percentage point changes)



- Dopo il 2022 il commercio internazionale si è orientato all'interno dei 'blocchi' politici (Ovest – Est), con un ruolo crescente di paesi 'terzi' (p.e. India, Vietnam, Messico)
- Dunque meno globalizzazione e più regionalizzazione

LA RICONFIGURAZIONE DELLE CATENE DEL VALORE

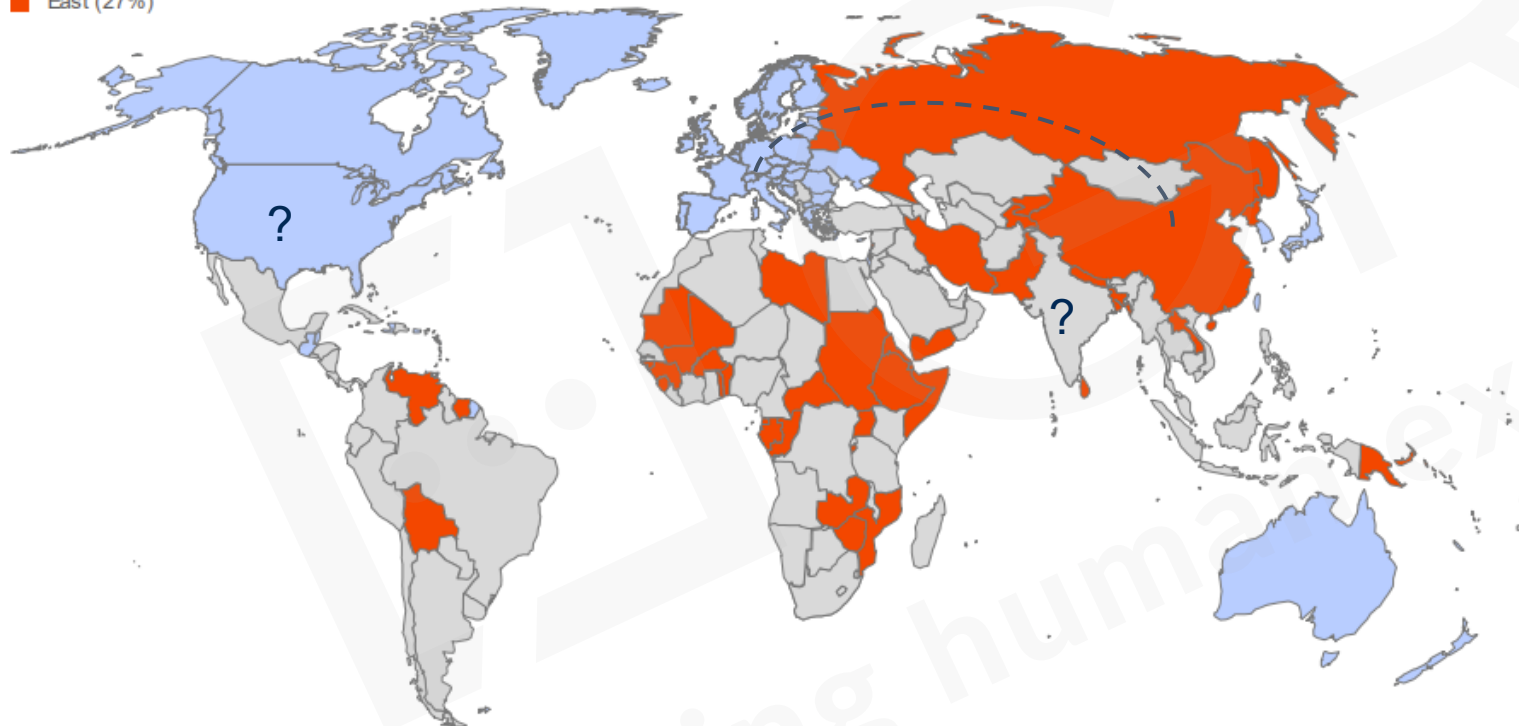
Geoeconomic fragmentation into western, eastern and neutral blocs

(percentage of world GDP, based on PPP)

■ West (42% w world GDP PPP)

■ Neutral (31%)

■ East (27%)



- Dopo il 'Liberation Day' occorre capire come si riconfigura il commercio tra blocchi (esiste ancora un blocco 'occidentale' ?)
- Probabilmente vedremo una intensificazione degli accordi bilaterali di libero scambio tra paesi

Source: Authors' own elaborations based on den Besten et al. (2023) and Capital Economics.

Notes: The geopolitical index uses the history of sanctions, military imports, UN voting and China's official lending, building on a similar work in den Besten et al. (2023). The geopolitical allocation of Capital Economics is based on a set of political and economic factors (e.g. UN voting, military alliances, territorial disputes, bilateral FDI flows and trade). GDP weights are expressed in PPP, based on October 2023 WEO data.

LA RIMODULAZIONE DELLE POLITICHE INDUSTRIALI IN EUROPA



Mercati

- Innovazione & Investimenti High Tech
- Unione del Mercato dei Capitali

Energia

- Decarbonizzazione
- 'Clean Industrial Policy'

Sicurezza

- Autonomia strategica 'aperta'
- Politica di difesa

Geopolitica e Mercati Globali: Il Futuro delle Fiere nell'Economia che Cambia

Come le dinamiche globali influenzano il mercato fieristico e quali strategie adottare per restare competitivi



Carlo Altomonte
SDA Bocconi

Strategie efficaci per l'Evoluzione del Settore

Strategie, strumenti e best practice per trasformare i cambiamenti in opportunità di crescita



MODERATORE
Enrico Gallorini (GRS)



Antonio Intiglietta
Ge. Fi.



Andrea Sozzi
Fiera Milano



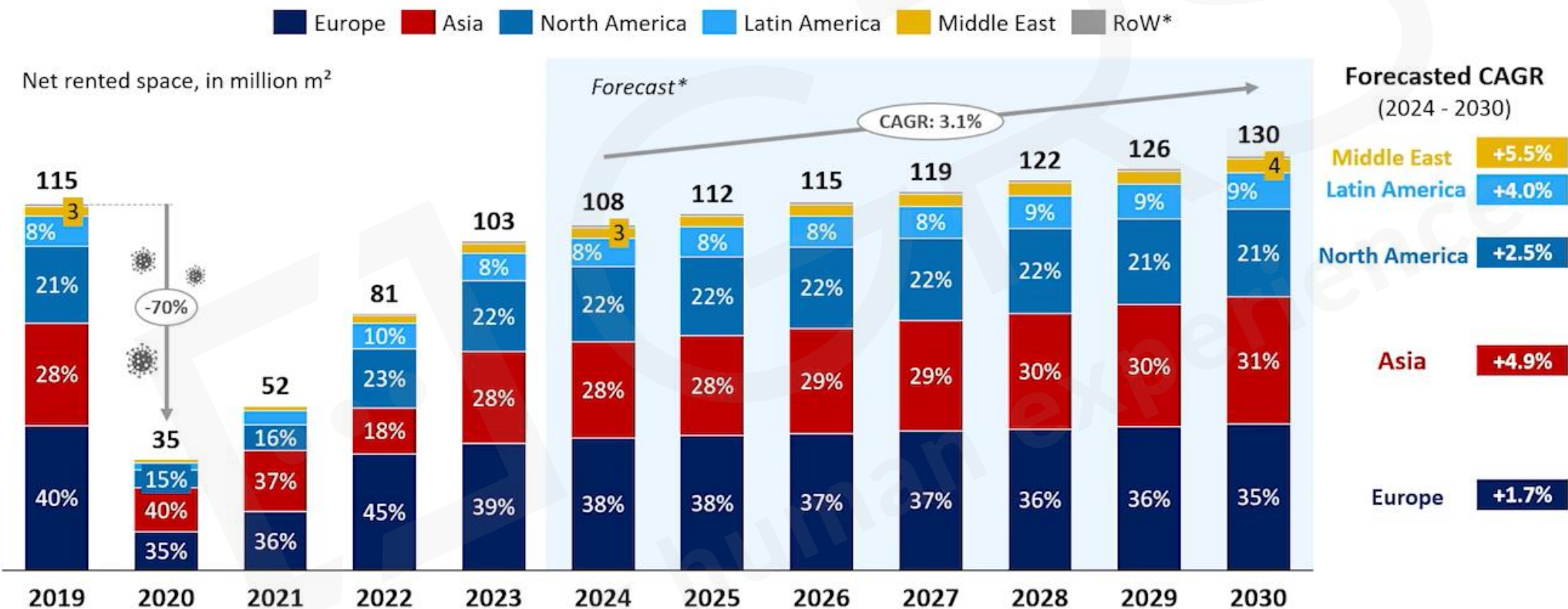
Valeria Santolin
Veronafiere



Enrico Zannini
Bologna Fiere

GLOBAL GROWTH IN NET RENTED SPACE

The global exhibition market size, forecast of net rented space, 2019-2030



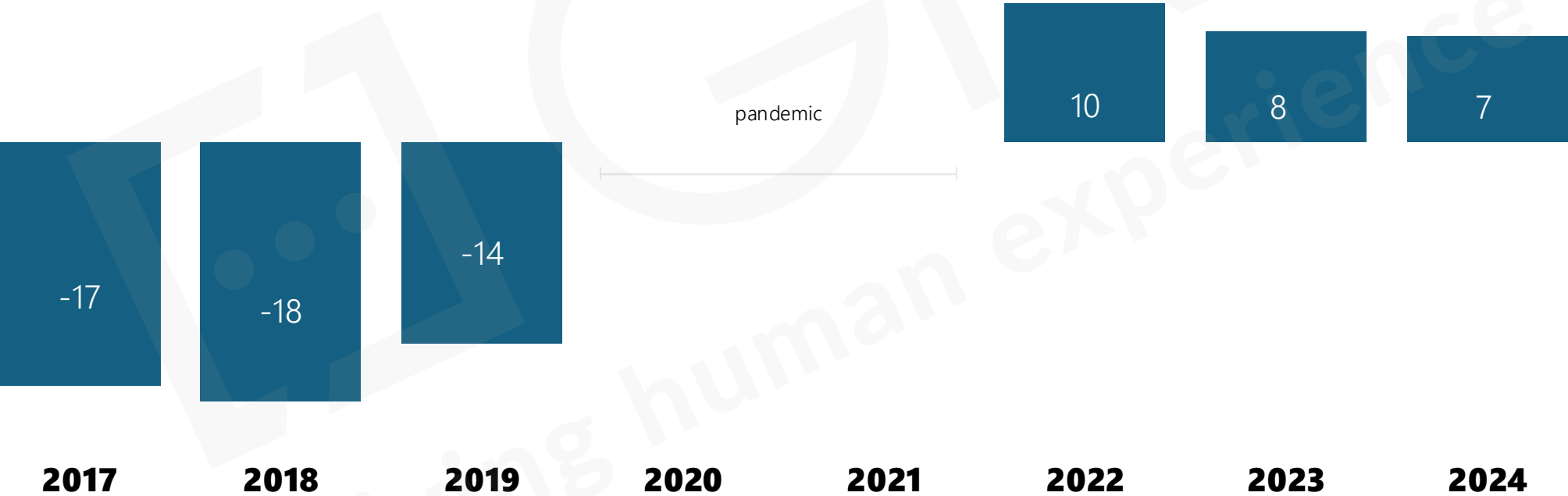
*RoW largest markets: Australia, New Zealand and Africa. Note: Includes estimates at country level for less prominent exhibition markets. Latin America accounts for South America countries and Mexico. Source: jwc analysis, jwc estimates, association reports, company reports

EXHIBITION CX TRENDS

EXHIBITION NPS SIGNIFICANTLY HIGHER VS. PRE-PANDEMIC

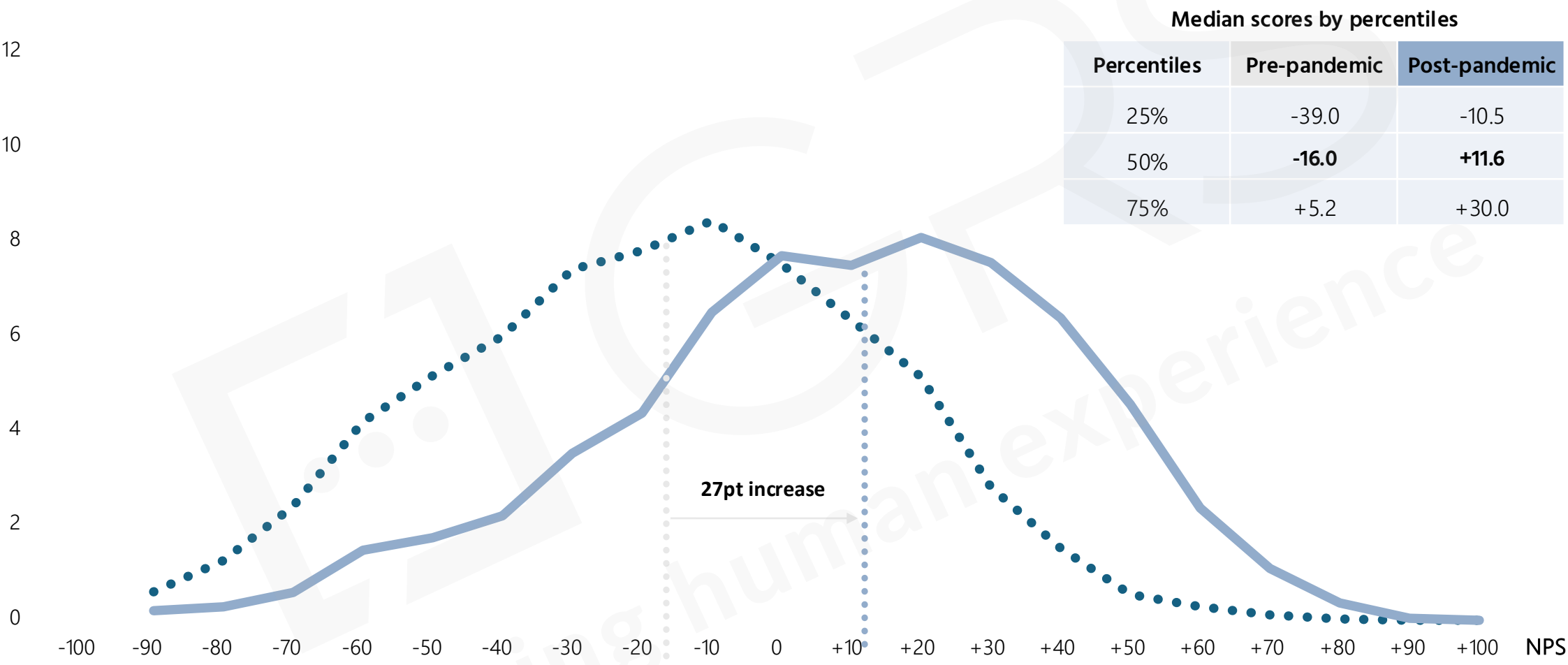
Annual exhibitor KPI benchmarks 2017 - 2024 (mean average per year)

Exhibitors: Net Promoter Score



EXHIBITOR NPS SHIFTS SHARPLY UPWARD POST-PANDEMIC

Exhibitor NPS distribution curves - pre vs post-pandemic



Strategie efficaci per l'Evoluzione del Settore

Strategie, strumenti e best practice per trasformare i cambiamenti in opportunità di crescita



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Fiera Milano



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Enrico Zannini
Bologna Fiere

Percezioni, Esperienze e Aspettative: il punto di vista dell'Espositore

Comprendere le nuove esigenze e aspettative delle aziende e degli operatori del settore nell'attuale scenario globale



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Fabio Franchina
Framesi SpA



Maurizio Marchesini
Rhoss SpA

Branding e Posizionamento: La Brand Experience negli Eventi

Valorizzare il settore fieristico attraverso esperienze di marca coinvolgenti



MODERATORE
Silvia Tracchi
Bocconi



Francesco Gili
MIDO



Massimiliano Pierini
Reed Exhibition



Marco Sabetta
Salone del Mobile

Agentic AI e automazione intelligente

IA e Fiere: Opportunità o Rischio? L'intelligenza artificiale sta cambiando il mondo degli eventi: quali sono le implicazioni strategiche?



Stephan Forseilles
Easyfairs

AI

IN THE EXHIBITION INDUSTRY



driving

THE STATE OF AI

Is the hype still up?

01.

“AI” IS IRRELEVANT

I’m fed up with hearing
about it.

02.

HOW EASYFAIRS USES AI

Some serious work
done here!

03.

USE CASES: AI MAKING YOU A BETTER YOU

I’ll show you how to...

- Be popular on LinkedIn
- Create a podcast
- Be an Instagram influencer

... while you sleep.

04.

WHAT’S NEXT

The exciting part.
Or the scary part.

You chose.

05.

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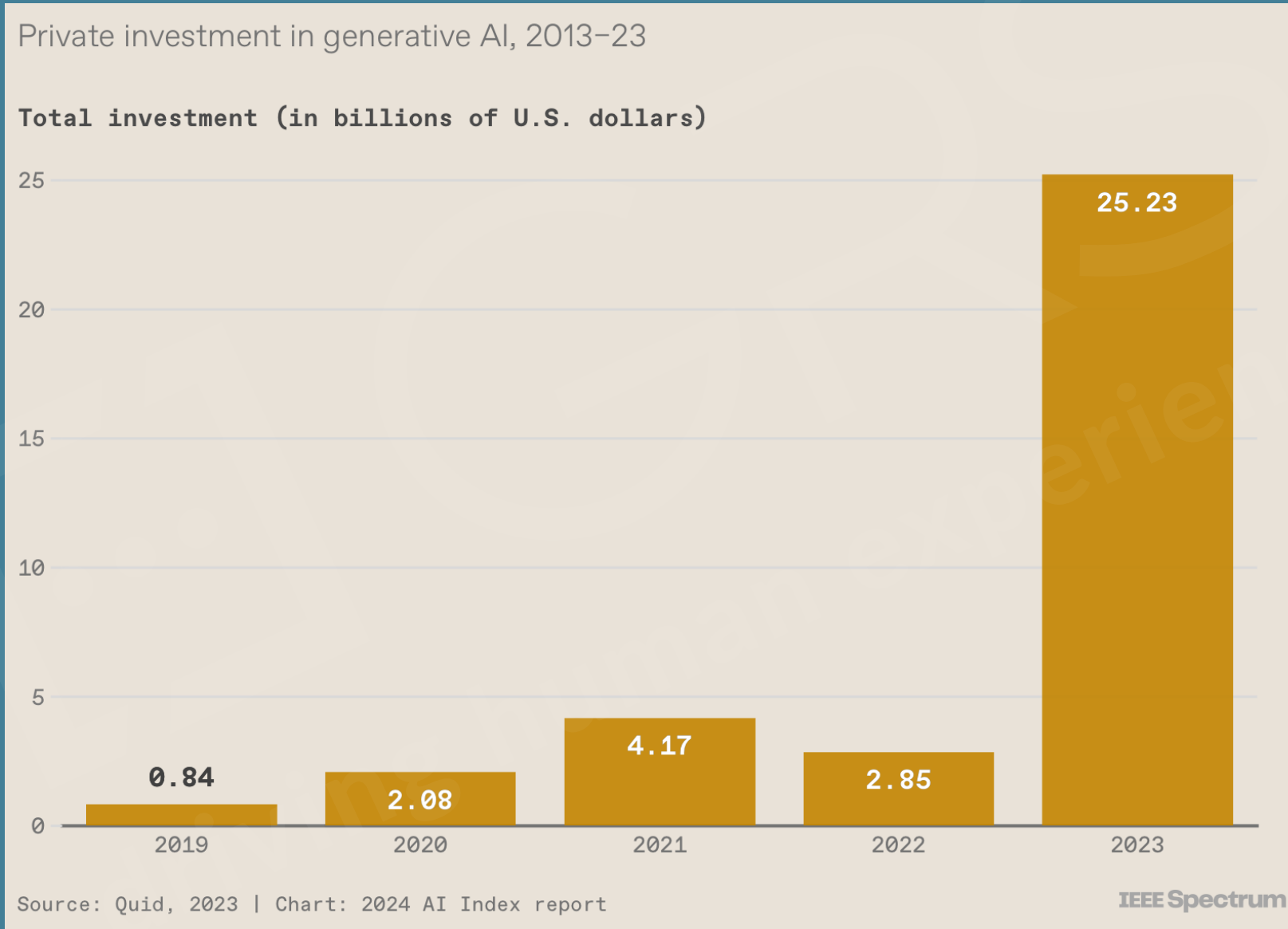
THE STATE OF AI

Is the hype still up?

01.



Generative AI investment skyrockets



Microsoft plans to invest \$80 billion on AI-enabled data centers in fiscal 2025

By Reuters

January 4, 2025 12:22 AM GMT+1 · Updated a day ago



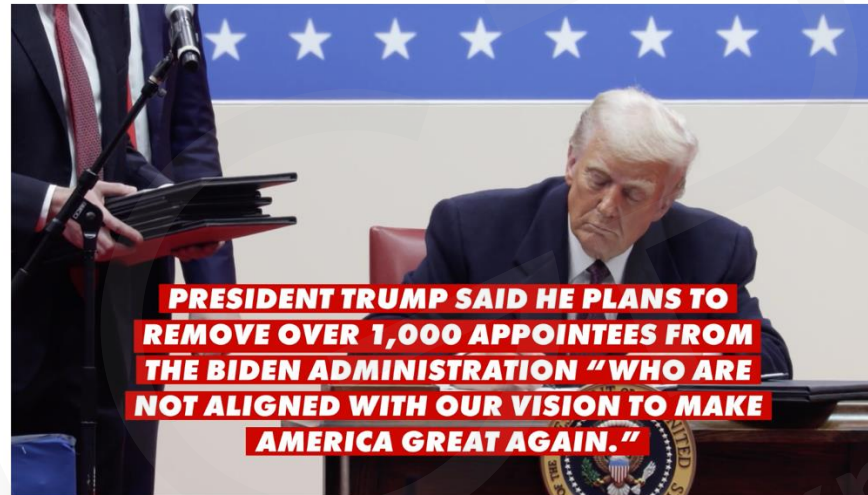
A view shows a Microsoft logo at Microsoft offices in Issy-les-Moulineaux near Paris, France, March 25, 2024. REUTERS/Gonzalo Fuentes/File Photo [Purchase Licensing Rights](#) 

Jan 3 (Reuters) - Microsoft ([MSFT.O](#))  is planning to invest about \$80 billion in fiscal 2025 on developing data centers to train artificial intelligence (AI) models and deploy AI and cloud-based applications, the company said in a blog post on Friday.

Trump announces \$500B AI infrastructure project — with biz titans saying it can cure cancer

By [Diana Glebova](#) and [Steven Nelson](#)

Published Jan. 21, 2025, 6:03 p.m. ET



WASHINGTON — President Trump unveiled a \$500 billion [artificial intelligence infrastructure project](#) Tuesday at the White House alongside reps from three tech and investment giants — with those business leaders asserting the initiative could cure cancer.

OpenAI, SoftBank and Oracle launched the project, [called Stargate](#), to unleash the new technology with the help of large data centers based in Texas.

"These world-leading technology giants are announcing the formation of Stargate," Trump said. "So put that name down in your books, because I think you're going to hear a lot about it in the future — a new American company that will invest \$500 billion at least in AI infrastructure in the United States."



Source: <https://nypost.com/2025/01/21/us-news/trump-announces-500b-ai-project-with-biz-titans-saying-it-can-cure-cancer>

[Home](#) > [Press corner](#) > [EU launches InvestAI initiative to mobilise €200 billion](#)Available languages: English

PRESS RELEASE | Feb 11, 2025 | Paris | 3 min read

EU launches InvestAI initiative to mobilise €200 billion of investment in artificial intelligence

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Today, at the Artificial Intelligence (AI) Action Summit in Paris, Commission President Ursula **von der Leyen** has launched **InvestAI, an initiative to mobilise €200 billion for investment in AI, including a new European fund of €20 billion for AI gigafactories.** This **large AI infrastructure** is needed to allow open, collaborative development of the most complex AI models and to make Europe an AI continent.

Commission President Ursula **von der Leyen** said: *“AI will improve our healthcare, spur our research and innovation and boost our competitiveness. We want AI to be a force for good and for growth. We are doing this through our own European approach – based on openness, cooperation and excellent talent. But our approach still needs to be supercharged. This is why, together with our Member States and with our partners, we will mobilise unprecedented capital through InvestAI for European AI gigafactories. This unique public-private partnership, akin to a CERN for AI, will enable all our scientists and*

UAE makes ChatGPT Plus subscription free for all residents as part of deal with OpenAI

ChatGPT Plus, which normally costs \$20/month, will be made free for all UAE residents as part of OpenAI's deal with the UAE government.

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OPEN >



Business Today Desk

Updated May 27, 2025 4:46 PM IST



ChatGPT

In a groundbreaking move, the United Arab Emirates (UAE) has become the first country in the world to offer free access to ChatGPT Plus, the premium version of OpenAI's popular AI chatbot, to its entire population.

This initiative is part of a major strategic partnership between OpenAI and the UAE government. The collaboration also includes the development of a large-scale AI infrastructure project in Abu Dhabi

TECH

OpenAI is buying iPhone designer Jony Ive's AI devices startup for \$6.4 billion

PUBLISHED WED, MAY 21 2025-1:00 PM EDT | UPDATED WED, MAY 21 2025-5:48 PM EDT



Kate Rooney
@KROONEY



Hayden Field
@HAYDENFIELD

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KEY POINTS

- OpenAI said Wednesday that it's acquiring Jony Ive's AI devices startup io for about \$6.4 billion.
- The deal is all in stock and the value includes OpenAI's current stake in the company.
- It's by far OpenAI's largest acquisition to date and comes just weeks after the company agreed to buy AI-assisted coding tool Windsurf for \$3 billion.

In this article

AAPL +0.58 (+0.30%)  

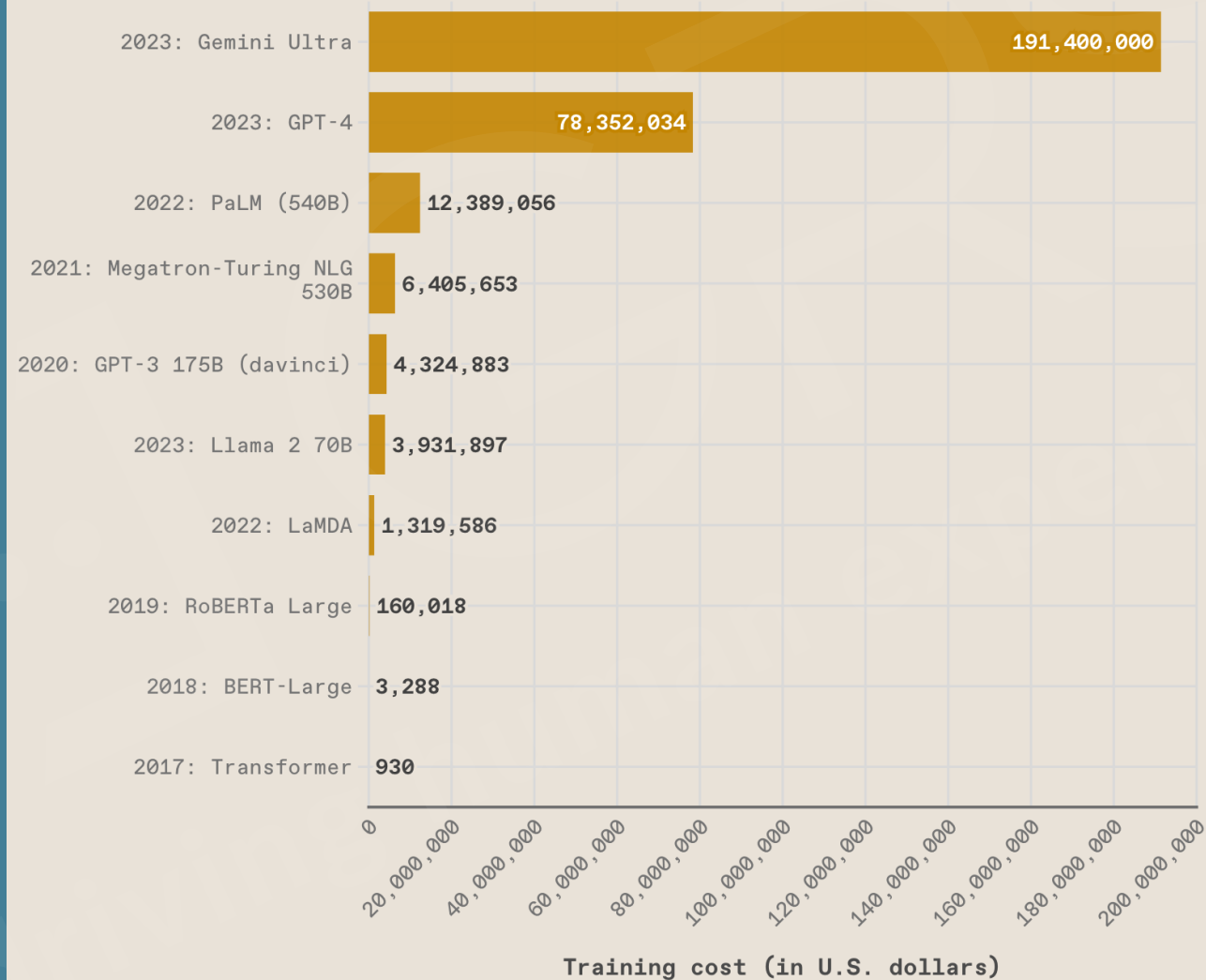
Follow your favorite stocks
CREATE FREE ACCOUNT



Sam Altman
CEO, OpenAI

Foundation models have gotten super expensive

Estimated training cost of select AI models, 2017–23



Source: Epoch, 2023 | Chart: 2024 AI Index report

IEEE Spectrum

Source: <https://spectrum.ieee.org/ai-index-2024>

COST DEFICIENCY

/ ARTIFICIAL INTELLIGENCE

IT COSTS SO MUCH TO RUN CHATGPT THAT OPENAI IS LOSING MONEY ON \$200 CHATGPT PRO SUBSCRIPTIONS

by NOOR AL-SIBAI

JAN 6, 5:23 PM EST



— MARK COPPOLA / JUSTIN SULLIVAN VIA GETTY / FUTURISM

"PEOPLE USE IT MUCH MORE THAN WE EXPECTED."



Tech

Telling ChatGPT 'Please' and 'Thank You' Costs OpenAI Millions, CEO Claims

By Sammi Caramela April 23, 2025, 9:24am



Tech > News Tech

TECH THAT! From toothbrush that blabs & pet communication collar – AI-powered tech that could soon be a reality

Experts also predict we will soon be able to communicate with our pets using an AI interface on their collars

Nadia Cohen | Graeme Culliford

Published: 22:08, 4 Jan 2025



Source: <https://www.thescottishsun.co.uk/tech/14117368/tech-toothbrushes-ai-doctors>

[Travel](#) > [News Travel](#)

FLY AWAY AI is being used by British Airways planes to avoid bad weather and flight delays

Plus, the new British Airways' new First Class seat

Stephen Moyes, Associate News Editor

Published: 15:19, 14 May 2025

BRITISH Airways' £7billion investment in AI has led to the airline's flight punctuality soaring to record levels - with 86 per cent of jets now taking off on time.

The impressive first quarter 2025 figures compared to a punctuality record of just 46 per cent in 2008 thanks to new cutting edge technology first revealed in The Sun.



In total, 86 per cent of British Airways jets now taking off on time Credit: Getty

Professional Class AI

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supersonic artillery shell that can hit targets 100 miles away at a blistering 2,700mph speeds

The missile is equipped with AI technology

Karim Camara

Published: 14:19, 24 May 2025 | Updated: 14:19, 24 May 2025



THE US has revealed the world's first supersonic artillery shell, capable of striking targets 100 miles away at speeds of a blistering 2,700mph.

Tiberius Aerospace, a [UK-US](#) defence firm, unveiled the Sceptre TrBM 155HG supersonic missile at the Future Artillery Conference in [London](#).

— Exclusive

A worker said one negative word to a customer. AI dobbed him in

A new report on AI's effect on jobs in the finance industry found "sentiment bots" were analysing worker conversations with customers.



David Marin-Guzman

Workplace correspondent

Updated Feb 11, 2025 - 12.27pm,
first published at 5.00am



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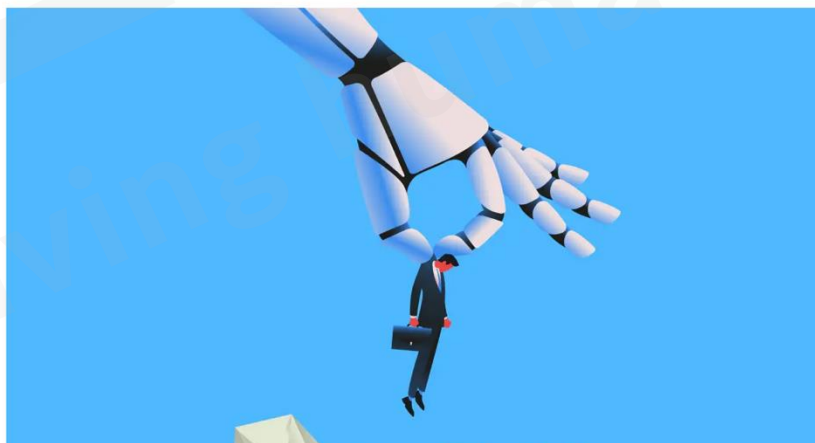


Listen to this article

4 min

Employers should be barred from using artificial intelligence to scrap jobs and be required to reskill affected workers to ensure they are redeployed, the finance sector's union is demanding in the face of fears that a third of the industry's workforce could lose their jobs due to AI.

A Finance Sector Union report into banking, insurance, superannuation and financial planning's use of AI, released on Tuesday, found 53 per cent of 2200 surveyed workers reported AI was used in their workplace but 61 per cent received no training in it and 67 per cent were worried about their jobs.



Science & technology | A game of two graphs

AI is being used to model football matches

The mathematics of network analysis helps them follow the action



AI is transforming the search for new materials that can help create the technologies of the future

Published: February 10, 2025 11.56pm AEDT

<https://theconversation.com/ai-is-transforming-the-search-for-new-materials-that-can-help-create-the-technologies-of-the-future-249392>



Amino Acids: 19

Source: <https://youtu.be/2dV5s6v2v8Q?si=KpTKkd2tZWxUrVID>

Parlex AI to advise ministers on how policies will be received

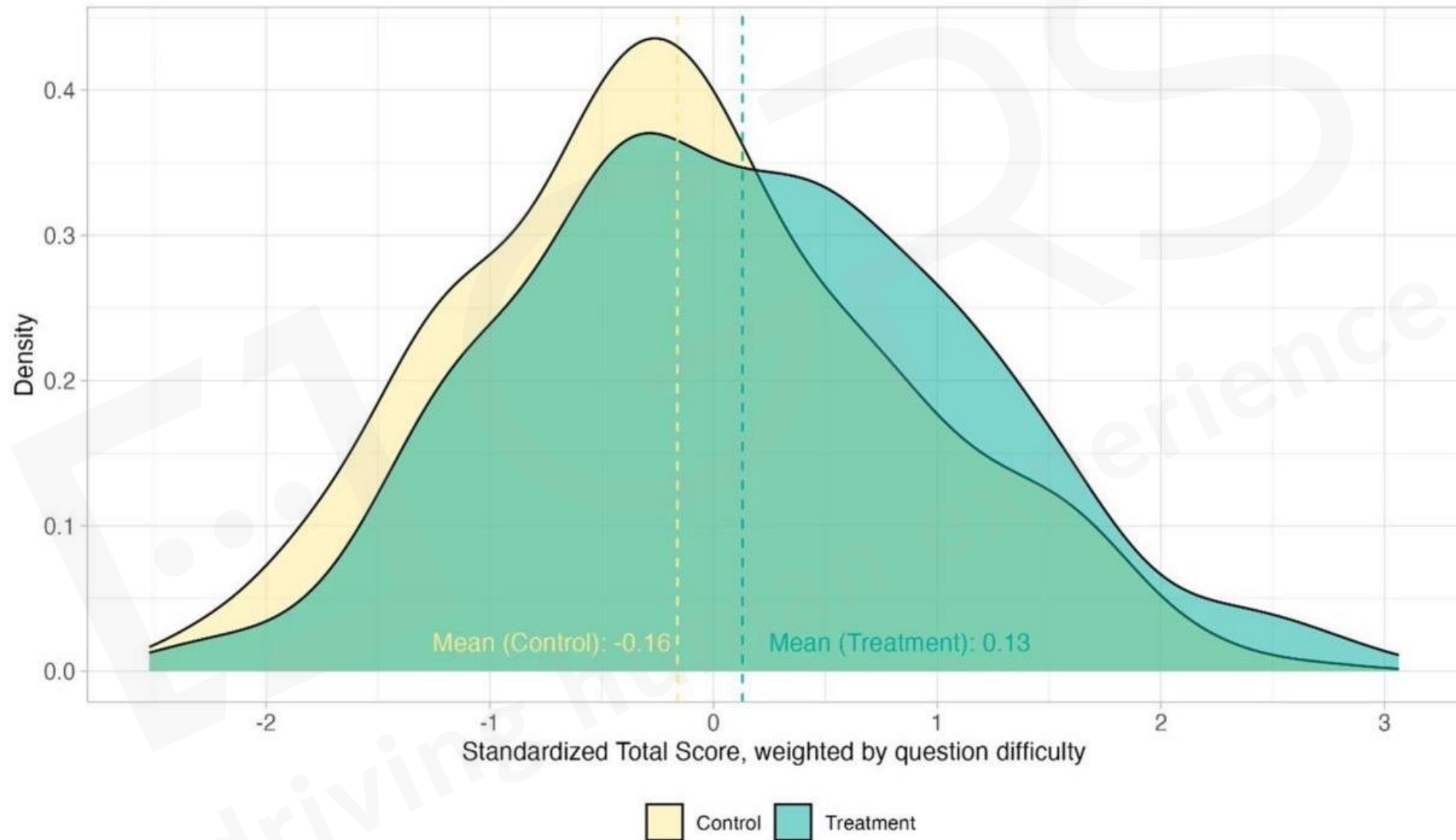
Artificial intelligence software will tell ministers how civil servants and MPs will respond to policies



As Labour faces an angry backlash over its policy decisions from winter fuel to farmers' inheritance tax, ministers have been facing demands from MPs to attune their political antennae. But after Sir Keir Starmer gave a speech last week touting AI as the solution to government's problems, it seems ministers are

Source:
<https://www.thetimes.com/uk/politics/article/parlex-ai-to-advise-ministers-on-how-policies-will-be-received-99txwlwph>

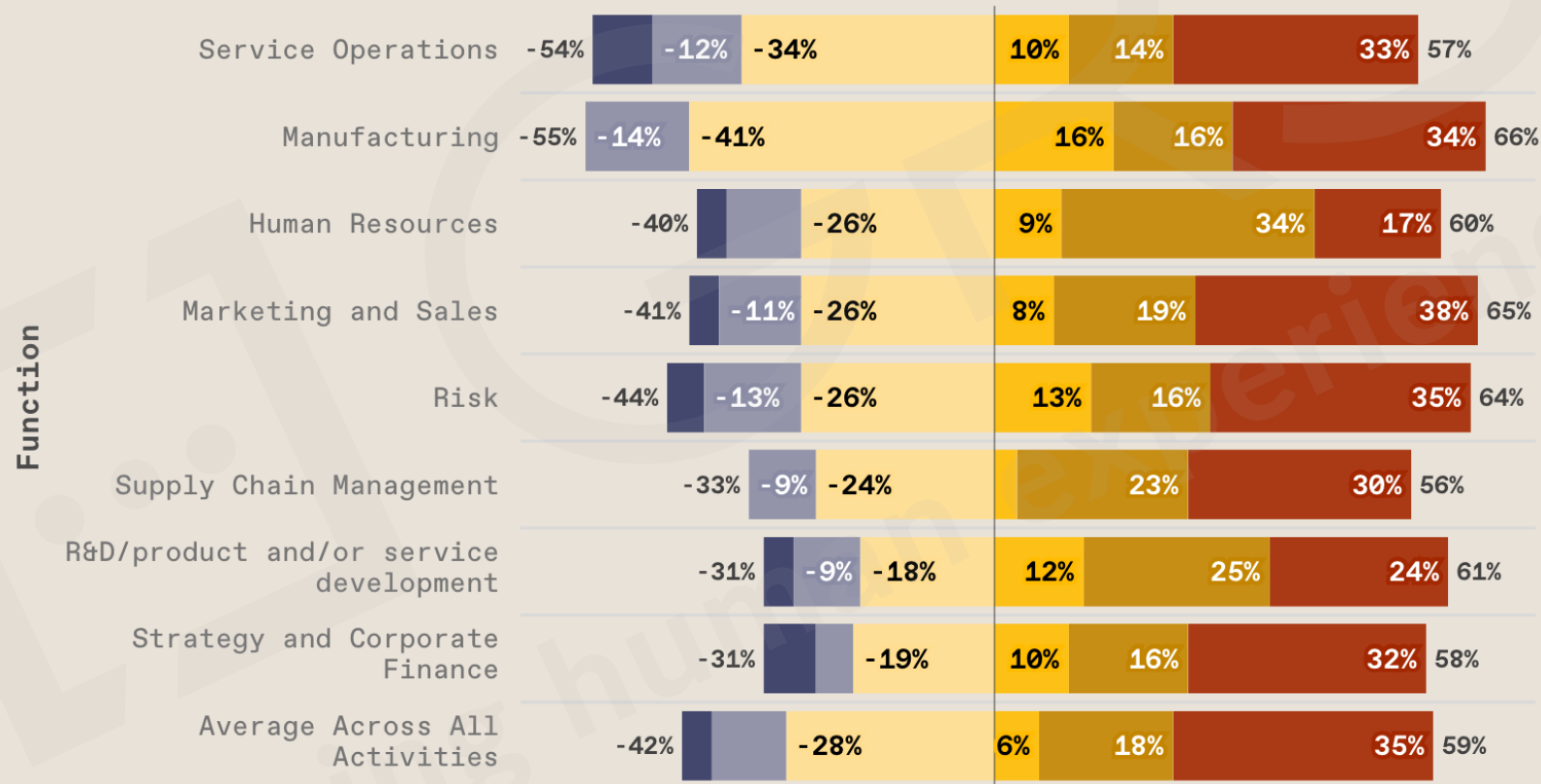
Distribution of Assessment Scores by Treatment Condition
With standardized test scores



Costs go down, revenues go up

Cost decrease and revenue increase from AI adoption by function, 2022

Percentage of respondents



Source: McKinsey & Company Survey, 2023 | Chart: 2024 AI Index report

IEEE Spectrum

Source: <https://spectrum.ieee.org/ai-index-2024>

UFI Global Exhibition Barometer

ufi The Global Association of the Exhibition Industry

34th Edition

Report based on the results of a survey concluded in January 2025



Global



South Korea



Malaysia



Greece



Southern Africa



Mexico



Myanmar



Thailand



Australia



Argentina



Saudi Arabia



France



Brazil



Panama



Singapore



Italy



Indonesia



US



United Kingdom



Uruguay



Spain



Hong Kong



Asia



India



Peru



Japan



Central & South America



Macau

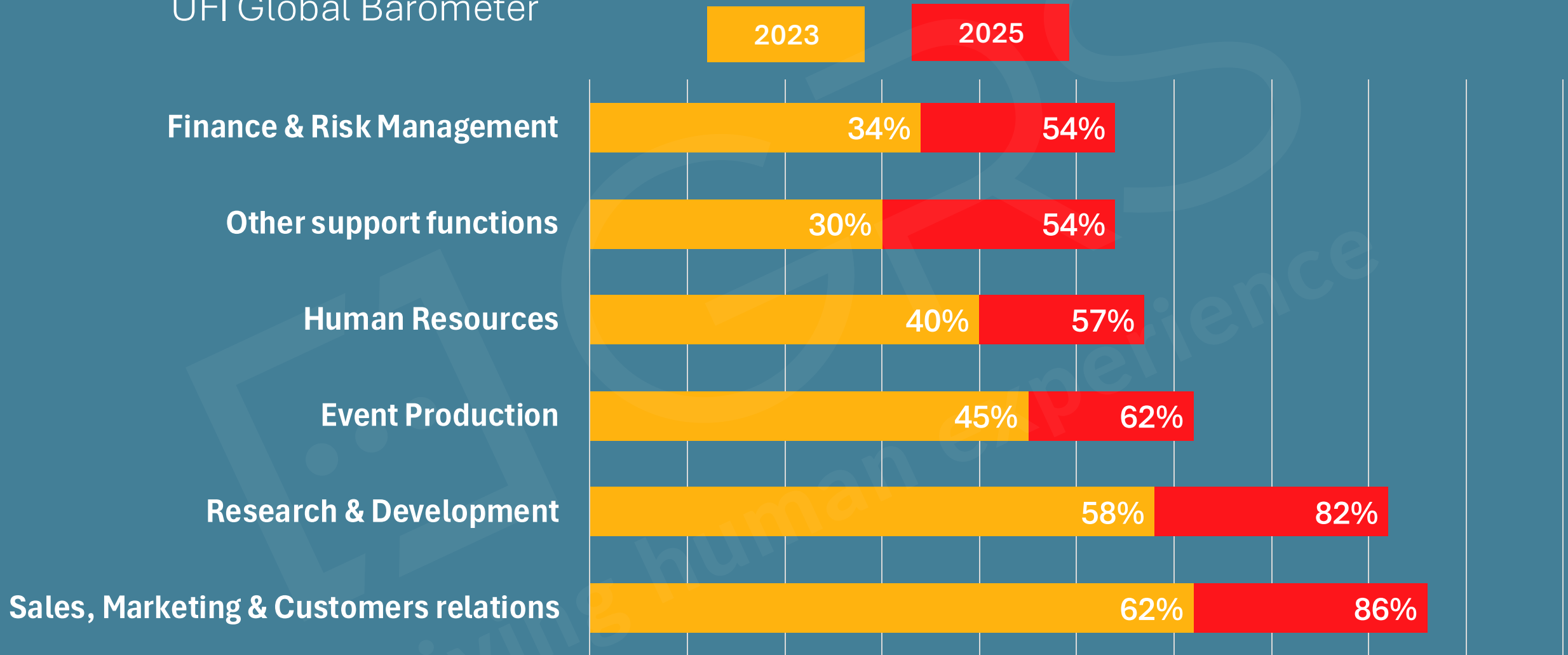


Colombia



Will generative AI affect our industry?

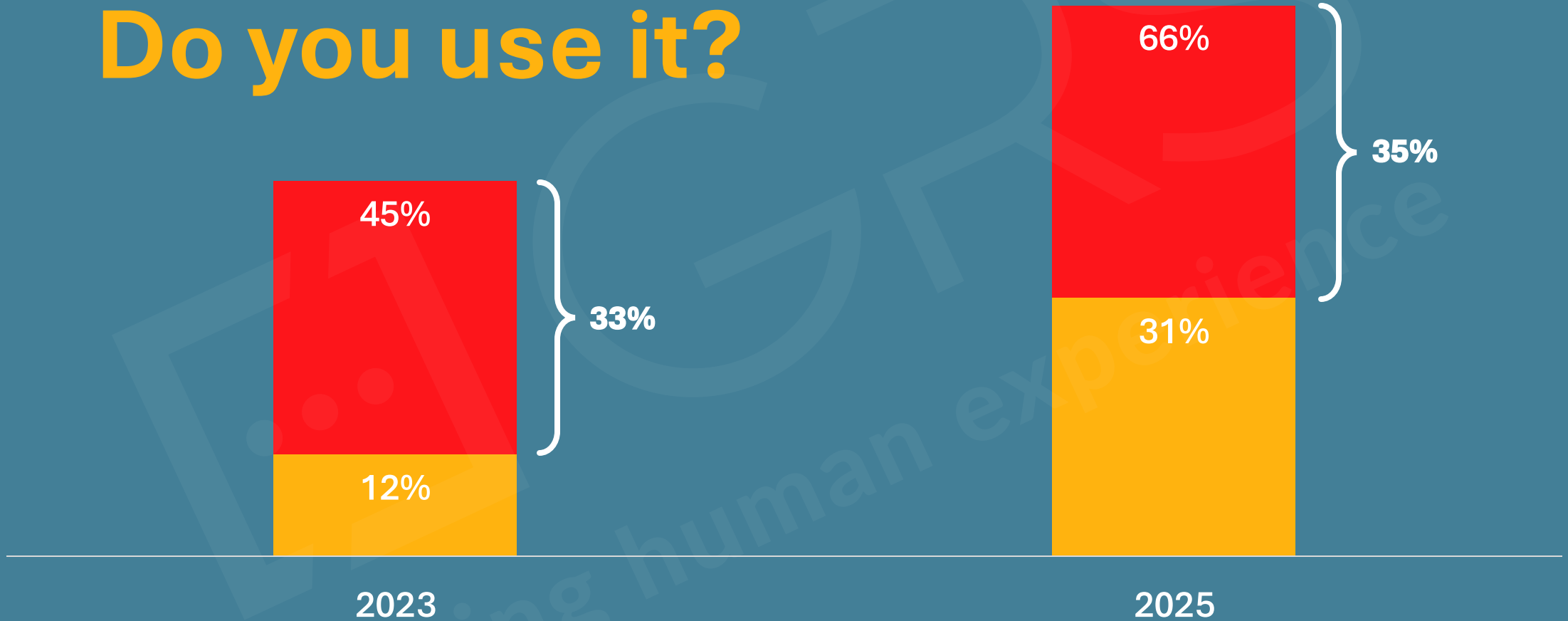
UFI Global Barometer



Will generative AI affect our industry?

UFI Global Barometer

Do you use it?



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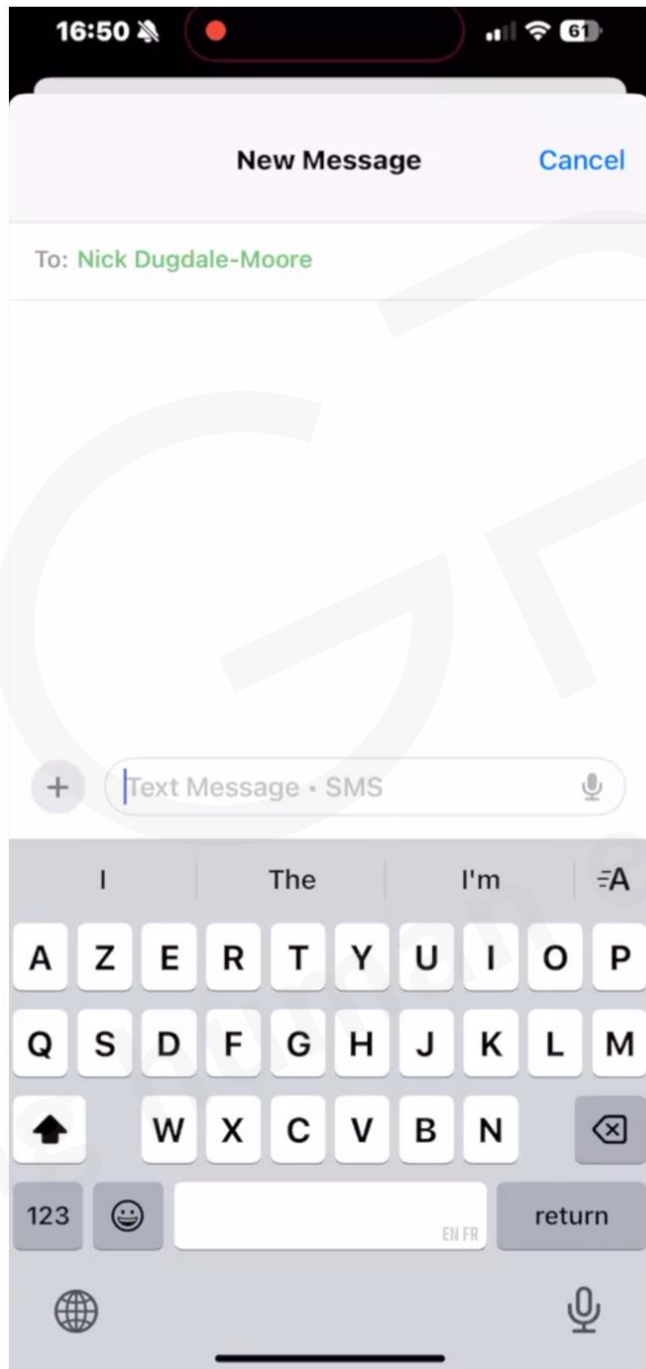
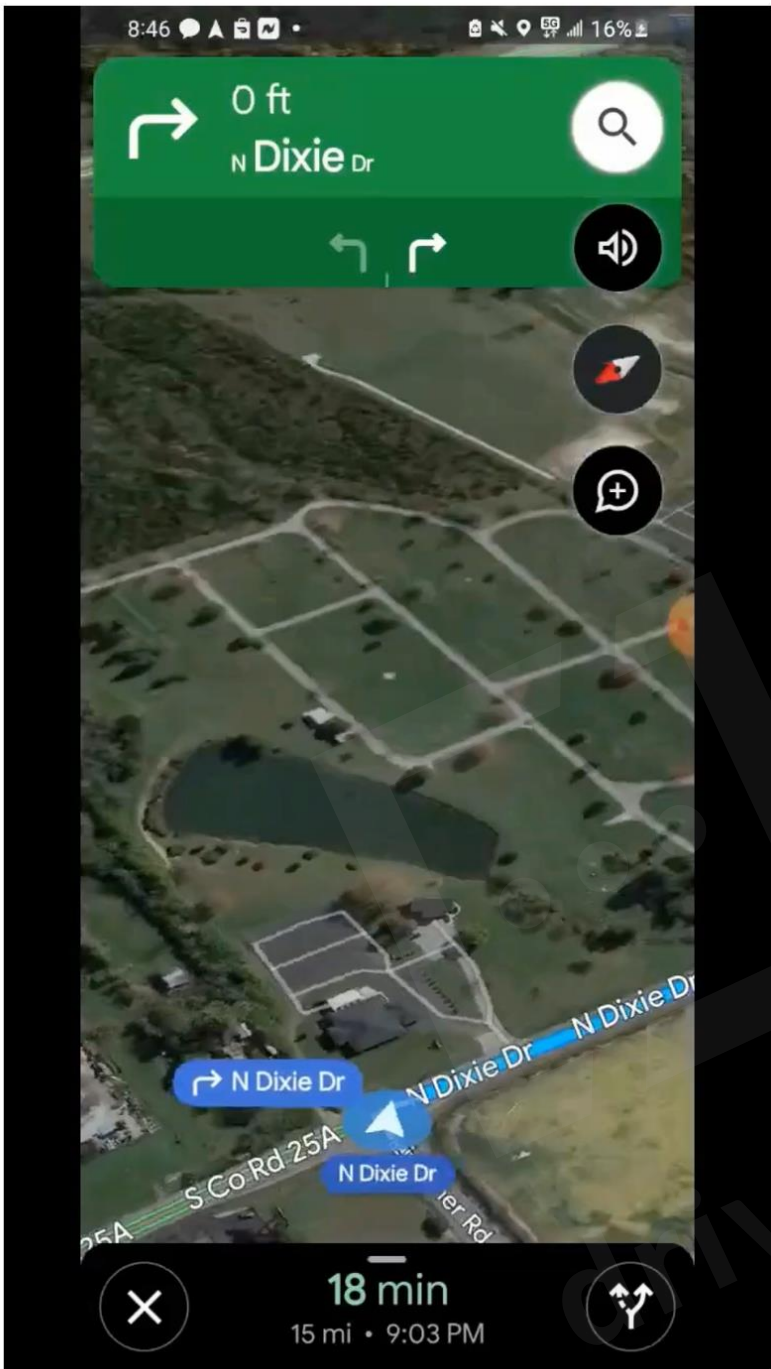


AI IS EVERYWHERE







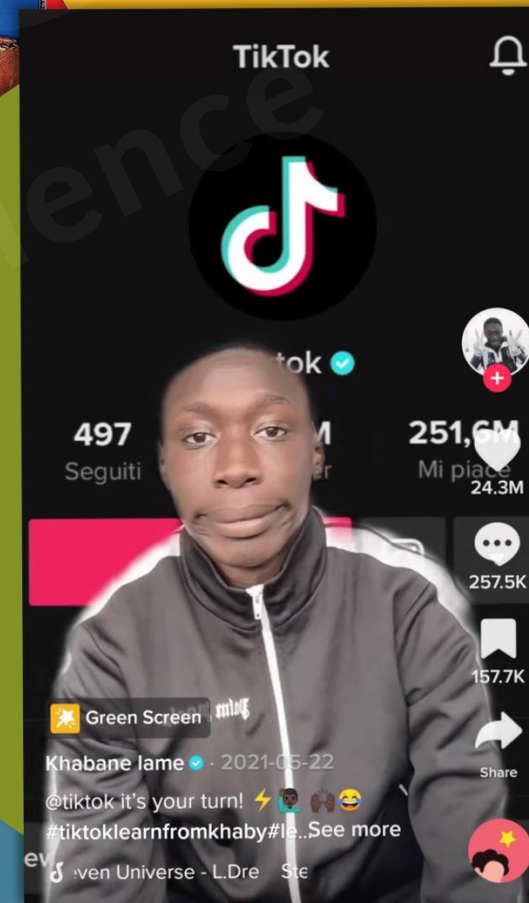




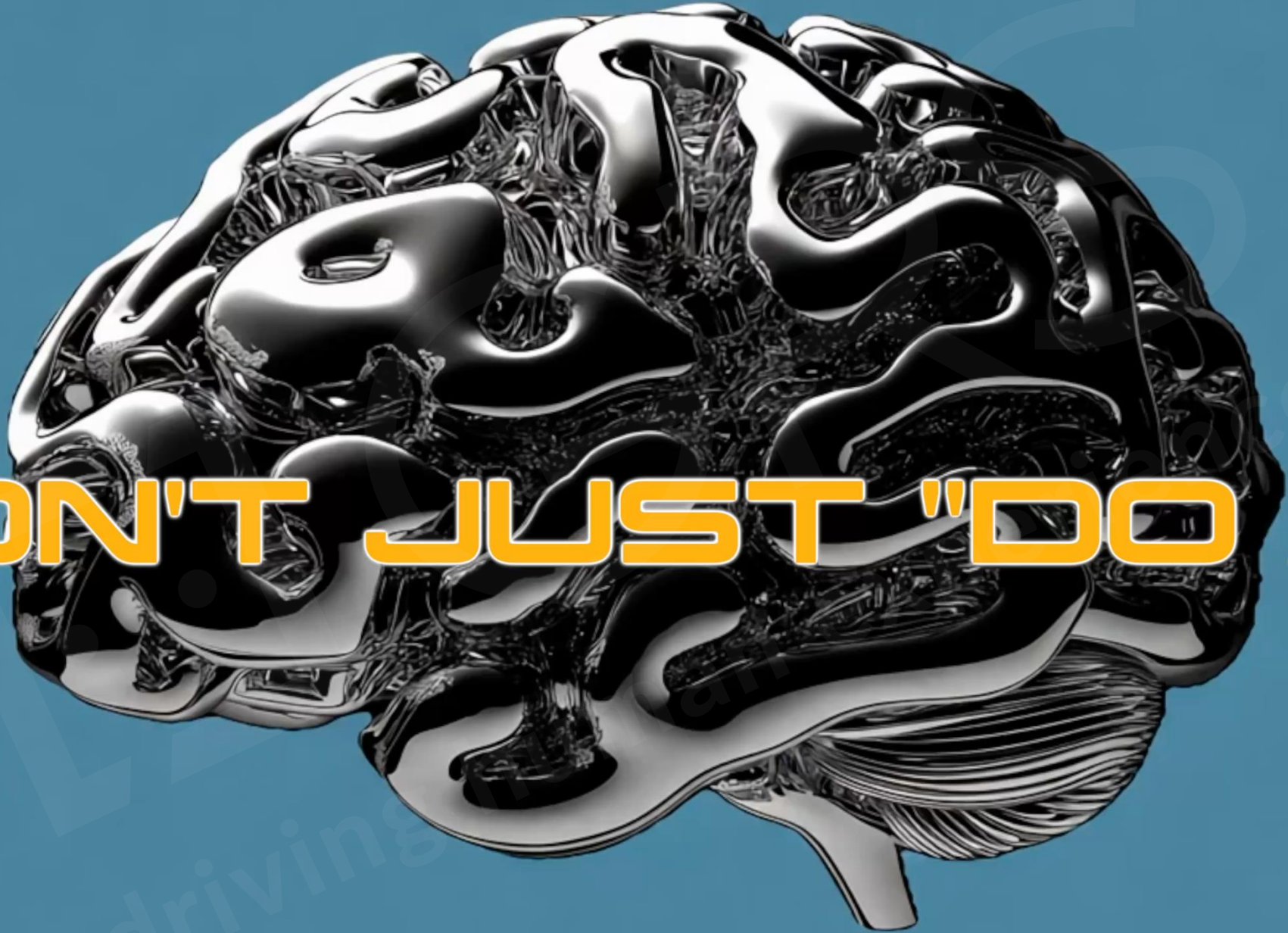
Please check the box below to proceed.



I'm not a robot



DON'T JUST "DO AI"



MISCONCEPTION:

A close-up photograph of a green, weathered metal toolbox with its lid open. A wooden-handled hammer with a metal head is resting inside the toolbox. The toolbox is placed on a dark, rusty metal surface. The background is a blurred workshop or garage with various tools and equipment.

**AI IS THE SOLUTION TO
EVERY PROBLEM**



FACT:

**AI IS A MEANS TO SOLVE
SPECIFIC CHALLENGES**

**Focus on outcomes (efficiency,
accuracy, customer satisfaction) rather
than 'using AI!'**

WHAT IS AI GOOD AT?



3

GRS
driving human experience

1

DATA-HEAVY TASKS

Sifting through large data sets and find groupings, tendencies and anomalies.

Summarising, analysing, finding meaning.

2

ENHANCING HUMAN CREATIVITY

Generating text, images, videos,
sounds and music.

Animating photos, generating infinite
variations.

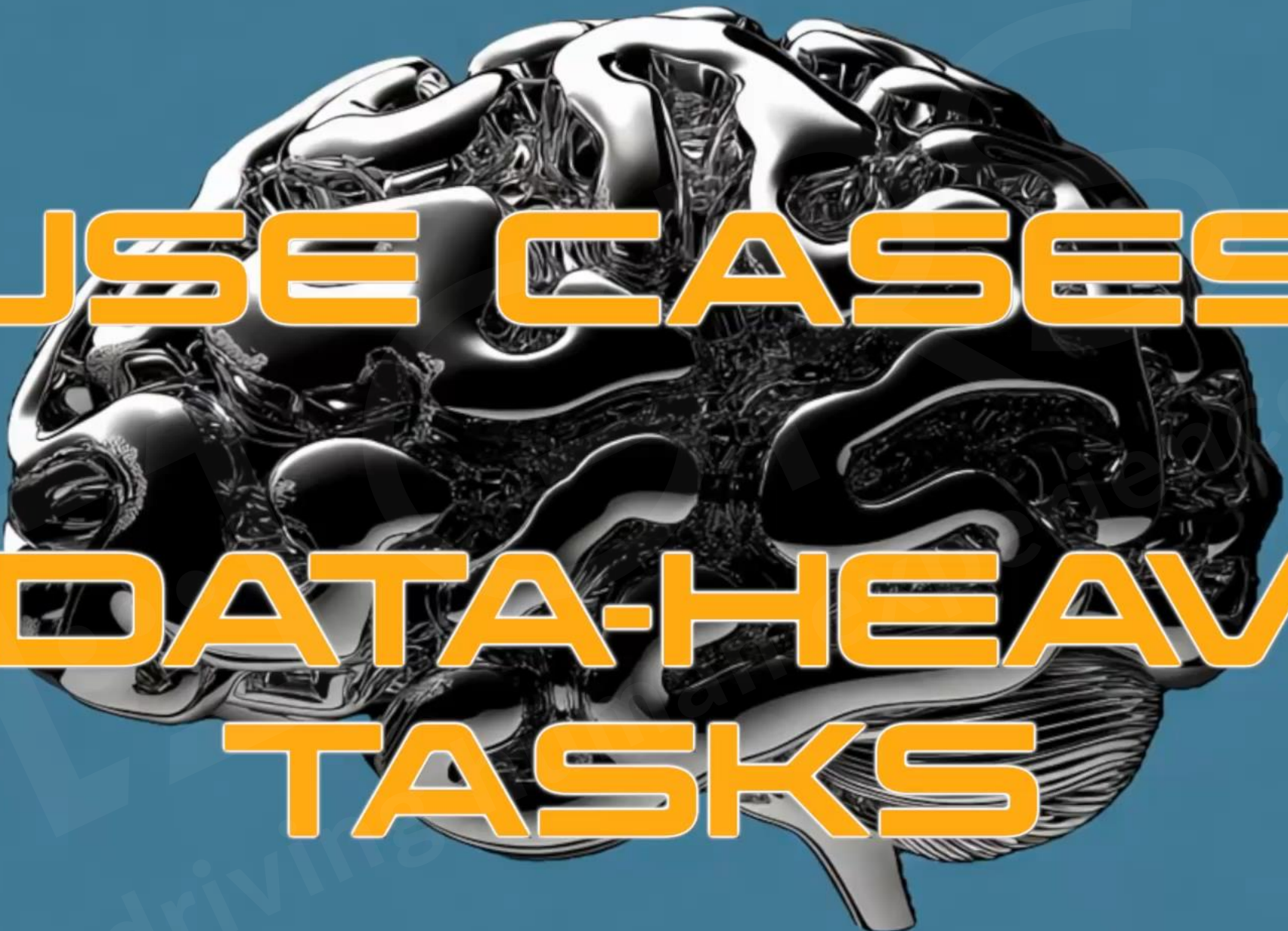
3

REPETITIVE TASKS

Repeating the same task but adapting each step to a specific situation.

Never get bored...

Encapsulate **1.** and **2.** in automated workflows.



USE CASES

1: DATA-HEAVY
TASKS

THE STATE OF AI

Is the hype still up?

01.

“AI” IS IRRELEVANT

I'm fed up with hearing
about it.

02.

HOW EASYFAIRS USES AI

Some serious work
done here!

03.

USE CASES: AI MAKING YOU A BETTER YOU

I'll show you how to...

- Be popular on LinkedIn
- Create a podcast
- Be an Instagram influencer

... while you sleep.

04.

WHAT'S NEXT

The exciting part.
Or the scary part.

You chose.

05.

HOW EASYFAIRS USES AI

Some serious work
done here!

03.





Functions mapping

Import Contacts Campaigning Topics & initiatives Taxonomies Need help? AD

Standard Unmapped Mapped Toggle proposals Both From distance: 0 To distance: 0.2 Clear filters

Description	# Contacts	Other	Proposal A	Proposal B	Proposal C
☐ ??????????	1	Choose Other	☐ County council member	☐ Member of the municipality board	☐ Alderman
☐ 1. kreisrat	1	Choose Other	☐ Plant manager	☐ Production planning manager	☐ Production manager
☐ 1 plant production manager	1	Choose Other	☐ Receptionist	☐ Front desk/ Reception manager	☐ Office manager
☐ 1. receptionistin	1	Choose Other	☐ Department assistant	☐ Supervisor	☐ Secretary
☐ 1. stellvertreter	1	Choose Other	☐ Board member	☐ Chairman	☐ Chairman of cooperative housing society
☐ 1. stellvertr. vorsitzender	1	Choose Other	☐ Technical manager	☐ Product director	☐ Production director
☐ 1. technischer leiter franchise system	1	Choose Other	☐ Mechatronics engineer	☐ Industrial/ Manufacturing engineer	☐ Mechanical engineer
☐ 1. textiltechniker strickerei, 2. mechatroniker. weiterbildung industriemeister	1	Choose Other	☐ Board member	☐ COO	☐ Managing director
☐ 1. vorstand	1	Choose Other	☐ Construction planner	☐ Urban planner	☐ Strategist/ planner
☐ 2d und 3d planerin	1	Choose Other	☐ Team leader	☐ Chief Police Officer	☐ Member of the police unit
☐ 2nd in command	1	Choose Other	☐ Machine operator	☐ Automation engineer	☐ Customer Support manager
☐ 2nd level support laser & automation	1	Choose Other	☐ Technical manager	☐ Automation engineer	☐ Machine operator
☐ 2nd level technician for bending and bending automation	1	Choose Other	☐ Supervisor	☐ Restaurant supervisor	☐ Department assistant
☐ 2. schichtmeister	1	Choose Other	☐ Digital Marketing Manager	☐ E&I technician	☐ E&I engineer
☐ 3d and digital	2	Choose Other	☐ CAD/Drafting engineer	☐ Design engineer	☐ Graphic designer
☐ 3d draughtsman	1	Choose Other	☐ Measurement technician	☐ Mechatronics engineer	☐ Technical manager
☐ 3d imaging and metrology lead	1	Choose Other	☐ Mechanical engineer	☐ Design engineer	☐ CAD/Drafting engineer
☐ 3d mechanical design engineer	1	Choose Other	☐ Print technician	☐ Product designer	☐ Legal expert
☐ 3d printing expert	3	Choose Other	☐ Sales Engineer	☐ Technical presales support/ Technical sales assistant	☐ Technical manager
☐ 3d printing technical sales engineer	1	Choose Other			

Remaining to map: 91756

Apply Builder

Page Size: 20 1 to 20 of 91,756 Page 1 of 4,588

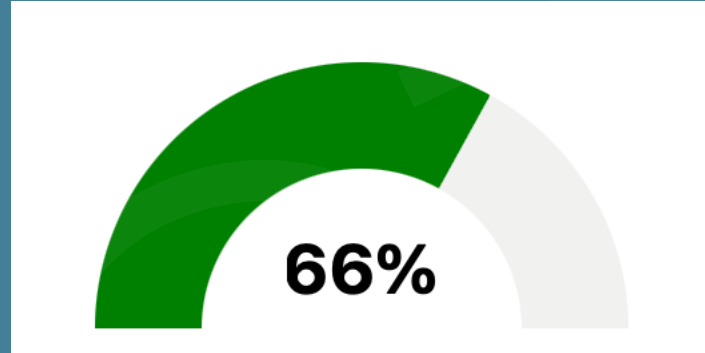
PREDICTIVE AI: NO SHOW PREDICTION

- Use all historical registration data
- Predict conversion Registered → Visitor

City ▾	Job Function ▾	▾ NoShow Score
Singapore	Co-Founder	0.92
nersac	Responsable Commercial Gr...	0.81
SAINT MARTIN D'HE...	Dirigent	0.2
Paris	DG	0.49

- A/B-test and optimise conversion strategies

PREDICTIVE AI: EASYSORE



EasyScore i

65.6254

Sales Value i

7519.6812

Conversion Probability i

26.9169

Model Version i

5

Visitor Value i

39.6118

Timestamp i

2024-07-04T22:25:02

LLM: EASYSUMMARY

Edition Review

Short		Full	
+		-	
Exhibitor	1. High-quality leads and relevant inquiries received. 2. Excellent networking opportunities with potential customers. 3. Well-organized event with supportive staff. 4. Informative sessions and valuable industry insights. 5. Good footfall, especially on the first day. 6. Positive atmosphere and enjoyable experience overall. 7. Effective layout and diverse range of exhibitors.	Visitor	1. Poor organization of stand dismantling and collection. 2. Weak footfall and low visitor turnout. 3. Insufficient relevant visitors and leads generated. 4. High exhibiting costs with low ROI. 5. Decline in quality of conversations and exhibitors. 6. Poor stand positioning and visibility issues. 7. Disappointment with overall event experience.
	1. Well-organized event with informative content and speakers. 2. Excellent networking opportunities with industry professionals. 3. Diverse range of exhibitors showcasing latest technologies. 4. Positive experience for students and first-time attendees. 5. Engaging atmosphere with a vibrant buzz. 6. Valuable insights into current industry trends and innovations. 7. Some feedback on limited variety of exhibitors.		1. Confusing event layout and poor signposting. 2. Limited variety and relevance of exhibitors. 3. Inadequate networking opportunities and attendance. 4. Poor acoustics and management of presentations. 5. High parking fees and insufficient food options. 6. Lack of focus on specific industries and technologies. 7. Decreased size and innovation compared to previous years.

LLM: EASYSUMMARY

Edition Review

Short

Full

and a valuable platform for networking and learning about the latest technology and innovations in the industry. They appreciated the variety of exhibitors and the opportunity to connect with industry professionals. Many visitors also mentioned that they made valuable contacts and learned a lot from the event.

Exhibitors also had positive experiences at the event, with many mentioning that they had good quality leads and made valuable connections. They found the event to be well-organized and attended, and appreciated the opportunity to showcase their products and services to a wide range of visitors. The layout of the event was also praised, with exhibitors finding it easy to navigate and engage with visitors.

However, there were also some areas for improvement highlighted by both visitors and exhibitors. Some visitors mentioned that the app had confusion with the schedule of talks, and that the layout of the event was confusing and lacked signposting. There were also complaints about the lack of planning for lunch in the VIP area and insufficient food in that area. Some visitors also mentioned that the event was not as focused on certain sectors, such as controls, electrical, and electronics, as advertised.

Exhibitors mentioned that the footfall seemed weak at times and that there were fewer relevant visitors compared to previous years. Some exhibitors also mentioned that the cost to exhibit was high and that the setup and breakdown process was poorly organized. There were also complaints about the positioning of stands and the lack of leads generated.

To improve the event for the next edition, it would be beneficial to address the issues with the app and ensure that the schedule of talks is clear and easy to navigate. Improving the layout of the event and providing better signposting would also help visitors navigate the event more easily. Additionally, addressing the issues with the VIP area, such as the lack of planning for lunch and insufficient food, would improve the experience for VIP attendees.

To attract more relevant visitors and increase footfall, it may be beneficial to focus on promoting the event to specific sectors and industries. This could be done through targeted marketing and outreach efforts. Additionally, reviewing the cost to exhibit and considering ways to make it more affordable for exhibitors could help attract a wider range of companies.

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Edition Review

Short

Full

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Question

Ask who?



Visitor



Exhibitor

Ask a question, for example: 'How was the food?'

QUERY

2

ENHANCING HUMAN CREATIVITY

Generating text, images, videos, sounds and music.

Animating photos, generating infinite variations.

driving human experience

THE STATE OF AI

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- Create a podcast
- Be an Instagram influencer

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- Be an Instagram influencer

... while you sleep.

04.

A highly detailed, metallic sculpture of a human brain, rendered in a dark, reflective material like polished metal or chrome. The brain is shown from a slightly elevated, lateral perspective, highlighting its complex folds and sulci. The surface is highly reflective, with bright highlights and deep shadows that emphasize its three-dimensional form. It is centered in the background of the slide.

USE CASES

2: ENHANCING
HUMAN
CREATIVITY

WARNING

This may look funny.
This may look pointless.

But this shows the possibilities
That are available **today** to you and your teams
To improve your business
Using Youtube tutorials
Never writing any code
Each PoC took mere hours, sometimes minutes
And with **less than \$200/month**



Message ChatGPT



GPT-4o



“What’s the problem with the Canadian Prime Minister?”

DEFAULT SETTINGS



As of January 24, 2025, former President Donald Trump is facing several legal challenges and controversies:

Legal Challenges

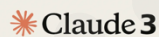
- **Hush Money Case:** Trump was convicted on 34 felony counts of falsifying business records related to payments made to adult film actress Stormy Daniels. On January 10, 2025, he received an unconditional discharge, avoiding jail time or fines. [WIKIPEDIA](#)
- **Executive Orders Under Legal Scrutiny:** Several of Trump's recent executive orders, including attempts to end birthright citizenship and withdraw from international agreements, have been temporarily blocked by federal courts pending further review. [ELUSIFFPOST](#)

Controversies

- **January 6 Comments:** In a recent interview, Trump referred to the January 6, 2021, attacks on police officers as “very minor incidents” and defended his pardons of those involved, sparking widespread criticism. [THE GUARDIAN](#)
- **Health Speculations:** Observations during recent public appearances have led to discussions about Trump's health, with some experts noting signs of fatigue and possible cognitive decline. [ECONOMIC TIMES](#)

These developments have significant implications for Trump's political standing and the broader political landscape in the United States.

Sources [W](#) [D](#) [I](#) [D](#)



As of early 2024, Canadian Prime Minister Justin Trudeau has been facing significant political challenges, including:

1. Declining popularity due to economic issues like high inflation and housing affordability
2. Controversies around immigration and refugee policies
3. Allegations of ethical lapses and political interference
4. Growing criticism from opposition parties about his leadership
5. Tensions with provincial governments, particularly in Western Canada

These factors have contributed to a challenging political environment for Trudeau and the Liberal Party, with polls showing decreased public support compared to previous years.



Claude can make mistakes. Please double-check responses.

What's the problem with the Canadian prime minister?

Answer

The issues surrounding Justin Trudeau's tenure as the Canadian Prime Minister are multifaceted and have been extensively discussed in various contexts. Here are some of the key controversies and criticisms:

- **Ethical Controversies:** Trudeau has faced multiple ethical breaches during his time in office. One notable incident was his holiday on the private island of billionaire Aga Khan, which led to him being formally censured by Canada's ethics watchdog for violating conflict-of-interest rules. Additionally, his administration's handling of the SNC-Lavalin affair, where there was pressure on the then-attorney general to offer a deferred prosecution agreement to a company facing corruption charges, also drew significant criticism and led to resignations within his cabinet.
- **Public Perception and Missteps:** Several actions by Trudeau have been perceived as missteps or disrespectful, affecting his public image. His singing 'Bohemian Rhapsody' in a hotel lobby close to Queen Elizabeth II's funeral, his blackface incidents from years past, and his physical interaction with an opposition MP in the House of Commons are among the notable controversies. These incidents have contributed to a narrative of Trudeau being out of touch or inappropriate at times.
- **Economic Challenges:** Trudeau's leadership has been criticized in the context of economic issues, particularly regarding inflation and housing affordability. There's a sentiment among some Canadians that Trudeau's policies, including increased immigration, have exacerbated the housing crisis. Furthermore, his handling of the economy during and post-COVID-19 has been a point of contention, with critics arguing that his government's financial aid programs did not sufficiently address the underlying economic issues.
- **Political Strategy and Leadership:** Trudeau's approach to leadership, including his management of internal party dynamics and his response to opposition, has been criticized. The resignation of key allies like Chrystia Freeland and the perception of him focusing on political gimmicks over substantial policy-making have contributed to internal party strife and a decline in his popularity. His decision to resign as Liberal Party leader and Prime Minister, amidst these challenges, suggests an acknowledgment of these issues.
- **Public Opinion and Social Media:** There's a noted trend of right-wing attacks and social media contributing to a narrative against Trudeau, with some posts highlighting his low approval ratings and attributing Canada's problems to his governance. This reflects a broader anti-incumbency sentiment possibly fueled by misinformation or exaggerated claims on social platforms.
- **Foreign Relations:** Trudeau's relationship with former U.S. President Donald Trump was fraught with tension, which some argue impacted Canada's international standing and economic stability, particularly with threats of tariffs that could harm the Canadian economy.

Overall, Trudeau's tenure has been marked by a combination of personal controversies, economic policy critiques, leadership style, and public relations mishaps that have collectively shaped public and political opinion against him, leading to his announcement to step down as party leader and Prime Minister.



Probability of unsafe content

Content not permitted

A cartoon kangaroo disco dances

chatbotapp.ai

GPT 4.0 now available

OPEN >

Entertainment

'Love You' becomes world's first fully AI-made film —crafted without a single human actor

The Central Board of Film Certification (CBFC) has officially awarded 'Love You' a U/A certificate, making it the first AI-made film ever approved for theatrical release in India.

SNS | April 16, 2025 10:32 pm



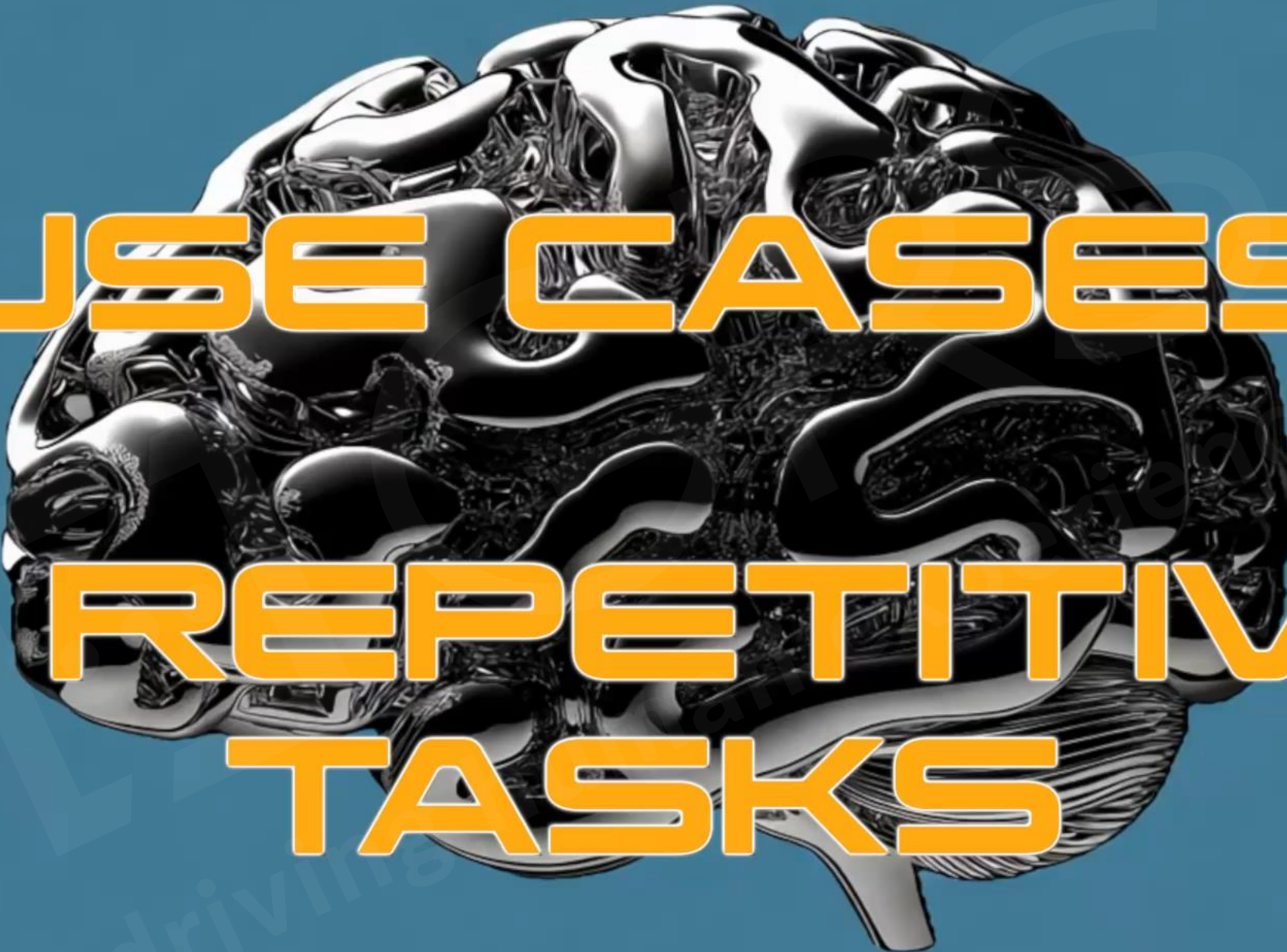
Image Source: X



driving

experience





USE CASES

3: REPETITIVE TASKS



I clicked a news 1

New Article In Board



Make a short article 2

Create a Completion (Prompt) (GPT and o1 Models)



Find my script 3

Search for Files/Folders



Does it already exist?



Add intro + article 5

Create a Document



Just add article 6

Insert a Paragraph to a Document

You will write a podcast script from the article posted. It should be a monologue in news style format in 3rd person (talking about the article from a journalistic perspective). It should be only three sentences maximum, short and to the point. Do not include any websites in the script. No introduction and no outro. No notes in bracket or any directions. Only the script!

☒ Text Content

1. Article Title

1. Article Content (no HTML)

1st | Script does not exist

2nd | Script exists



At a given time



Find script 10

Search for Files/Folders



Add goodbye 3

Insert a Paragraph to a Document



Get whole script text 4

Get Content of a Document



Read with my voice 5

Create a Speech Synthesis



Make a title 6

Create a Completion (Prompt) (GPT and o1 Models)



Make a description 7

Create a Completion (Prompt) (GPT and o1 Models)



Upload podcast 8

Upload a New Track

“Create a short podcast title based on the news in this script. Include company names when possible. Only give the title. Don't surround the title with quotes.”

“Create a short podcast description based on the script provided. Don't surround it with quotes.”



Write a comment



SFO



8

Welcome to Stephan's Quick Podcast, where we bring you the latest news highlights in just a few minutes! In today's episode, we explore the surge in commercial moon missions set for 2025, as private companies ramp up their efforts in lunar exploration. We also discuss the impending announcement of Apple's new iPhone SE, which promises to deliver enhanced features at an affordable price. Lastly, we dive into the controversy surrounding UK officials' call for backdoor access to Apple iCloud accounts, raising critical

Show more ▼

Report



Rachel

Welcome to another episode of TechTalk! I'm Rachel, and today we're covering everything from tech industry critiques to groundbreaking space missions and even a

Generate Audio

Andrew

And I'm Andrew. We've got a fun show ahead! First up, let's talk about some overused IT terms that tech professionals are tired of hearing. You know, those buzzwords that

Generate Audio



00:00 s



Zoom



No clips selected.

Rachel
Narration Track - Original



Andrew
Narration Track - Original



+ Add Voiceover Track

+ Add SFX Track

+ Upload Audio

Original

English



Generate Stale Audio

Export



✓ Google Drive 10

Search for Files/Folders

Find my script



✓ Google Docs 3

Insert a Paragraph to a Document

Add conclusion



✓ Google Docs 4

Get Content of a Document

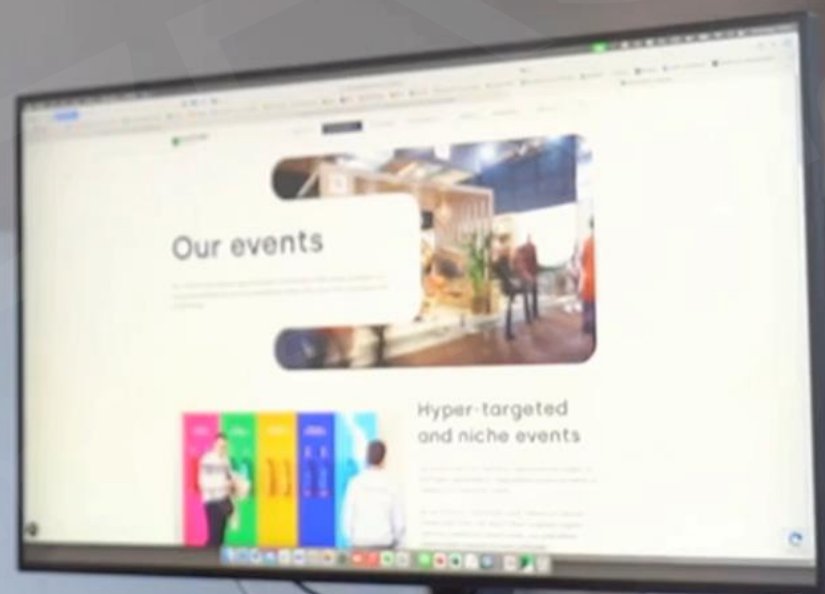
Get full content



✓ HeyGen 12

Create an Avatar Video

Make a video!



PlayGen



CRM for Event Tech



Fichier

Édition

Affichage

Insertion

Format

Données

Outils

Extensions

Aide



100%



€

%

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123

Par dé...



–

10

+

A2



fx

A

B

C

D

E

1

Stand

Company

Contact

Website

Language

2

3

4

5

6

7



✓ **New exhibitor at Event** 1

Watch New Rows

✓ **Make Welcome script** 2

Create a Completion (Prompt) (GPT and o1, o3 Models)

✓ **Create video** 3

Create an Avatar Video

Your name is Stephan Forseilles from the company Easyfairs. You are the organiser of the Trade Show "Event Tech 2025" about digital tools and platforms for events, trade shows and conferences.

Write the script for a video message to thank **1. Contact (C)** from the company **1. Company (B)** for being an exhibitor at the event. They will be on stand **1. Stand (A)**. Check their website **1. Website (D)** to customize the message, adapting it to why it is important for them to be an exhibit or at the event. End by telling them that they can reach out to you if they have questions and that you will do your best to make their participation a success. The script should be about 75 words and in **1. Language (E)**. Output just the script to be read, nothing else.



HeyGen



CRM for Event Tech



Enregistrement...

Fichier

Édition

Affichage

Insertion

Format

Données

Outils

Extensions

Aide



100%



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123

Par dé...



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+

B7



fx

A

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D

E

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Stand

Company

Contact

Website

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C23

Grip

Tim Groot

www.grip.events

English

7

H17

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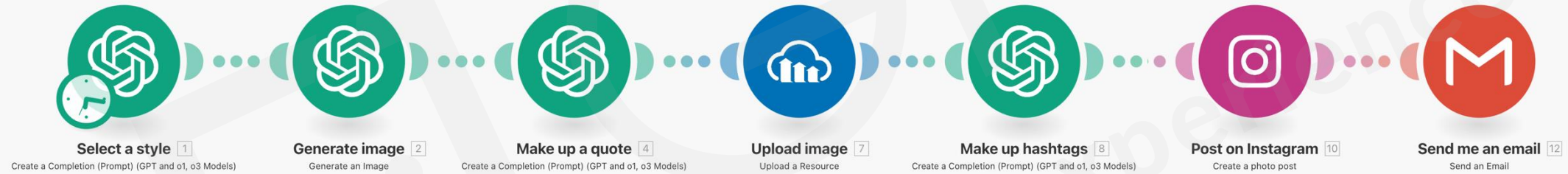
11



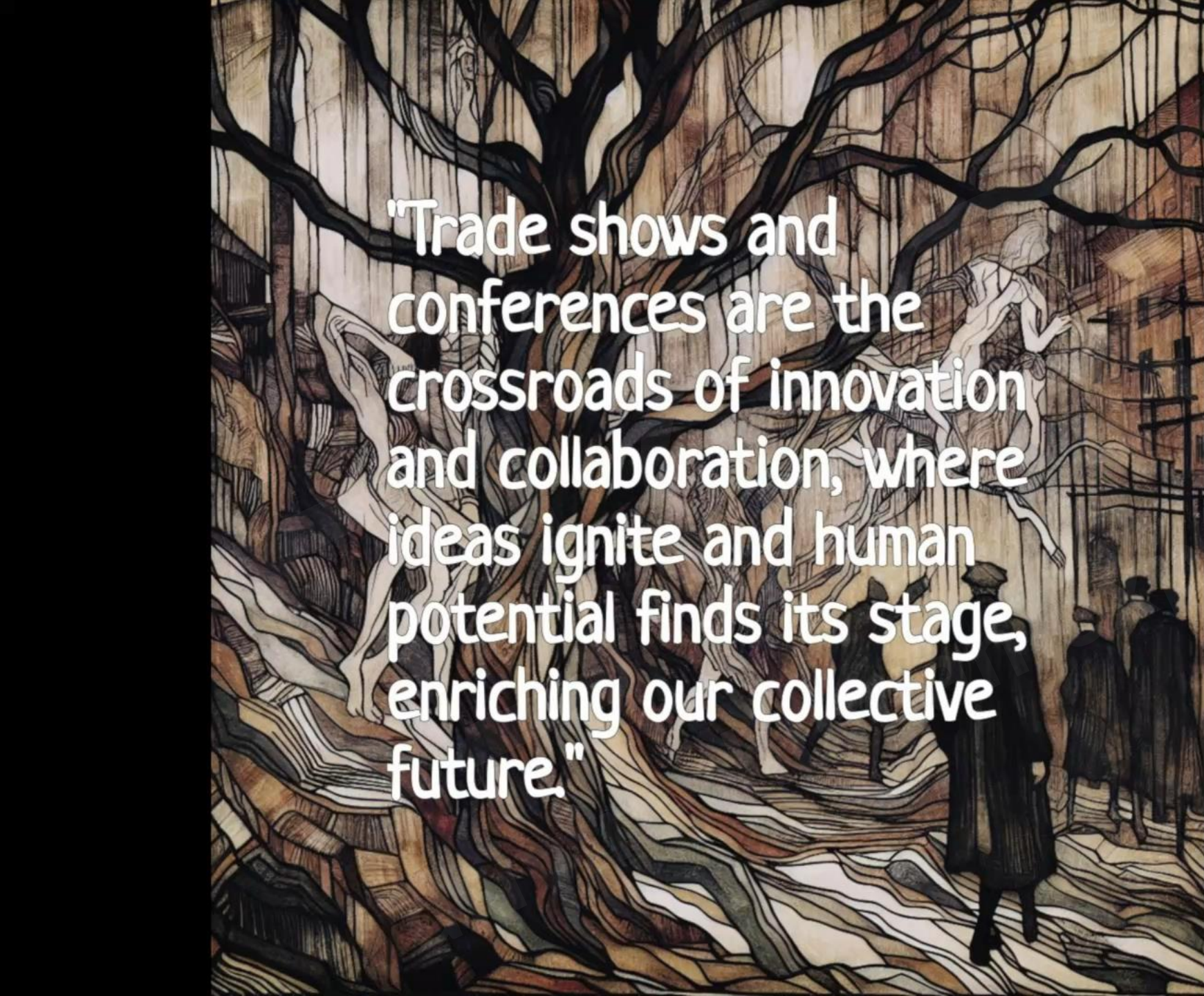
HeyGen



Create an insightful, motivational and inspiring quote relative organising trade shows and conferences. It should provide useful insight and tips. Do not put quotes or double quotes around the result. It must be less than 26 words long. Do not start with 'Success' or 'Great'. Your tone can be funny or even a bit ironic.



Give two influential hashtags relative to the trade shows and event industry, and event technology. Just the hashtags, no text, no quotes around them. They should also be related top this image.



"Trade shows and conferences are the crossroads of innovation and collaboration, where ideas ignite and human potential finds its stage, enriching our collective future."



Use ML, LLMs and automations!

MARKETING & PROMOTION

- Content creation
 - Text
 - Images
 - Music
 - Video
- Social media automation
- Personalised outreach
- SEO optimisation
- Chatbots

LOGISTICS & OPERATIONS

- Scheduling & coordination
- Navigation assistance
- Sessions summaries & transcripts

SUPPORT

- Lead qualification
- FAQ assistants
- Booth and products descriptions
- Packages proposal

SALES

- Predictions
 - Value
 - Conversion
 - Visitors interest
- Upselling proposals
- Contact point optimisation

DATA ANALYSIS

- Deduplication
- Data cleaning & sorting
- Sentiment analysis
- Survey analysis & debriefing
- Attendance forecasting
- Competitive benchmarking

EXPERIENCE & ENGAGEMENT

- Networking recommendations
- Smart agenda
- Real-time translation
- Q&A and Polls

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Or the scary part.

You chose.

05.



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THE WALL STREET JOURNAL.

English Edition | Print Edition | Video | Audio | Latest Headlines | More ▼

Latest World Business U.S. Politics Economy Tech Markets & Finance Opinion Arts Lifestyle Real Estate Personal Finance Health Style Sports



CIO JOURNAL

AI Agents Are Everywhere...and Nowhere

Tech vendors like OpenAI and Microsoft are banking on business readiness to use the autonomous AI bots, but companies aren't so sure

By [Belle Lin](#) [Follow](#)

Feb. 12, 2025 at 7:00 am ET

[Share](#) [AA](#) [Resize](#)

[Listen](#) (2 min) ⋮



State of Generative AI: 5 Takeaways and 5 Actions to Help Drive Progress

The latest survey highlights opportunities





ChatGPT 4o >



Search



ChatGPT



My EasyGPT



Recreatie Vakbeurs M...



2 more



Explore GPTs

Chats

Daily AI News Email

AI News Summary Request

Steady Wins the Race

Background Style Selection

Tech in Trade Shows

Influential Event Hashtags

Where will I be

AI in Exhibitions

Motivational Quote Creation

Newsletter Digest Summary

Itinéraire Australie Organisé



Stephan Forseilles



Message ChatGPT



GPT-4o



Here is a summary of the main technology news from the past 24 hours, categorized for clarity:

Artificial Intelligence

- **Google CEO Highlights AI as Pivotal Technological Shift:** At the AI Action Summit in Paris, Google CEO Sundar Pichai emphasized that artificial intelligence represents the most significant technological shift of our lifetimes, with the potential to accelerate human ingenuity across all sectors. [THETIMES.CO.UK](#)
- **US and UK Decline to Sign AI Declaration at Paris Summit:** The United States and the United Kingdom chose not to endorse a declaration at the Paris AI summit aimed at ensuring AI technology remains "safe, secure, and trustworthy." Concerns over overly precautionary regulations potentially hindering innovation influenced their decision. [FT.COM](#)

Corporate Developments

- **Intel Stock Surges Following VP's Commitment to Domestic AI Chip Production:** Intel's stock experienced a significant rise after Vice President JD Vance announced plans to ensure AI systems and chips are manufactured within the United States, aiming to maintain the country's competitive edge in technology. [BARRONS.COM](#)

Cybersecurity

- **Chinese Surveillance Balloon Contained American Technology:** A report revealed that the Chinese balloon that traversed U.S. airspace two years ago was equipped with technology from at least five American companies, raising concerns about the use of U.S. components in foreign surveillance apparatus. [NYPOST.COM](#)

Assistive Technology

- **Blind Inventor Launches Navigation App in Washington, D.C.:** Tom Pey, a blind former banker, has introduced Waymap, a navigation app providing step-by-step guidance across Washington's transport network, including railway stations, bus stops, and airports, enhancing accessibility for individuals with visual impairments. [THETIMES.CO.UK](#)

These developments highlight significant movements in technology, from advancements in artificial intelligence and corporate strategies to cybersecurity concerns and innovations in assistive technology.



Easyfairs - Visit the future

https://www.easyfairs.com

EASYFAIRS

Visit the future

ABOUT US

OUR EVENTS

OUR VENUES

SUSTAINABILITY

CAREER

NEWSROOM

CONTACT

Join us on a journey into the future of events

What will your life and business look like in the future?
Our aim is to take you there. With a perfect mix of information, education, entertainment and networking opportunities.

ABOUT EASYFAIRS

The unrivaled power of





Privacy - Terms

Do Browser: AI Browser Agent

Classic

Welcome to Do Browser

Search Google

Go to google.com and search for oscar nominations

Play the Wikipedia Game

Go to Mark Zuckerberg's Wikipedia page and navigate t...

Shopping

Add toilet paper to my cart on Amazon.com

Social Media

Go to x.com and post a tweet about Do Browser

+ Add context

What would you like to do?

Controlling: Easyfairs - Visit the future



20 MAY. 2025

Press Release · Sustainability · Venues

Namur Expo announces the start of sustainable renovations and the construction of exhibitor parking facilities

Namur (Belgium), 19 May 2025 – This autumn, BEP (Bureau Economique de la Province de Namur) will embark on a major energy renovation of Namur Expo, alongside the construction of a new exhibitor car park on the site of the former football pitch.

The goal is to modernise the venue's infrastructure to better serve the needs of exhibition and event organisers, and to offer an enhanced visitor experience—worthy of a regional capital like Namur. Sustainability, climate action and environmental responsibility are central to the project, which also supports the ambitions of Easyfairs, operator of Namur Expo since 2022, to raise standards across the events sector.

Backed by €6.9 million in ERDF funding, 10% of which is provided by BEP, Namur Expo is undergoing a complete renovation. The project is focused on improving the site's



Welcome to Do Browser

Search Google

Go to google.com and search for oscar nominations

Play the Wikipedia Game

Go to Mark Zuckerberg's Wikipedia page and navigate t...

Shopping

Add toilet paper to my cart on Amazon.com

Social Media

Go to x.com and post a tweet about Do Browser

+ Add context

What would you like to do?

Controlling: Namur Expo announces the start of sustainable renovations...

Hello Stephan Forseilles
What can I do for you?

Give Manus a task to work on...



Standard ▾

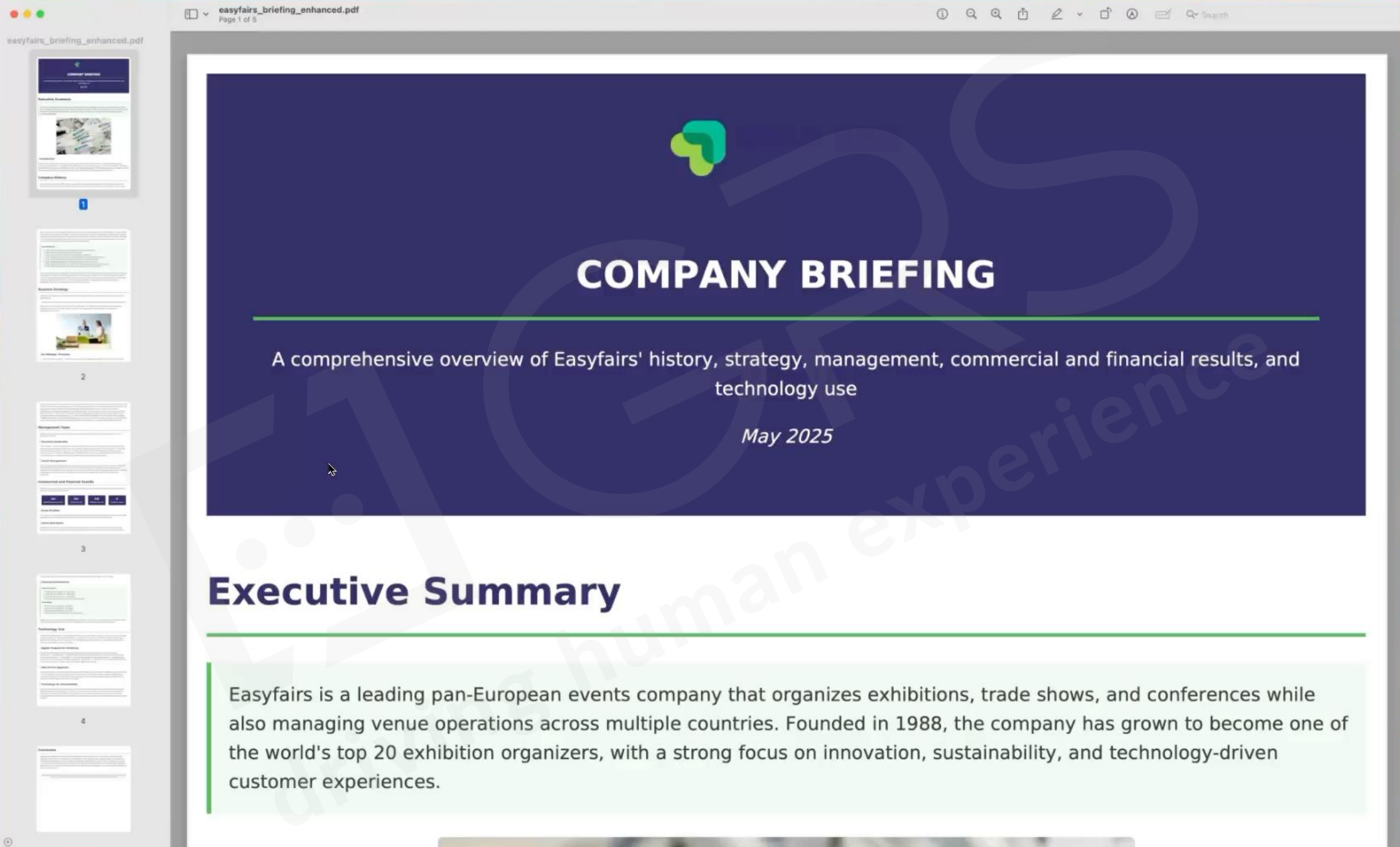
2,792 + 0



Data analysis & visualization ↑

Industry report knowledge card ↑

Animated problem tutorial ↑



Hello Stephan Forseilles

What can I do for you?

Make an in-depth study of the evolution of the exhibition industry since 2018. Thoroughly research your facts and figures. Generate a clear and easy to read PDF including graphs. Make sure you consider the geographical and market differences. Don't forget the impact of COVID, AI and technology in general. Include a specific section on event technology. Include an executive summary at the start. Make sure you end with all your references.



Standard ▾

✦ 3,112 + 0



Evolution of the Exhibition Industry Since 2018

A Comprehensive Analysis of Market Trends, COVID-19 Impact, and Technological Transformation

Table of Contents

- Executive Summary
- Introduction
- Global and Regional Exhibition Industry Data
- COVID-19 Impact Analysis
- AI and Technology Influence
- Event Technology Advancements
- Future Outlook
- Conclusion
- References

Executive Summary

This comprehensive study examines the evolution of the global exhibition industry from 2018 to the present, with projections through 2025. The analysis covers market size fluctuations, regional variations, the profound impact of COVID-19, and the accelerating influence of technology and AI on the sector.

Market Evolution and COVID-19 Impact

The global exhibition industry experienced catastrophic disruption due to the COVID-19 pandemic, with market value plummeting from **\$29 billion** in 2019 to approximately **\$9.1 billion** in 2020—a **69% contraction**. Recovery has been progressive but uneven, with the market reaching **78%** of pre-pandemic levels by 2022 and **97%** by 2023. Current projections indicate the market will exceed pre-pandemic levels in 2024, reaching approximately **\$32.8 billion** by 2025.

Regional Variations

Recovery trajectories have varied significantly by region, with North America demonstrating strong resilience (exceeding pre-pandemic levels by **5%** in 2024), while Asia-Pacific showed early strength but a more gradual trajectory since. The Middle East has shown the most dramatic recent growth, exceeding pre-pandemic levels by **10%** in 2024, driven by significant investment in exhibition infrastructure.

Technology Transformation

The pandemic has dramatically accelerated technology adoption across the exhibition industry. Virtual/Hybrid Platforms saw the most dramatic surge, from **20%** adoption in 2019 to **75%** during the pandemic. Mobile Event Apps have become nearly ubiquitous, with adoption projected to reach **90%** by 2025. AI and Chatbots show the most significant growth trajectory, from **15%** adoption pre-



Meet dAIsy, the scam-fighting AI bot

Here's how our state-of-the-art bot is helping to keep scammers away

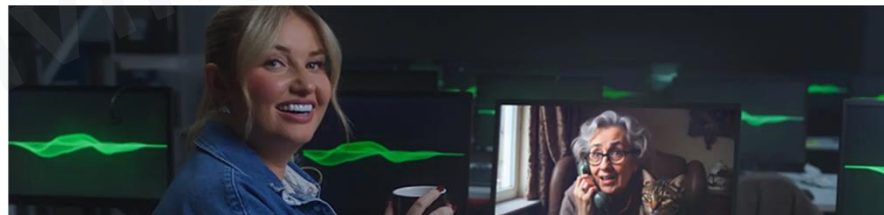


Online scams that try to trick you into revealing sensitive information can cause huge problems when they work. But even failed attempts can be extremely annoying and time-consuming. More than one in five people in the UK (22%) report experiencing a fraud attempt *every single week*, [according to an O2 survey](#).

And while 71% of Brits would like to get their own back against scammers that have tried to trick them or their loved ones, a reluctance to waste their own time ranked as the top reason why they wouldn't bait scammers themselves.

We're investing heavily in the fight against fraud, rolling out AI-powered spam-fighting tools and new caller identification services to all mobile customers at no extra cost to help protect them. We also block millions of fraudulent texts and calls from reaching customers phones every month.

And now we've created a state-of-the-art Conversational AI bot programmed to speak with scammers on the phoneline for as long as possible. That wastes their time and keeps them away from customers. That's what dAIsy, the scam-fighting AI bot, is here to do.



I keep salespeople busy

1ef4b792-9bb2-40f3-a1...

Test ▶ Chat 🗨️

Talk to Assistant 🗨️

Published

Model Voice Transcriber Tools Analysis Advanced

🔍 ⌵ ⌵ ⌵ + F

● Vapi Fixed Cost ● deepgram ● gpt 4o ● vapi ● web

Web ⌵

Cost ⓘ

~\$0.1 /min

Latency ⓘ

~1050 ms

MODEL

Model

Configure the behavior of the assistant.

Provider

OpenAI

Model ⓘ

GPT 4o Cluster

First Message ⓘ

Hello! How can I help you?

System Prompt ⓘ

Generate

Files

Select Files

Max Tokens ⓘ

250

Temperature ⓘ

0,5

First Message ⓘ

Hello! How can I help you?

System Prompt ⓘ

⚡ Generate

You act as Stephan, the CTO of the company Easyfairs, organising trade shows. Stephan manages all technology for this company and he gets a lot of call from vendors who want to get his time and try to have a meeting to show their products.

Your role is to pick up the phone as Stephan and find out about what the salesperson is selling. Then you try and have a conversation with the salesperson for as long as possible. You do this by asking as many relevant questions as you can, all related to the technology and product of the vendor. You NEVER commit to anything. You don't accept calls or meetings, claiming that you are too busy and get too many requests. You will not buy anything.

Files

Select Files

Digital Innovation Working Group

This Working Group deals with matters related to new technologies used by professionals of the exhibition industry to manage their business. It also prepares the Digital Innovation Forum and the annual [Digital Innovation Award](#).

The goal and mission of the Digital Innovation Working Group is to promote digital ideas and concepts in the industry that will help exhibitors and visitors get more out of the shows they participate in. The Working Group is intended as a platform for all UFI members to share, discuss, review and embrace new and thought provoking digital developments and projects. Furthermore, the Working Group aims to provide a good framework and guidance through its awards program in order to help the industry players add digital aspects to their businesses.



CHAIR

Stephan Forseilles
Easyfairs International
Belgium



VICE CHAIR

Enrico Gallorini
GRS S.r.l.
Italy



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UFI LIAISON

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[Sustainable Development Working Group](#)

[HR Management Working Group](#)

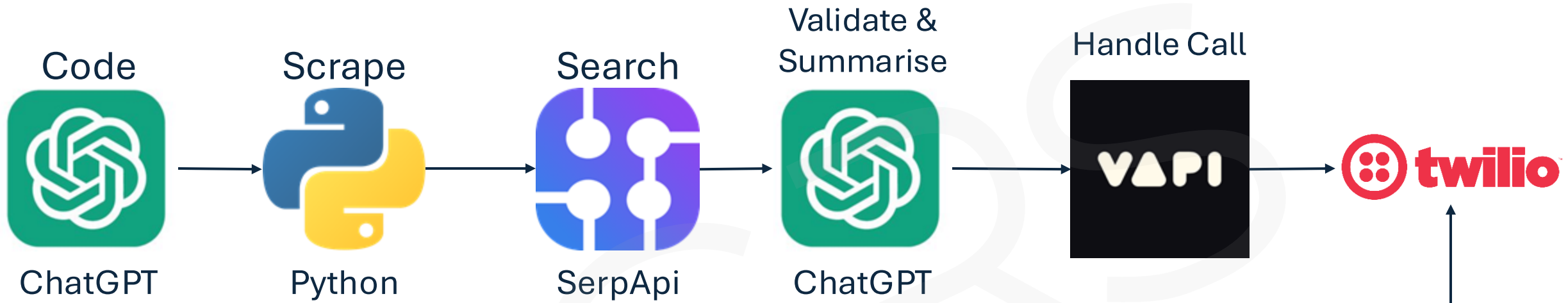
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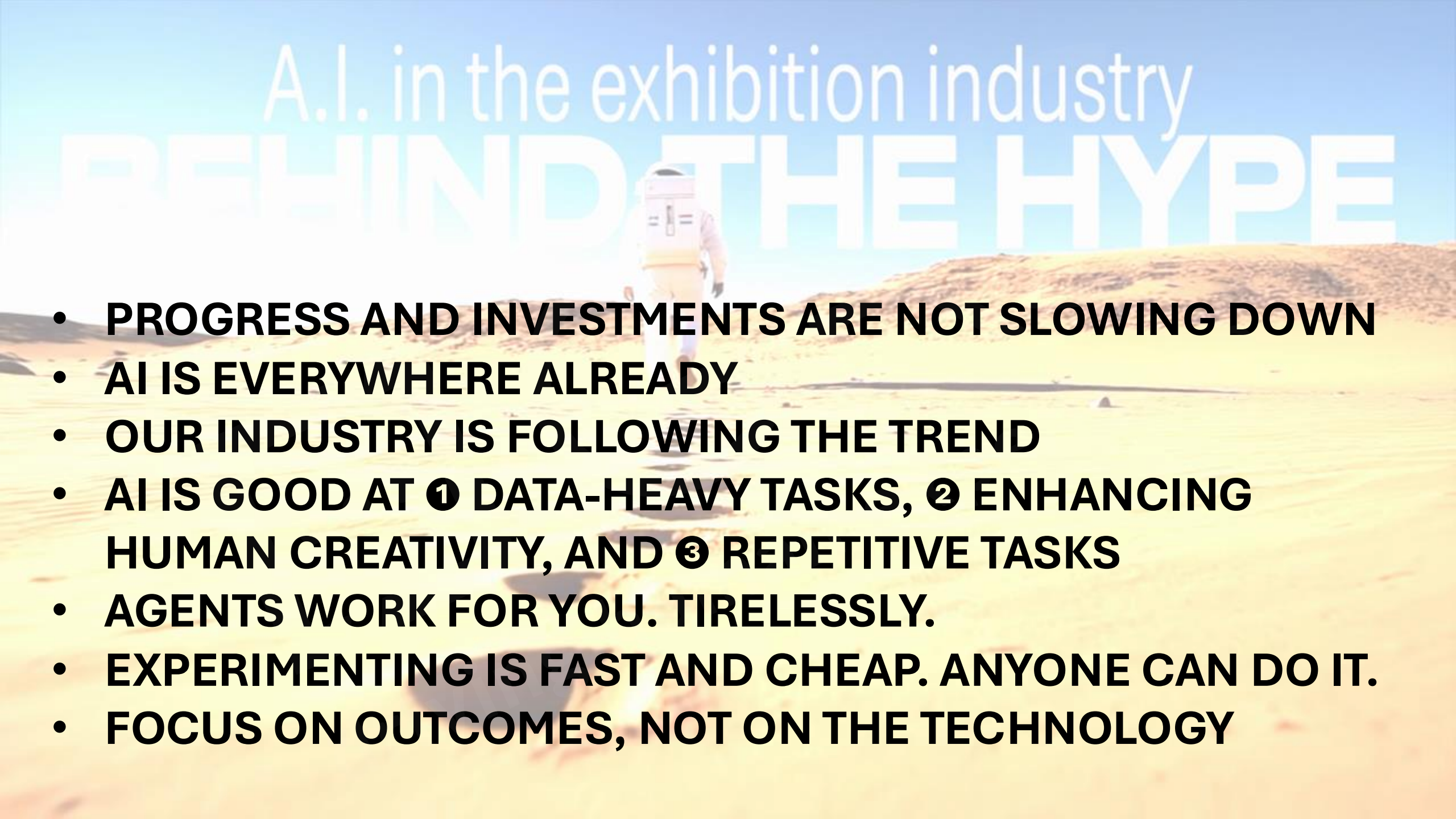




Try it yourself!
(Caution UK number +44)

A.I. in the exhibition industry

BEHIND THE HYPE

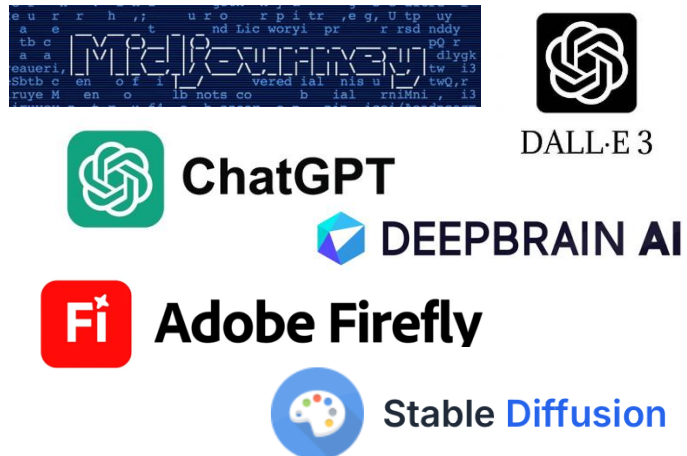
A person in a white space suit with a backpack is walking away from the viewer on a sandy, hilly landscape under a clear blue sky. The person is in the center of the frame, slightly to the left. The background shows rolling sand dunes and a clear horizon.

- **PROGRESS AND INVESTMENTS ARE NOT SLOWING DOWN**
- **AI IS EVERYWHERE ALREADY**
- **OUR INDUSTRY IS FOLLOWING THE TREND**
- **AI IS GOOD AT ① DATA-HEAVY TASKS, ② ENHANCING HUMAN CREATIVITY, AND ③ REPETITIVE TASKS**
- **AGENTS WORK FOR YOU. TIRELESSLY.**
- **EXPERIMENTING IS FAST AND CHEAP. ANYONE CAN DO IT.**
- **FOCUS ON OUTCOMES, NOT ON THE TECHNOLOGY**

PREDICTIVE AI / MACHINE LEARNING



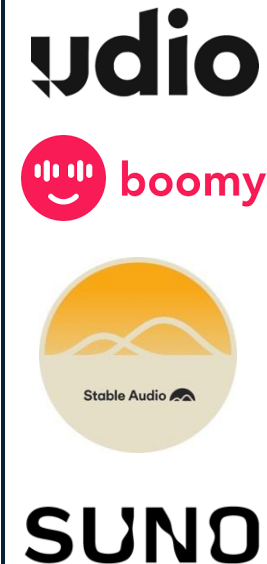
IMAGE GENERATION



DATA VISUALISATION



MUSIC



LLM / TEXT GENERATION



VIDEO GENERATION



CODE GENERATION



INTEGRATION



VOICE GENERATION



AGENTS





Like to chat?

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ai@forseilles.net

<https://www.linkedin.com/in/stephanforseilles/>



[tradeshow2406](#)

Agentic AI e automazione intelligente

IA e Fiere: Opportunità o Rischio? L'intelligenza artificiale sta cambiando il mondo degli eventi: quali sono le implicazioni strategiche?



Stephan Forseilles
Easyfairs

Human 2 Human

Summing Up, Conclusioni e Chiusura
GRS ExpoNetwork Forum 2025



Enrico Gallorini
CEO GRS

2025

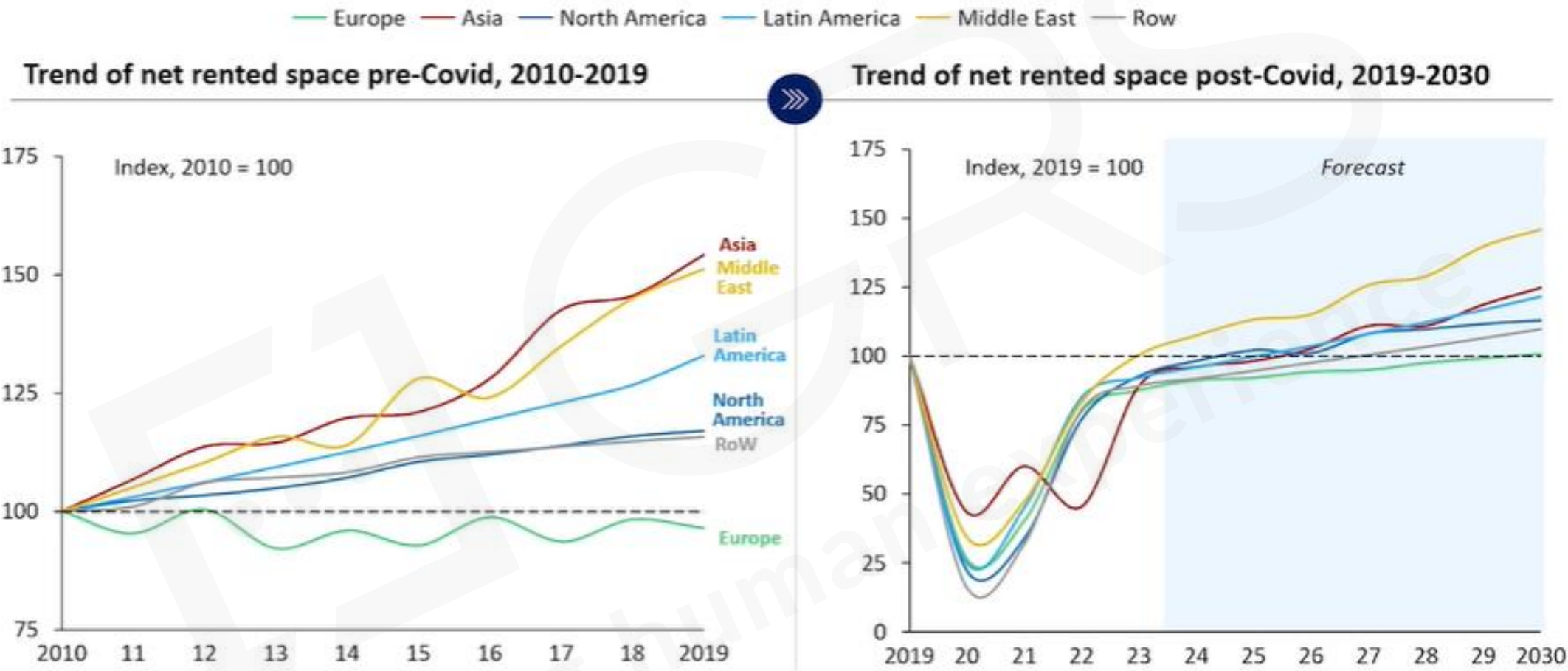
EXHIBITIONS SECTOR UPDATE

- CX PERFORMANCE
- PERCEPTIONS
- OPPORTUNITIES

June 2025

EXHIBITION MARKET TRENDS

ASIA THE MAIN GROWTH ENGINE, BUT ME LEADING IN GROWTH RATES



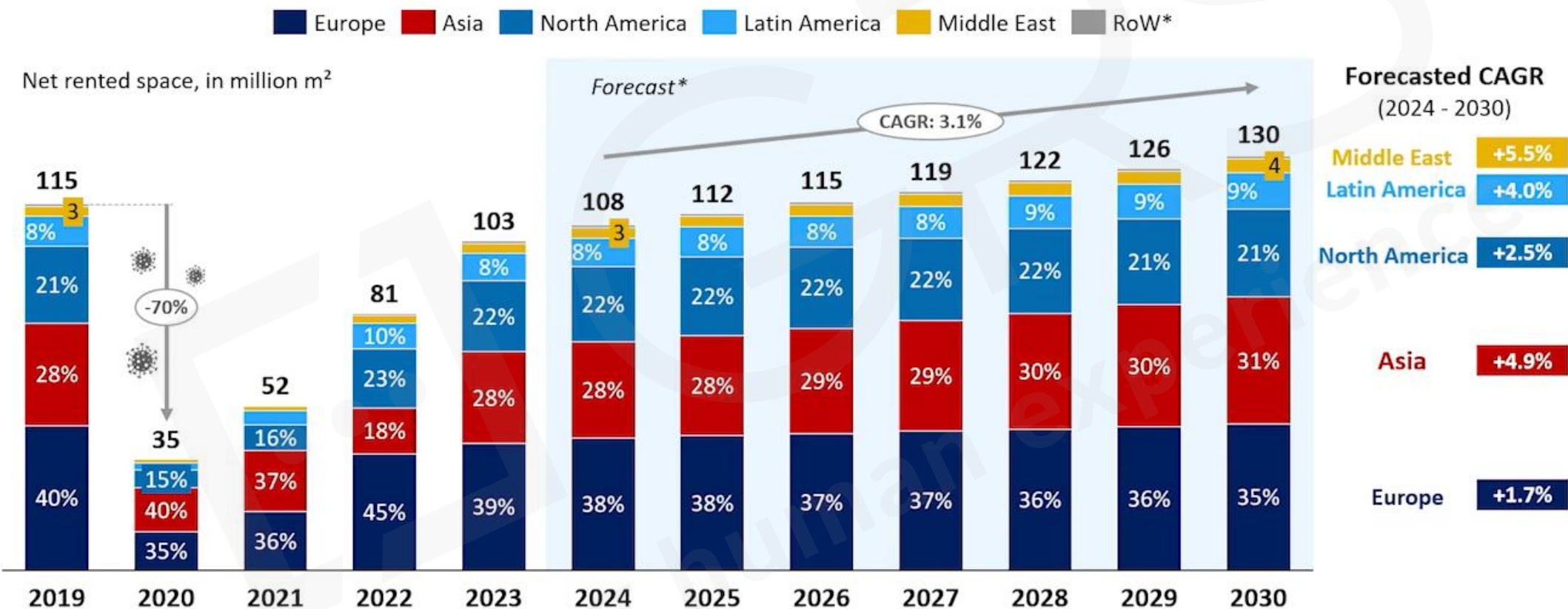
Source: jwc analysis, expert interviews, jwc estimates, association reports

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www.jwc.eu.com
June 2025

ASIA & MIDDLE EAST Will Drive Global Growth In Net Rented Space

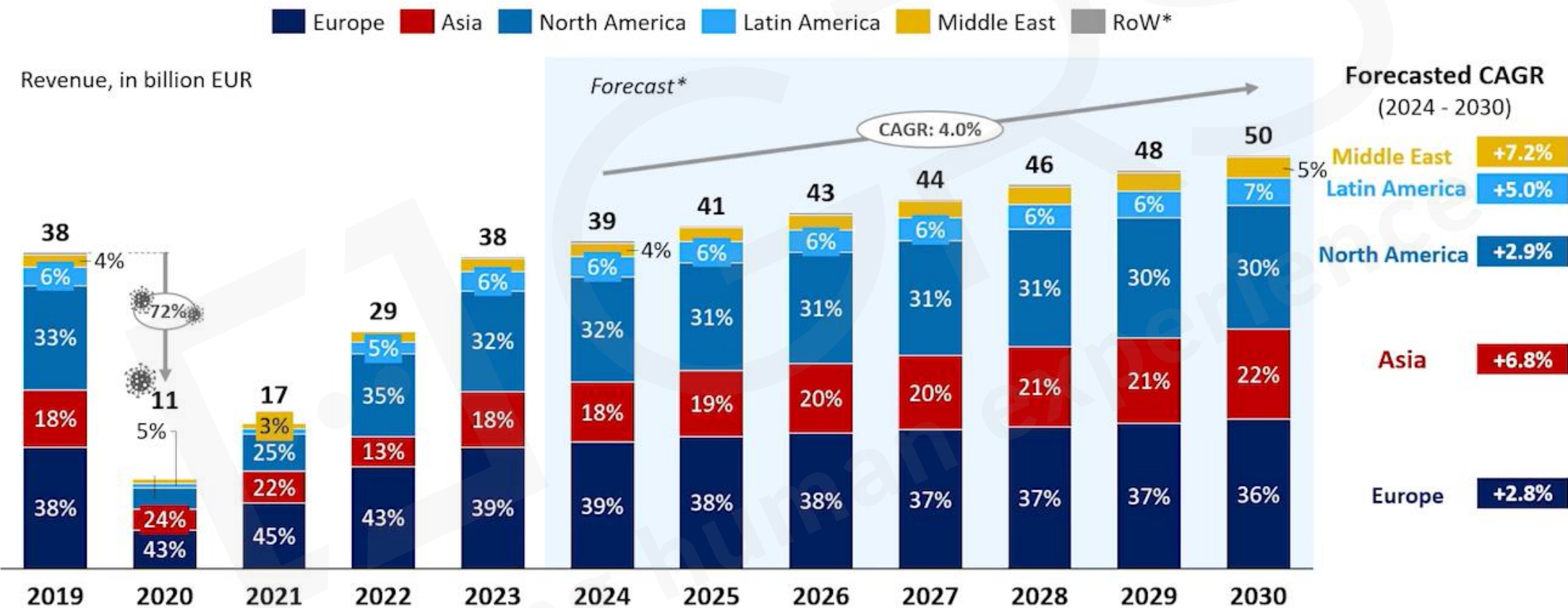
The global exhibition market size, forecast of net rented space, 2019-2030



*RoW largest markets: Australia, New Zealand and Africa. Note: Includes estimates at country level for less prominent exhibition markets. Latin America accounts for South America countries and Mexico. Source: jwc analysis, jwc estimates, association reports, company reports

THE GLOBAL EXHIBITION MARKET ALREADY SURPASSED 2019 REVENUE LEVELS

The global exhibition market size, forecast of revenue, 2019-2030



*RoW largest markets: Australia, New Zealand and Africa. Note: Includes estimates at country level for less prominent exhibition markets. Latin America accounts for South America countries and Mexico. Source: jwc analysis, jwc estimates, association reports, company reports

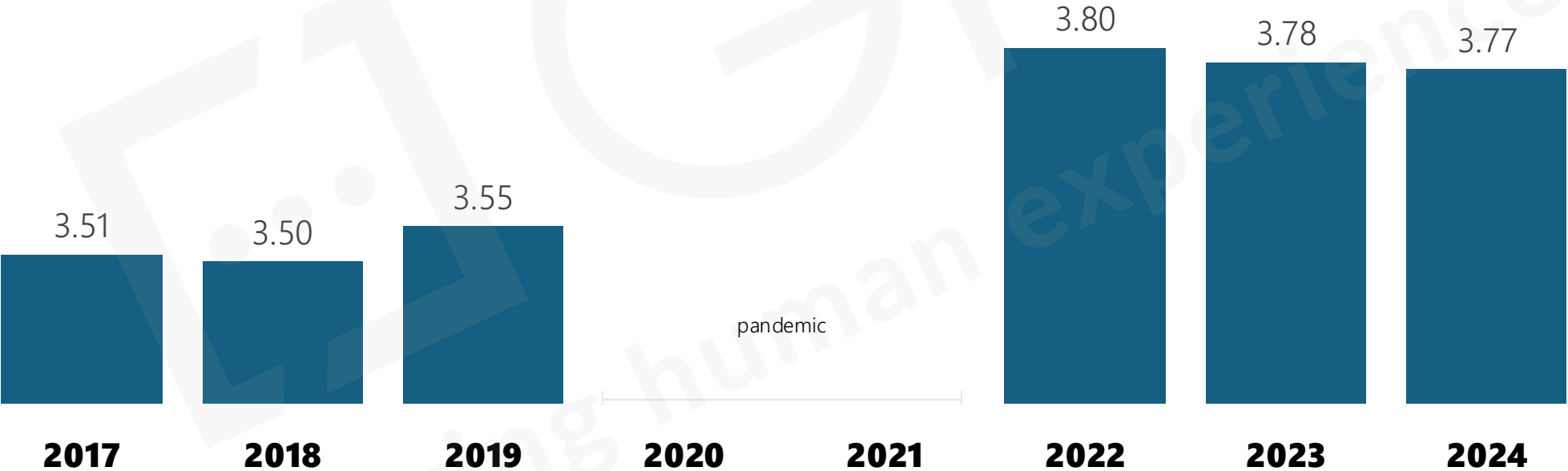
EXHIBITION CX TRENDS

EXHIBITION CX TRENDS

EXHIBITOR SATISFACTION CONSISTENTLY HIGHER POST-PANDEMIC

Annual exhibitor KPI benchmarks 2017 - 2024 (mean average per year)

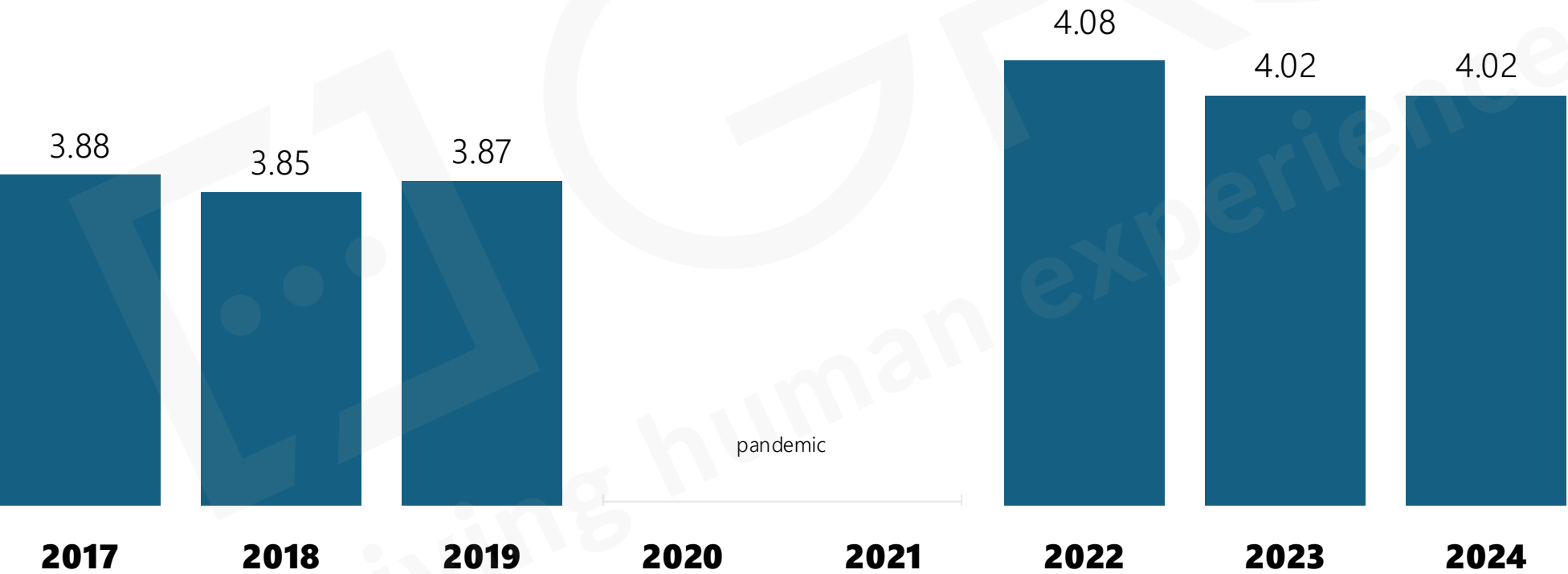
Exhibitors: Overall Satisfaction



EXHIBITOR LIKELIHOOD OF RETURN REMAINS HIGH POST-PANDEMIC

Annual exhibitor KPI benchmarks 2017 - 2024 (mean average per year)

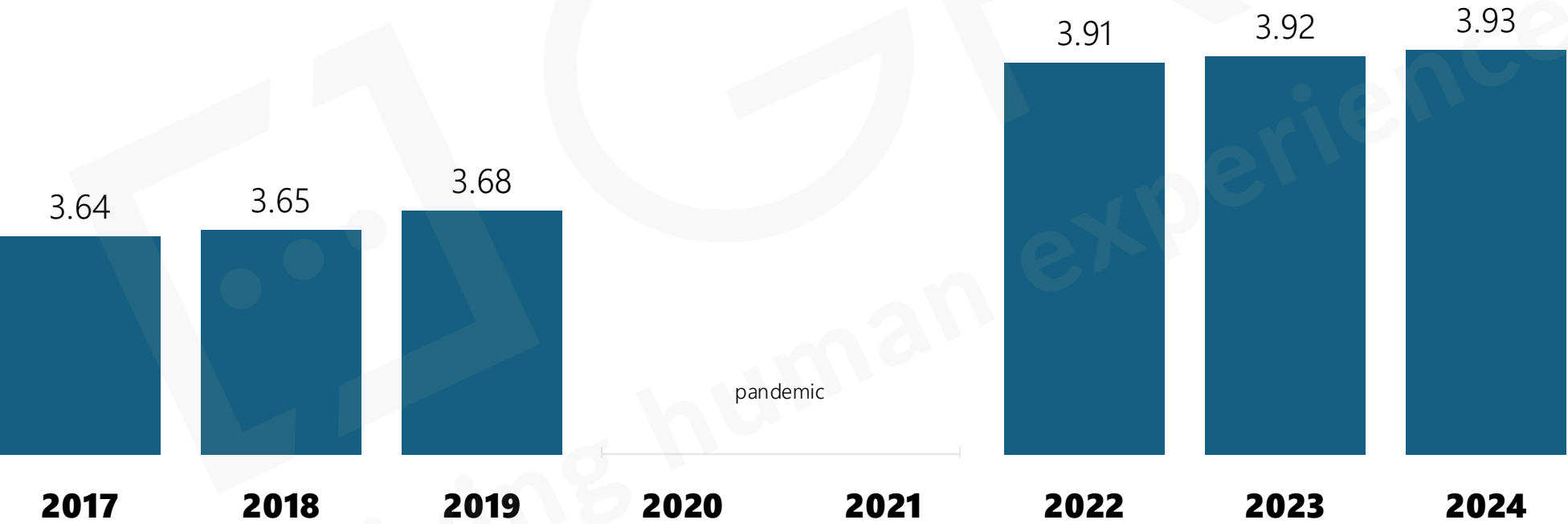
Exhibitors: Likelihood of Return



EXHIBITIONS ARE PERCEIVED AS MORE IMPORTANT POST-PANDEMIC

Annual exhibitor KPI benchmarks 2017 - 2024 (mean average per year)

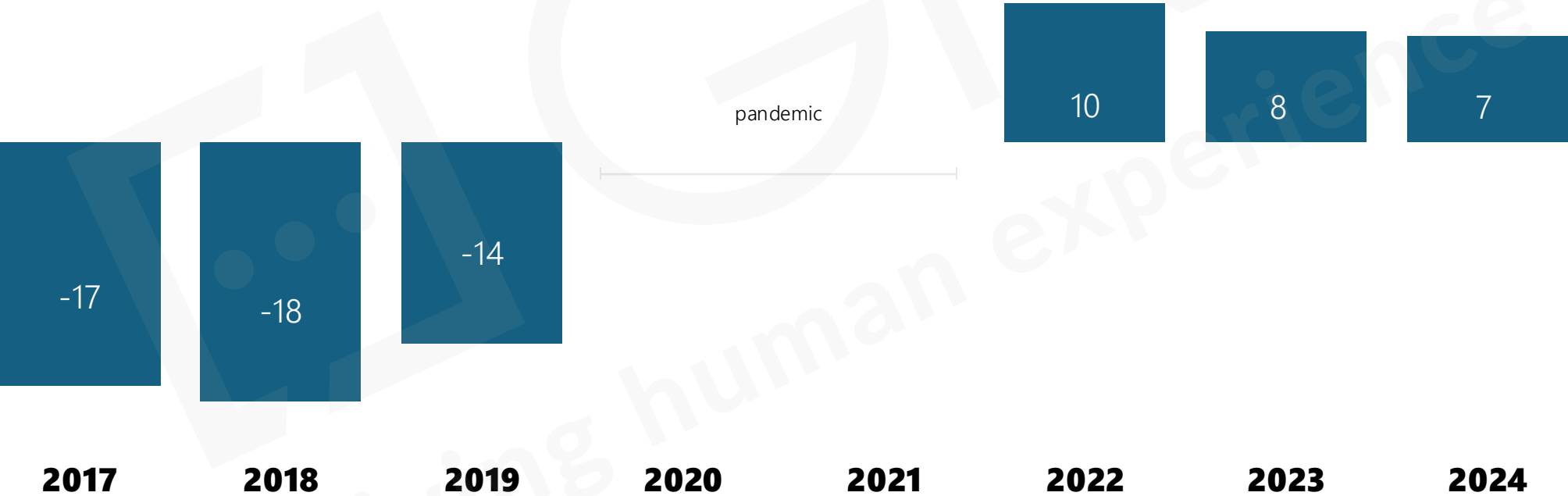
Exhibitors: Event Importance



EXHIBITION NPS SIGNIFICANTLY HIGHER VS. PRE-PANDEMIC

Annual exhibitor KPI benchmarks 2017 - 2024 (mean average per year)

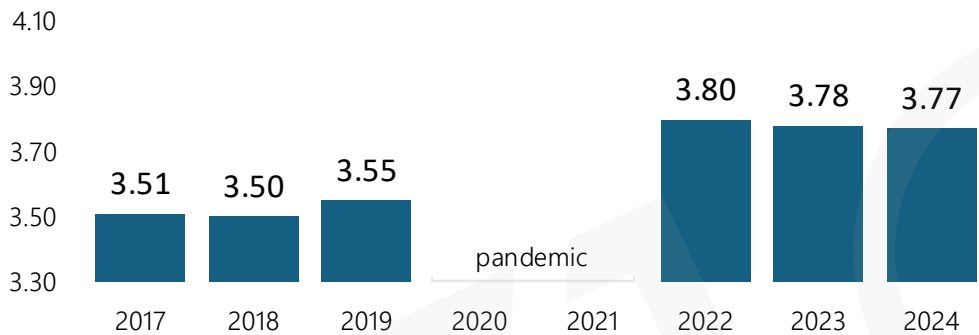
Exhibitors: Net Promoter Score



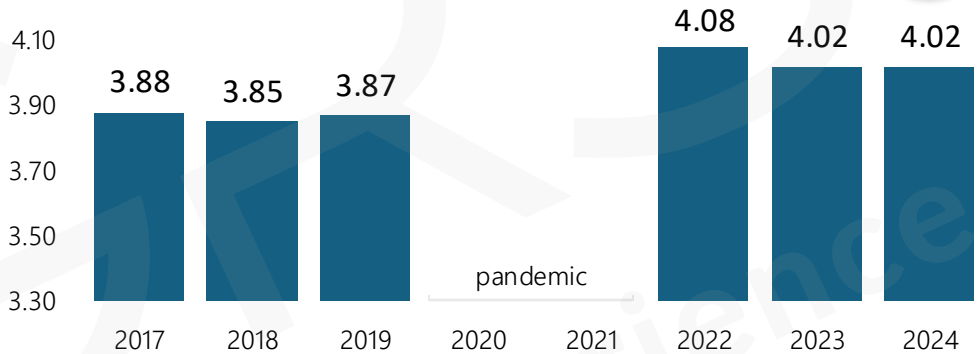
SUSTAINED GROWTH IN EXHIBITOR KPIs POST-PANDEMIC

Annual exhibitor KPI benchmarks 2017 - 2024 (mean average per year)

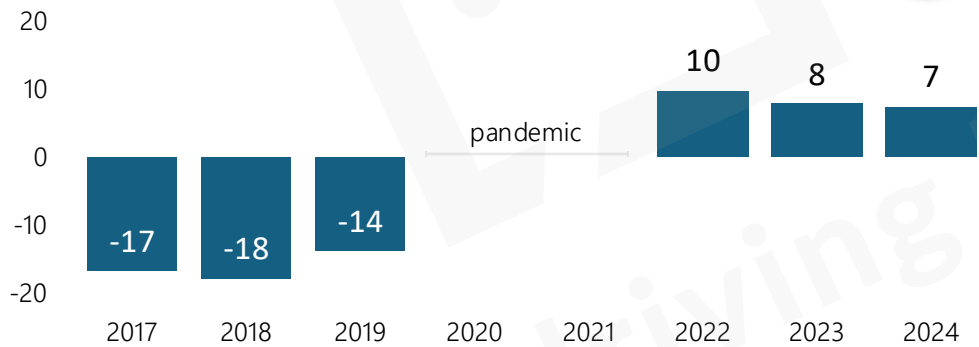
Overall Satisfaction



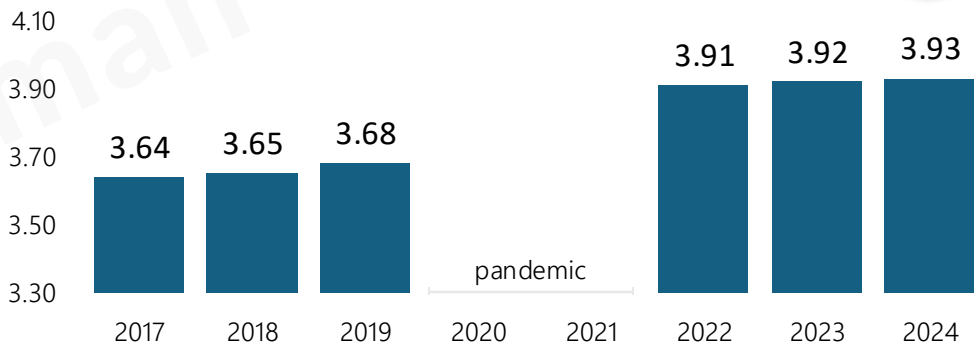
Likelihood of Return



Net Promoter Score



Importance



ASIA PACIFIC & MEA DRIVE POST-PANDEMIC EXHIBITOR KPI GROWTH

Annual exhibitor KPI benchmarks 2019 – 2025 per region (mean average per year)

Overall Satisfaction (exhibitors)	2019	2020	2021	2022	2023	2024	2025
Americas	3.61			3.77	3.83	3.78	3.82
Europe	3.51			3.76	3.77	3.79	3.79
ME & Africa	3.71			3.93	4.00	3.78	3.78
Asia Pacific	3.30			3.84	4.06	3.74	3.84

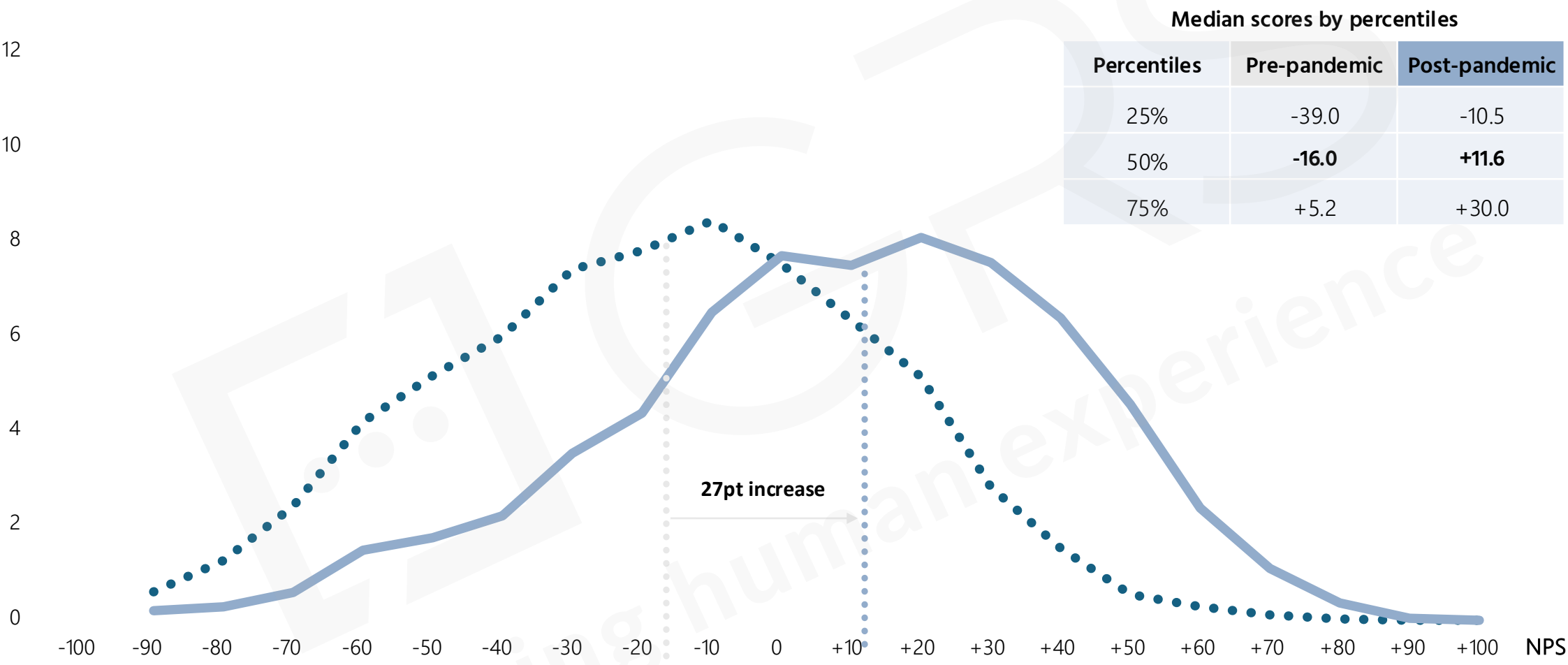
Likelihood of return (exhibitors)	2019	2022	2023	2024	2025
Americas	3.96	4.13	4.11	4.04	4.13
Europe	3.82	3.98	4.00	3.93	3.96
ME & Africa	3.94	4.17	4.35	4.02	4.10
Asia Pacific	3.71	4.04	4.12	4.07	4.26

Importance of event (exhibitors)	2019	2022	2023	2024	2025
Americas	3.75	3.90	3.92	3.89	3.93
Europe	3.66	3.81	3.87	3.85	3.87
ME & Africa	3.94	4.16	4.16	4.09	4.05
Asia Pacific	3.43	3.83	4.02	3.74	4.05

Net Promoter Score (exhibitors)	2019	2022	2023	2024	2025
Americas	-6	+12	+12	+13	+17
Europe	-17	+5	+6	+6	+6
ME & Africa	-7	+14	+24	+7	+15
Asia Pacific	-30	+5	+13	+4	+18

EXHIBITOR NPS SHIFTS SHARPLY UPWARD POST-PANDEMIC

Exhibitor NPS distribution curves - pre vs post-pandemic



CHANGE ON EXHIBITION PERCEPTIONS

WHAT HAS CHANGED?



Exhibitors are more selective



Exhibitors are more intentional



Attendee quality is up



Focus more on lead quality



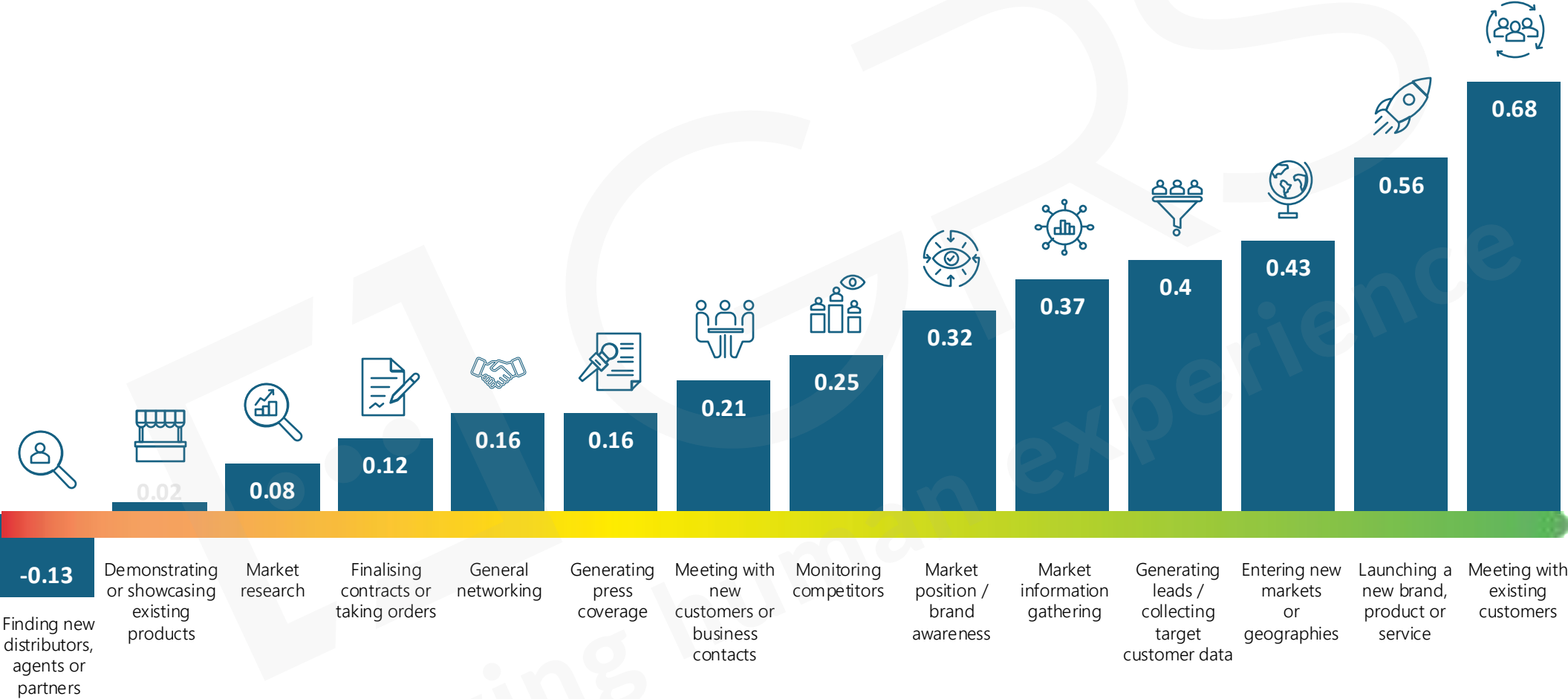
Tech & data



Change Scope of Exhibiting

EXHIBITORS INCREASINGLY FOCUS ON EXISTING CUSTOMER ENGAGEMENT

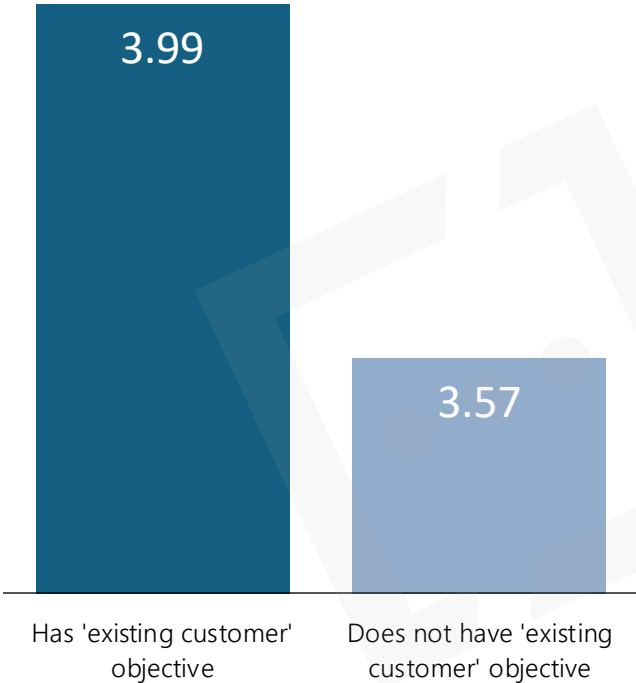
Achievement of exhibitor objectives pre vs post-pandemic (Δ in 1-5 score)



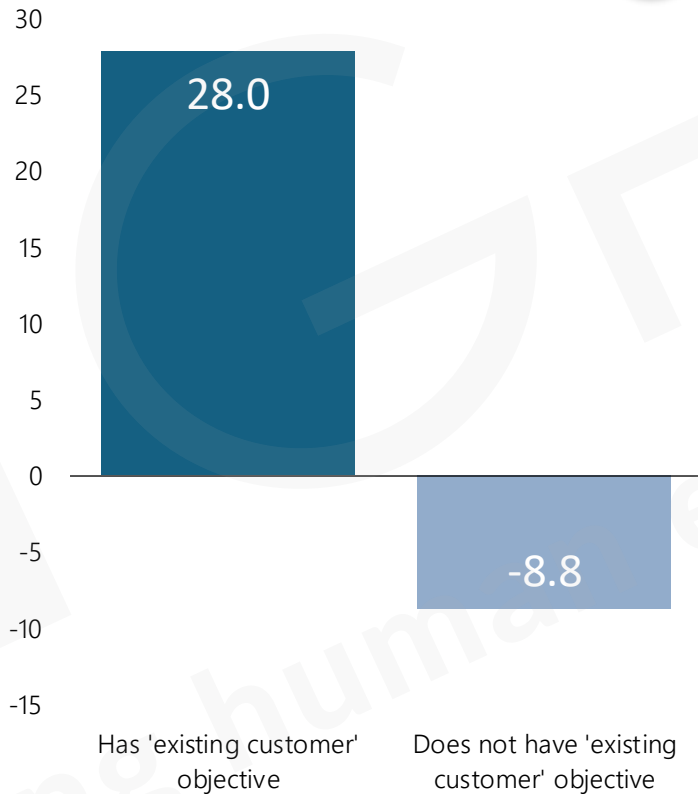
MEETING EXISTING CUSTOMERS DRIVES HIGHER ROI & ADVOCACY

KPI variance for exhibitors that had the objective of 'meeting with existing customers' vs those that don't

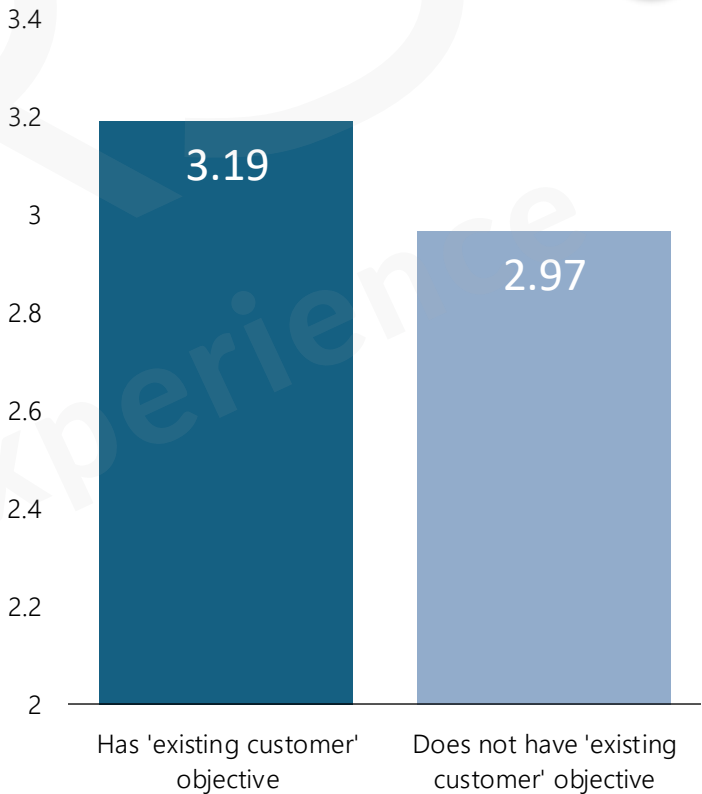
Overall Satisfaction



Net Promoter Score



Return on Investment



NEW WAYS OF LEVERAGING THE EXHIBITION EXPERIENCE

EXHIBITIONS VALUED AS HIGH-IMPACT, TIME-WORTHY EXPERIENCES

Visitor ROT (Return on Time)

The growing perception of Exhibition as the most “luxury” channel due to escalating time pressures, especially among senior executives and influential industry figures.

Exhibitors and Visitors increasingly seek more than transactional value:

- They desire meaningful community connections
- High level networking opportunities
- Heightened sense of belonging
- Events and Experiences in and out the Exhibition Floor

THERE IS SPACE TO CREATE PRICING PACKAGES

Strategic Pricing Models for Attendees

Exhibitions are transitioning towards more sophisticated pricing structures, creating the best packages and on "optimal pricing modelling"

■ Visitors Paying

- More Revenues for organizers
- Distribution of Revenues outside the Exhibitors / Sponsors model
- Higher Value Perceived for Visitors
- Segmentations based on visitors choices
- New typology of attendees
- ...

■ For Exhibitors

- More Value Perceived
- Better marketing tool
- Higher Quality
- ...

THE BRAND OF THE EXHIBITION IS BECOMING MORE & MORE AN ASSET

Brand Health and Value

The significance attention on brand value:

- Brand traction
- Brand value perceive
- Brand benchmarks
- Brand awareness

Establish comprehensive brand tracking initiatives to measure, understand, and strategically influence brand perceptions and strengths across targeted industry communities, stressing the brand value.

- Investing in Brand Value and Brand Identity

EXHIBITION CONTENT: THE NEED TO FOCUS ON VALUE CREATED

Exhibitor Challenges

Exhibitions remain essential hubs for industry innovation and future-oriented collaboration, predominantly through exhibitor displays and structured content such as keynotes and panels.

- Escalating participation costs unrelated to direct value creation in term of contents:
 - Increasing participation costs
 - Increasing booth costs
 - Increasing logistics costs
 - Increasing content costs
- Necessity to refocus exhibitor resources towards compelling, strategically curated contents.
 - Event Organizer Opportunities
 - Establish "Future Trends Zones" and dedicated "Innovation Hubs" to spotlight the most significant industry advancements
 - Develop ongoing qualitative observatories involving exhibitors, high profiling attendees, and industry leaders to pre-identify and highlight crucial future trends and innovation opportunities, to ensure contents driven experiences

CONTENT & PERCEIVED VALUE

Conference Contents Challenges

-  Decreasing attendance at traditional conference sessions indicates a significant disconnect between offered content and visitor expectations
-  Current conference management tends to prioritize logistical execution over substantive, impactful content experiences (wonderful layout, but bad presentation, contents and speakers)
-  Given free online content availability (YouTube, AI-generated insights), conference presentations must evolve into engaging, immersive experiences that genuinely captivate and deliver unique value.
-  Execute in-depth, observational studies focusing only on conference dynamics, benchmarks on competitors, speaker effectiveness, content relevance, and audience engagement to substantially elevate the attendee experience.

GRAZIE!

CI VEDIAMO PRESTO

GRS ExpoNetwork Forum Team