

Analysis of the Influence of Digital Transformation on Exhibition Industry

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Abstract: Digital transformation has had a far-reaching impact in the exhibition industry, redefining the operation mode and business model of the industry. Through comprehensive analysis, this paper deeply discusses the various influences of digital transformation on the exhibition industry. First of all, digital transformation has significantly improved the efficiency and business processes of the industry. Secondly, digital transformation has stimulated the emergence of innovation and emerging business models. In terms of commercial competitiveness, digital transformation has brought opportunities for the industry in the global market. Virtual exhibition breaks the geographical restrictions and enables participants to participate globally, thus expanding the market reach. At the same time, business integration and cooperation have become the key means for enterprises to gain competitive advantage in the digital age. However, digital transformation has also brought a series of challenges, including information security and privacy protection, disunity and interoperability of technical standards, and changes in traditional business models. The continuous emergence of new technologies will further enrich the exhibition form and enhance the experience of participants. The industry needs continuous innovation, and at the same time, it should pay attention to ecological sustainability and social responsibility to ensure that digital transformation becomes the engine of sustainable development.

1. Introduction

With the rapid development of science and technology and the increasingly close connection of the global economy, digital transformation has become one of the key driving forces to push all industries into the future. In this digital age, the exhibition industry, as a platform for commercial, cultural and scientific exchanges, also faces unprecedented opportunities and challenges[1]. Digital transformation has brought profound changes to the exhibition industry, redefined the organization of exhibitions, conferences and activities, and shaped the interactive experience between participants and audiences. The purpose of this paper is to deeply discuss the impact of digital transformation on the exhibition industry, and analyze its impact on industry development, innovation, efficiency and sustainability.

Digital transformation has injected new vitality into the exhibition industry, thus enhancing the overall competitiveness of the industry. By introducing advanced scientific and technological tools and platforms, exhibition organizations can plan, execute and manage various activities more efficiently. The application of digital technology makes the information transmission faster, exhibitors and participants can obtain the required information more conveniently, which makes the business development more flexible and agile[2-3]. In addition, the digital transformation has also created new business models for the exhibition industry, such as virtual exhibitions and mixed reality activities, further expanding the market scale of the industry. At the same time, digital transformation provides a broad space for the innovation of the exhibition industry. By integrating advanced technologies such as big data analysis, artificial intelligence and cloud computing, the exhibition industry can better understand the needs of participants, accurately locate market trends, and provide personalized services[4]. This innovation not only broadens the forms of exhibitions, but also stimulates more opportunities for cross-border cooperation and promotes the continuous evolution of the exhibition industry.

However, digital transformation has also brought a series of new challenges. Information security, privacy protection and technical standards have become urgent problems in the process of

digital transformation. At the same time, the transformation of the traditional exhibition business model also requires relevant practitioners to adapt to new technologies and working methods, which puts forward new requirements for the cultivation of talents in the industry. This paper will deeply analyze the influence mechanism of digital transformation and evaluate its long-term impact on the exhibition industry, with a view to providing theoretical support and practical guidance for industry-related decision-making.

2. Influence of digital transformation on convention and exhibition industry

2.1. Efficiency improvement and business process optimization

Digital transformation has brought remarkable efficiency improvement and business process optimization to the exhibition industry, and redefined the planning, execution and management methods of activities. This influence not only enables all parties in the industry to cooperate more effectively, but also significantly improves the overall experience of participants[5-6].

First of all, the extensive application of digital tools makes the planning and implementation of exhibitions more efficient. Traditional manual process and paper file exchange often lead to the lag of information transmission and poor communication, while digital transformation realizes real-time information sharing and convenient collaborative work by introducing electronic planning tools, collaborative platforms and online project management systems. Therefore, organizers can make plans more quickly, adjust details, and respond to changes in time, thus improving the quality and efficiency of overall planning.

Secondly, digital transformation has optimized the process of exhibition business by strengthening data analysis and intelligent services[7]. Big data analysis technology provides organizers with in-depth insight into the needs of participants and market trends, which helps to formulate more accurate strategies. Intelligent services provide a more personalized and highly customized service experience through technologies such as automation and artificial intelligence. This not only strengthens the interaction with the participants, but also brings more possibilities for innovation to the industry, and promotes the quality improvement and efficiency improvement of the exhibition business.

In addition, the impact of digital transformation is also reflected in the implementation stage of activities. By using advanced digital display technology, virtual reality experience and online participation tools, participants can experience exhibitions and conferences more comprehensively and interactively. This not only improved the participants' satisfaction with the event, but also expanded the scope of the event, creating more business opportunities for exhibitors and participants.

2.2. Innovation and emerging business models

Digital transformation has injected innovative impetus into the exhibition industry and promoted the emergence of emerging business models. This kind of innovation not only changed the traditional management mode in the industry, but also provided participants with a more personalized and diversified experience.

First of all, virtual exhibition and digital interactive experience are one of the emerging business models spawned by digital transformation. By introducing the virtual exhibition platform, the exhibition industry is no longer restricted by geographical and physical space, and exhibitors can display and promote it on a global scale with the help of digital technology. This provides more equal opportunities for small enterprises to participate, and also provides participants with more flexible ways to participate. Through online interaction, virtual reality experience and other means, the form of the exhibition has been expanded, making it more vivid and creative[8-9].

Secondly, the introduction of big data analysis and intelligent services has brought new business models to the exhibition industry. Through in-depth analysis of participants' data, organizers can better understand market demand, predict trends and formulate more targeted strategies. Intelligent services provide personalized services through artificial intelligence, machine learning and other

technologies, thus improving the satisfaction of participants. This personalized service not only includes booth design and exhibits recommendation, but also includes participants' schedules, network interaction and other aspects, making the whole participation experience more intelligent, convenient and in line with individual needs.

The emergence of emerging business models has also promoted cross-border cooperation between the exhibition industry and other industries. The innovation brought by digital transformation makes exhibition not only a platform for displaying products and services, but also a carrier for industrial innovation and cooperation. For example, the cooperation between scientific and technological enterprises and exhibition organizers can bring more display and application of cutting-edge technologies and add a lot of color to the exhibition. This kind of cross-border cooperation not only enriches the contents of the exhibition, but also broadens the horizons of participants and brings a broader development space for the exhibition industry.

2.3. The improvement of commercial competitiveness

Digital transformation has injected new vitality into the exhibition industry, significantly improved the commercial competitiveness and made the industry more attractive and competitive.

First of all, the digital transformation has promoted the expansion of the market scale of the exhibition industry. With the wide application of digital platforms, the exhibition industry is no longer restricted by geographical and physical space. With the rise of virtual exhibitions and online interactive activities, exhibitors can promote products and services on a global scale and expand their market reach. This global participation not only increases business opportunities, but also provides a broader space for enterprises to expand their customer base, thus enhancing the overall market competitiveness of the industry.

Secondly, cross-border cooperation and business integration have become the key factors to enhance business competitiveness under the background of digital transformation. The deep cooperation between the exhibition industry and the fields of science and technology, culture and entertainment has promoted diversified exhibition contents and forms. This cooperation not only provides participants with more diverse experiences, but also expands the market boundary of the exhibition industry. At the same time, business integration among enterprises has also become a common strategy. By integrating resources and complementing each other's advantages, a stronger exhibition experience and service system has been formed, which further enhances the commercial competitiveness[10].

Digital transformation also makes the exhibition industry more flexible and adaptable to market changes, thus improving its competitiveness. The application of digital tools enables organizers to adjust the activity plan more quickly and optimize the market feedback in time to better meet the needs of participants. This flexibility not only makes exhibitions more attractive, but also enables all parties in the industry to better adapt to market changes and gain an insight into market trends in advance, thus maintaining their competitive advantage in the highly competitive market.

To sum up, digital transformation has played a positive role in promoting the commercial competitiveness of the exhibition industry. By expanding market scale, deepening cooperation and integrating resources, and improving flexibility, the exhibition industry can better adapt to market demand and gain more business opportunities, thus standing out in the fierce market competition.

3. Challenges and coping strategies

3.1. Challenges and problems

Although digital transformation has brought great opportunities to the exhibition industry, it is also accompanied by a series of challenges and problems, which need to be actively dealt with and solved by industry-related practitioners. Information security and privacy protection are one of the most prominent challenges in digital transformation. With the digital processing and transmission of a large number of data, the exhibition industry is facing the risk of potential network attacks and data leakage. Protecting the personal information of participants and ensuring the security of digital

platforms have become an urgent problem to be solved. Formulating strict information security policies, adopting advanced encryption technology and establishing professional security teams have become the direction that the industry must pay attention to.

The disunity and interoperability of technical standards restrict the process of digital transformation. The lack of consistent standards between different digital tools and platforms has led to information islands and system integration problems. In order to realize the smooth operation of the digital platform, the industry needs to actively promote the formulation and implementation of relevant standards to ensure the interoperability between different systems and reduce the implementation cost and complexity of digital transformation.

In addition, the transformation of traditional business model is also a challenge in digital transformation. Many practitioners are accustomed to the traditional exhibition and activities, and it is difficult to adapt to the changes in the digital age. Digital transformation requires organizers and participants to have new skills and knowledge, which requires training and time investment. At the same time, some traditional industry participants may hold a conservative attitude towards the adoption of digital technology, which requires industry promoters to make greater efforts in communication and guidance. The challenges and problems brought about by digital transformation require all-out efforts of industry-related practitioners. By formulating reasonable safety policies, promoting the formulation of technical standards, and strengthening training and communication, the industry can better cope with these challenges, ensure the smooth progress of digital transformation, and give full play to its positive role.

3.2. Solutions and coping strategies

Facing all kinds of challenges in digital transformation, the exhibition industry needs to actively adopt solutions and coping strategies to ensure the sustainable development of the industry. In view of the challenge of information security and privacy protection, the exhibition industry should formulate strict information security policies. This process involves establishing robust data protection and privacy protection mechanisms, as well as implementing state-of-the-art encryption technology, to guarantee the security of information transmission and storage on digital platforms. Additionally, it is essential to assemble a professional information security team to monitor potential network threats, promptly respond to and address security vulnerabilities, and ultimately minimize the risk of data leakage.

Solving the problem of disunity and interoperability of technical standards requires the joint efforts of all parties in the industry. Industry associations can play a leading role in promoting standardization and coordination among digital platforms. Participants should also take into account additional standardization factors when selecting digital tools and platforms, favoring digital solutions that align with industry standards. Simultaneously, it is crucial to foster collaboration among manufacturers, facilitate the establishment of industry technical standards, enhance the seamless integration of diverse digital tools, and guarantee the interoperability of digital platforms.

In addition, solving the problem of traditional business model reform requires all-round training and guidance from the industry. The exhibition industry can set up special training institutions to provide practitioners with skills training needed for digital transformation, including but not limited to the use of digital platforms, data analysis and intelligent services. At the same time, through holding seminars, training courses and other activities, we will strengthen communication with the industry, and promote traditional practitioners to better understand and accept digital transformation and gradually adapt to the new business model.

4. Case analysis

An international convention and exhibition company, facing the wave of digital transformation of the industry, actively adopted innovative digital technology, achieved a comprehensive upgrade of its business through virtual exhibitions, intelligent services and other means, and achieved remarkable success.

The company has launched an advanced virtual exhibition platform, which allows participants to

participate in exhibition activities through the Internet. This not only breaks the geographical restrictions, but also provides participants with more flexible ways to participate. Through virtual reality technology, participants can interact with the exhibits as if they were in a physical exhibition. The company introduced big data analysis tools to deeply mine the data of participants and analyze their behavior patterns and interest preferences. Based on these data, the company launched intelligent services to provide personalized recommendation and customized services for participants. This not only improves the user experience, but also promotes closer interaction between exhibitors and participants. The company has carried out in-depth cross-border cooperation with technology companies and cultural institutions. By integrating resources from all sides, a series of creative and forward-looking exhibition contents have been launched. This cooperation not only enriches the theme and form of the exhibition, but also attracts a wider range of participants.

Figure 1 shows three key indicators in the case study of the company's digital transformation: business expansion, participant satisfaction and industry influence.

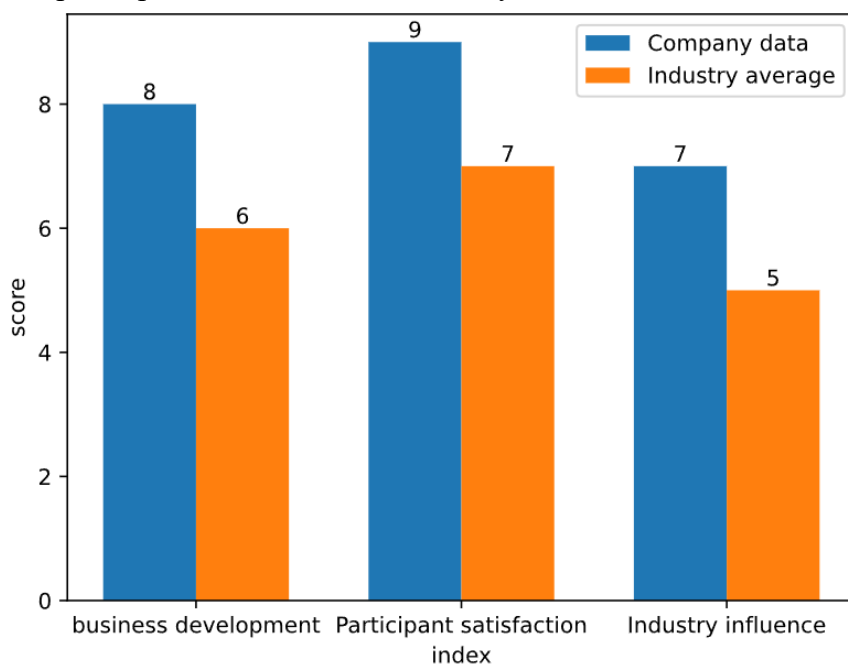


Figure 1 Business development, participant satisfaction and industry influence of the company

The company's business development score is significantly higher than the industry average, indicating that digital transformation has had a significant positive impact on the company's business development. This may be attributed to the successful introduction of virtual exhibition platform, which enables the company to attract participants from all over the world and expand its business coverage. The company also scored higher in participant satisfaction, exceeding the industry average.

The application of big data analysis and intelligent services provides personalized recommendation and customization services for participants, which improves the user experience and thus increases the satisfaction of participants. The company scored higher in terms of industry influence, but slightly lower than business development and participant satisfaction. This shows that the successful digital transformation of the company has had a positive impact on the whole industry, but there is still room for further improvement, for example, through more cross-border cooperation and industrial influence.

On the whole, the innovative measures taken by the company in the digital transformation have achieved remarkable success, improved business development and participant satisfaction, and established a certain influence in the industry.

5. Conclusions

Digital transformation has brought a profound and positive impact on the exhibition industry.

This transformation not only changed the traditional business model, but also injected new vitality and innovation into the industry. However, digital transformation has also brought a series of challenges and problems, such as information security and privacy protection, technical standards and interoperability, the transformation of traditional business models and the demand for talent training. These challenges require the joint efforts of all parties in the industry, and actively respond by formulating policies, promoting the formulation of standards, and strengthening training to ensure the sustainable development of digital transformation. With the continuous development of technology, the application of new technologies such as artificial intelligence, virtual reality and augmented reality will further enrich the exhibition form and expand the experience of participants. The industry will also face more new challenges, such as ecological sustainability and social responsibility, and all parties in the industry need to work together to find practical solutions.

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