

# **Master's thesis about trade fairs and exhibition management?**

PhD Linda Turunen

**Possible topic ideas and themes for inspiration.**

**You are welcome to suggest your own!**

## **Trade fair organizer**

Future is hybrid: opportunities and challenges for trade fair organizers / exhibitors

Trade fair business development: Strategic role of partnerships

Trade fairs as engagement platforms

Gen Z and trade fairs

New normal of trade fairs: legacy of social distancing

Real-life encounters?

The impact of social media influencers on trade fair attitudes

Virtual events?

Trade fairs as services

Hybrid fairs?

Trade fairs as value co-creation space

Sustainability and trade shows

Trade fairs as networking instrument for SMEs

## **Exhibitors**

Exhibitors as virtual experience orchestrators

Engagement creation in hybrid fairs

Multisensory fair experience

## **Event visitors (B2B / B2C)**

# Interested?

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We are looking up to 3 students who are interested in conducting thesis around trade fairs &/ exhibition management.

- Additional advisor to support the thesis project
- Support + possible data collection expenses covered
- Up to 3000€ grant for finished and successful pro gradu
  - Note: full grant (3000€) requires grade 4 or 5.

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