



## French Event Booster issues its call for candidacies to reveal innovative entrepreneurs committed to more sustainable appeal in events

Paris, 20 April 2023

On Tuesday 18 April, the French Event Booster, the innovation platform dedicated to the events sector, issued its seventh call for applications from young innovative companies. With the goal of accelerating their development, this programme offers tailored support to facilitate business access to event management in all its diversity. To provide more information, a “FEBXperiences” event is to be held on Thursday 27 April, with a panel discussion featuring experts, and the launch of a showroom of innovative solutions already incubated.

French Event Booster is relaunching a call for applications to select the best projects that will give rise to memorable, sustainable and federating events. How can we redefine the small and large events of the future under the prism of new societal and environmental challenges? Can the circle be squared between sustainability and attractiveness?

Founded in 2018 on the initiative of Viparis and its partners, French Event Booster aims to sustainably design the events of tomorrow around three missions: foster the emergence of rising stars in the sector, spread a culture of innovation in the event industry, and create transformational events to drive this ecosystem. **Every year, its teams welcome one or two cohorts of startups offering products and services connecting with the event sector to promote their access to market**, and enabling them to benefit from an exceptional experimentation ground to test and refine their concept.

Established in the heart of the dynamic Paris Expo Porte de Versailles grounds, **this platform offers event management professionals a 500-sqm co-working and meeting space** and is home to around ten start-ups, creating an environment conducive to synergies.

Two special highlights are being organised to (re)discover French Event Booster: an online information session on 25 April to find out more about how support is provided, and **the FEBXperiences event on Thursday 27 April with the round table of experts and the unveiling of a new showroom of innovative solutions incubated by the French Event Booster, followed by a networking drinks reception**. The round table hosted by Karine Vergniol will welcome François Jalbert (Events director at La Tribune), Michelle Stien (Managing Director of Coop-Cité) and Emmanuelle Coratti (Founder and Chief Executive of the movement Back to Earth) to discuss the topic “Events, an attractiveness tool for a sustainable society”.



To apply, candidates are required to present solutions fulfilling the sector's needs:

- ❖ **Provide enthralling visitor experiences** (immersive solutions, promotion of places and heritage, fluidity of the customer journey, etc.)
- ❖ **Control the environmental impact of events** (reducing the consumption of venues and infrastructure, logistics, waste management, digital sobriety, etc.)
- ❖ **Create lasting engagement with communities** (data oriented solutions for better information on audiences, loyalty, inclusion and diversity, local establishment of the event, etc.).

Entrepreneurs wishing to apply may submit their proposals up to the deadline of 21 May.

**Alix Fissot, manager of the French Event Booster incubator, said:** “In a society experiencing substantial change notably in response to ecological challenges, providing close support to entrepreneurs wishing to dedicate themselves to transforming our event industry is an essential step to foster the emergence of new sustainable solutions that fulfil the expectations of users. Controlling the impact of events must become a genuine opportunity to redesign the event proposed, from its content to its format, thereby setting committed ecosystems in motion.”

#### About French Event Booster

Created on 2018 at the initiative of Viparis, in partnership with L'événement, Weyou and the Novelty group, French Event Booster is the innovation platform for event players.

Located within Paris Expo Porte de Versailles, each year French Event Booster incubates a group of start-ups offering products and services related to the events industry, promotes their access to the market and enables them to benefit from an exceptional field of experimentation to test and refine their concept.

For further information, visit [frencheventbooster.com](http://frencheventbooster.com) or join us and follow us on Twitter and LinkedIn.

#### About Viparis

A joint-owned subsidiary of the Paris Île-de-France Chamber of Commerce and Industry and the Unibail-Rodamco-Westfield group, Viparis is the leading holder of congresses and exhibitions in Paris.

Operating 12 major event venues in the Paris region, Viparis strives every day to make its venues and service offering ever more efficient and flexible. Viparis has created the Guest Attitude dedicated to the well-being of its clients: a unique blend of prestigious venues and premium-quality services deployed for the benefit of its 11 million visitors (general public, professional visitors, spectators) and the 800 events hosted every year on its various sites (CNIT Forest, Espace Champerret, Espace Grande Arche, Hôtel Salomon de Rothschild, La Serre, Les Salles du Carrousel, Palais des Congrès d'Issy, Palais des Congrès de Paris, Paris Convention Centre, Paris Expo Porte de Versailles, Paris Le Bourget, Paris Nord Villepinte).

Viparis moreover encourages positive impact synergies between stakeholders in the event sector through French Event Booster, a unique sector-focussed innovation platform of which it is one of the co-founders. Furthermore, as part of its CSR strategy entitled Better Events 2030, Viparis is deploying actions across all its sites in the aim of reducing its impact and offering venues and services for responsible and value-creating events.

For further information, visit [Viparis.com](http://Viparis.com), or join us and follow us on [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).

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