



By launching the "Innovative Event Challenge", Viva Technology and PublicisLive (Paris) target startups to disrupt event management

For the first time, Viva Technology and PublicisLive (Paris) are organising a competition to reward the most innovative startups, in the world of event management

Paris, the 27th of September 2018 – The "Innovative Event Challenge" aims to improve the experience at Viva Technology for the visitors and partners of the world's rendez vous for startups and innovation, whose 4th edition will take place from the 16th to 18th of May at Porte de Versailles in Paris.

The winning startups will have the opportunity to work with VivaTech to enrich the experience of the 2019 edition. The 4 themes of this new challenge are: "Management of visitor flows and welcome", "Construction and space management", "Comfort and User Experience", and "Other solutions to help build an event".

Apply on the platform challenges.vivatechnology.com !

Applications open: 27th of September 2018

Applications close: 19th of October 2018

Pitch, real-time jury deliberations and announcement of winners: 31st of October 2018

For Julie Ranty and Maxime Baffert, co Managing Directors of Viva Technology,

"It is our turn to co-construct our solutions with startups. This open innovation approach, which has been a pillar of VivaTech since its creation with the launch of more than 300 challenges by our major corporate partners, has largely contributed to the event's influence among startups. Involving startups in the construction and management of the event itself with fundamental topics such as managing visitor flows in real time, but also securing exhibitor data, was an obvious choice."

For François Bitouzet, CEO of PublicisLive (Paris),

"By launching the Innovative Event Challenge, we are bringing our event management specialization, into the era of startups and open innovation. We are doing it today for and with VivaTech and I am convinced that it is an extremely promising methodology, which will enable us to bring even more value to all of our other customers in the future."

About Viva Technology

Co-organised by Publicis Groupe and Groupe Les Echos, VivaTech is the world's rendez-vous for startups and innovation. This international event, dedicated to the growth of startups, digital transformation and innovation, will take place from May 16th to 18th 2019 at Porte de Versailles, Paris. More than 100,000 visitors attended the 3rd edition, an increase of more than 47% in one year. Viva Tech 2019 will build on this success and will bring together startups, business leaders and executives, investors, academics, students and media from across the globe.

Further information available at www.vivatechnology.com and @VivaTech.

About PublicisLive (Paris)

Created in 1995, PublicisLive, a subsidiary of Publicis Groupe, is an agency specialized in event and strategic communication. For over 20 years, PublicisLive has been helping its clients create platforms and experiences to establish and present their strategic positioning to their audiences. Through its international presence, PublicisLive supports the world's most influential companies and organizations. Since 2016, PublicisLive (Paris), the Group's French subsidiary, has been the executive producer of VivaTech.

Further information available at www.publicislive.com

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