

Brand Spreading Path of City Convention and Exhibition Under New Media—Take Guiyang “Big Data Expo” as an Example

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Abstract. With the rapid development of domestic exhibition industry, many cities are actively building their local exhibition brand and establishing a core competitive position. At the same time, the development of new media technology also provides a broad space for exhibition brand promotion. This paper is based on the relevant concepts and theories of new media communication, starting with the characteristics of new media communication, analyzing the dissemination path requirements of exhibition brand under new media, propose using big data, brand website and virtual community as effective ways of brand communication of exhibition, and taking Guiyang Big Data Expo as an example, the dissemination path of exhibition brand in the new media era is explored.

Introduction

In recent years, exhibition industry has shown the trend of specialization, internationalization and branding. Whether in the first-tier cities such as Beijing, Shanghai, Guangzhou, or Hangzhou, Dalian, Qingdao and other places, the brand competitiveness of exhibition activities is becoming increasingly fierce. The emergence and development of new media technology bring new opportunities for the development of convention and exhibition brand shaping and dissemination. New media instant information dissemination, real-time interactive communication, image, audio, video, text and other multi-dimensional sensory experience have a greater impact on the breadth and depth of brand building and dissemination of exhibitions, exhibition brand building has entered the new media era. Integrating new media technology into the development of exhibition industry is conducive to improving the quality and efficiency of exhibition, shaping a good exhibition brand, and publicizing good exhibition brand characteristics. Only in this way can the exhibition industry become an effective driving force for urban economic development, thus promoting the comprehensive development of the city.

Definition of Concept

New Media

Under the background of new media, great changes have taken place in marketing concepts and communication modes, as well as in consumers' behavior, habits and decision-making modes. UNESCO believes that the new media is the network media; the concept of "Online" in the United States is defined as: new media is the communication with all by all for all, which shows the interaction of new media communication and the diversity of disseminators [1]. Professor Kuang Wenbo of Renmin University of China regards "digitalization" and "interaction" as the main standards of new media. The author thinks that the new media is a new media form and communication form compared with the four traditional media such as TV, magazine, newspaper and radio. It refers to the media that provides information and services to users through mobile internet, digital technology, network technology, 5G technology, internet, wireless communication network and other channels, as well as network media, mobile media, computer media, digital television and other terminals [2].

Convention and Exhibition Brand

Brand is a kind of name, terminology, mark, symbol or pattern. It is the external manifestation of the core competitiveness of exhibition enterprises. It is also the external recognition and trust of the positive evaluation of service, cultural concept and social image of exhibition enterprises. Building a good brand is an effective way for exhibition enterprises to improve their competitiveness and market share. A successful exhibition brand should have the advantages of industry, specialization and standardization. The forward-looking exhibition brand is at the forefront of the development of the times, representing the trend of the development of an industry, and has the function of guiding the development of the industry.

The Impact of New Media on the Brand Communication of Exhibition

Communication Characteristics of New Media

In the new media era, the role of new media technology is to make a certain target of communication attract more people's attention, let people have a deeper understanding, so that people can better understand and participate in the later product marketing. The dissemination of new media has three important characteristics:

Real-time. The development of network technology has realized the real-time transmission of information, which is no longer a rare thing [3]. The public can stay at home and get the product information in the shortest time. Real-time information dissemination, audiences can get on-site information in a relatively short time, as well as timely consultation.

Interactivity. Many new media have now set up their own official websites. The live broadcasting of the activities has realized both TV and radio broadcasting, as well as the live video broadcasting on the internet. Netizens can have real-time discussions in the forum.

Diversity. The mode of communication in the new media era is different from the traditional media. The diversified development of media provides more choices for the audience. Audiences can decide the form of information acquisition according to the content, preferences and acceptance of information.

Communication Requirements of Exhibition Brand under New Media

Generally, the development of exhibition brand will be closely related to the tourism, culture and media of the city where it is located, which can form a benign interactive development between them. In the new media era, the dissemination of exhibition brand is no longer one-way and quantitative, but interactive and massive. Therefore, the media communication of exhibition brand under the new media also has higher new requirements.

Refined Theme. To build exhibition brand, first of all, we should have the refined theme of uniqueness and characteristics to attract people's attention. This theme should reflect the characteristics of exhibition brand and local culture, be easily expressed in the integration of various media, and the consistency of the theme should be ensured in the dissemination [4].

Careful Planning. The theme of the exhibition should be carefully planned. The content of the plan should reflect the technology of new media, the specific characteristics of each media and the scope of the audience. If the theme of the exhibition is compared to the center of the exhibition brand, then the new media communication platform is the carrier of the theme dissemination of the exhibition brand.

Unique Transmission Approach. In the new media era, more channels of communication and more ways for people to access information will make the exhibition brand easier for many audiences to understand and remember. On the other hand, if improper dissemination results in complicated and inconsistent information, it will bring a devastating impact on exhibition brand [5].

Effective Path of Exhibition Brand Communication under New Media

Using Big Data to Aggregate Audience's Concern for Exhibition Brand

In the era of big data, the transparency and difficulty of exhibition brand communication are increasing. In this era, brand communication should be upgraded from "brand propaganda" to "brand dialogue". "Brand publicity" is a one-way information transmission form dominated by convention and Exhibition enterprises, and the audience receives information passively; "brand dialogue" pays attention to the two-way interaction between the exhibition brand and the audience, and the audience also has experience and experience transmission [6]. Big data provides technical support for "brand dialogue". The use of cloud computing and cloud storage makes the collection, processing and storage of massive data clear. On the basis of carefully studying the audience's information search habits, exhibition cycle and Exhibition behavior, analyzing their future demand for exhibition products, and then pushing relevant brand information according to their demand for exhibition activities, it is possible to make precise marketing of exhibition brands [7].

Using Brand Website to Promote the Brand of Exhibition

The core connotation of new media lies in the richness of its content, which is nearly all-inclusive. In the new media era, Convention and exhibition enterprises can express their emotional appeal by means of various propaganda means [8]. Website is an important battle for them to display brand image and brand culture. First of all, for enterprises, the sign of having the ability of network communication is to have their own official website. The establishment of official website is not only the embodiment of the exhibition enterprises' strategic grasp of the exhibition market, but also the need of the pattern of the exhibition brand towards a new era. Through the official website, potential customers can understand the exhibition brand across time and space; using new media technology, they can display brand concept, brand culture and brand image to the audience in various forms [9].

Second, pay attention to reports from authoritative third-party websites. Exhibition enterprises can use other network media to publicize, and audiences can obtain diversified brand information from various channels to increase brand reputation and exposure. With the help of professional exhibition website and Tencent, Sina, Sohu, Netease and other comprehensive portals, the exhibition brand communication is carried out. Use text, voice, image, video and other forms to express the topic of convention and exhibition brand communication, so that the display of the brand diversification, more vivid and more comprehensive.

Guiding the Audience to Disseminate the Exhibition Brand Independently by Virtue of Virtual Community

Virtual community is the most prominent contribution of network in expanding interpersonal relationships. Its advantages are specific community members and sticky services. The existence of virtual communities such as forums, blogs, Wechat Friends Circle has become an important platform for netizens to communicate with each other, providing new opportunities for convention and exhibition enterprises to carry out brand communication [10]. If netizens become members of a virtual community, they will have a sense of belonging. This sense of trust and belonging makes the virtual community become a new way for exhibition enterprises to disseminate exhibition brands. By communicating with potential exhibitors and audiences through virtual communities, we can build emotional bridges between exhibition enterprises and customers and enhance the dissemination effect of exhibition brand [11].

Exploration on Brand Communication Path of Guiyang “Big Data Expo” under New Media

Big Data Expo, full name of “China International Big Data Industry Expo” are held in Guiyang, Guizhou Province, in May each year. Since its inception in 2015, it has successfully held four sessions and officially upgraded to a state-level exhibition in 2017. As the first big data theme exposition in the world, with the leading advantages of internationalization, specialization and marketization, Big Data Expo has become the vane of global big data development and the most international and authoritative platform for exchange of achievements in the industry. Big Data Expo 2019 carries out high-end dialogue, series of forums, competitions, exhibitions and other rich and colorful activities to build an international stage for high-tech enterprises to cooperate, exchange, promote and display, and to open up unlimited possibilities for the development of big data [12]. The purpose of this paper is to explore the dissemination process of digital exposition brand in the context of new media, so as to provide reference for those cities with obvious industrial advantages, high degree of openness and good market conditions to cultivate exhibition brand with more regional characteristics.

Application of Big Data Coverage

Using big data makes data sources more comprehensive and breaks the boundary of traditional data of exhibition enterprises. It will become the core resource of exhibition activities. The organizing committee skillfully uses big data to build a docking platform for both supply and demand of technology. A landing system for Big Data Expo, which can be divided into four parts including guests, exhibitors, audiences and media, is established for the purpose of collecting and analyzing the information of current and previous exhibitors, and displaying a large number of visitors through "admission to universities", "admission experts". In addition, through new media technology, the exhibitors have initially established an effective mechanism for docking projects, technologies, capital, talents and industries.

After the end of Big Data Expo, the "Data Report of The Big Data Expo" will be generated automatic on the platform, which fully demonstrates the accuracy of the big data information.

Use Authoritative Websites for Brand Promotion

The official website of the Big Data Expo (<https://www.bigdata-expo.cn/>), including the three platforms of network collaboration. Technology support and market service, which are the core of the website. At the same time, the website is built by the joint investment of government, industry, university and research institutes, and it is the window of the organizing committee's service informatization and resource informatization.

In addition to the official website, the organizing committee is also good at using third-party websites to publicize and display the whole process of the exhibition with the help of external network forces.

Guiding Audience's Attention with Virtual Communities Such as Weibo and WeChat

Virtual community not only helps exhibition enterprises to provide exhibition information, but also provides more communication opportunities for exhibitors and spectators. The official Weibo, certified as Big Data Expo on Sina.com, instantly promotes the products and services by the Organizing Committee to the market, and obtains the most valuable feedback from the audience at the first time. On the public platform of WeChat, there are also public service numbers certified as Big Data Expo, which push professional content related to the Big Data Expo at the time of audience fragmentation. Compared with the open push of information on Weibo, the push of WeChat is more accurate, which makes the digital exposition get more attention and is also an effective way for the brand to spread word of mouth.

Conclusion

The rapid development of convention and exhibition industry has promoted the development of other industries, such as transportation, catering, tourism, accommodation, communications, logistics, trade, communication and so on. However, competition in the exhibition industry is extremely fierce, for example many homogeneous exhibitions are existed; there is a long way to go for the brand of China's exhibition industry. I think, the proper information, accurate transmission and various channels can enhance the value of exhibition brand. In the new media era, we should deeply explore the connotation of exhibition brand, strengthen interaction, make full use of social media for marketing, and pay attention to audience experience.

For a tourist city like Guiyang, the core value of the city's exhibition brand can be enhanced by scientific and reasonable media dissemination in combination with the methods of shaping the image of tourist destination and exhibition brand.

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