



Press release of 07th June 2022

WEYOU GROUP, leader in the organisation of mid-sized B to B trade shows and creator of One-to-One meetings, launches :

**DIGITAL RETAIL MEETINGS, the One-to-One meetings for digital solutions for the shop and connected commerce.**

This new event will offer pre-organised and targeted " One-to-One " meetings between exhibitors with solutions and digital directors, customer experience directors, innovation directors, e-commerce directors, marketing directors and CIOs **to find the digital tools and solutions that will enable them to best equip their retail while developing the possibilities offered by connected commerce.**

This edition will bring together 60/100 exhibitors who will offer their services and solutions to the top decision makers invited according to the level of their project.

**More than 1800 one to one meetings will be organised but also :**

**4 high-level conferences :**

- When will crypto-currency payments be available online or in-store ?
- What are the solutions to ensure the reliability of your delivery service ?
- Influencers vs. Post-Creative: What cost, what impact ?
- Acquisition on social networks: Loyalty or Acquisition ?

The 2022 edition, which will be held from 07th to 09th November at the Palais des Festivals et des Congrès in Cannes, will be punctuated by two days of business meetings and lunches, high-level conferences and cocktail parties to network on all digital solutions for the shop and connected commerce: payment systems, the marketplace, marketing with the use of data and tools for the logistics of the order/supply chain...

**Digital Retail Meetings is :**

- An event - high-end trade show meetings
- Pre-organised, targeted and highly qualified One-to-One business meetings between top decision-makers and exhibitors
- Business lunches pre-organised before the event between top decision-makers and exhibitors
- High-level plenary conferences
- A welcome cocktail reception
- A closing dinner exclusively between Top Decision Makers and Exhibitors
- Three days of benchmarking, matchmaking and networking.

**ABOUT WEYOU GROUP :**

Weyou Group is the leading organiser of medium-sized BtoB trade shows in France (Heavent Paris, Stratégie Clients, E-Marketing, Educatec-Educative, Salon des Achats et de l'Environnement de Travail, Workspace Expo, etc.).

Weyou group is also the creator of the concept of trade fair meetings (trade fairs with One-to-One appointments): Healthcare Meetings, Workplace Meetings, Security/Safety & Prevention Meetings, Heavent Meetings, Hotel & Restaurant Meetings, Customer Relationship & Marketing Meetings, IT and Cybersecurity Meetings, Transports & Logistics Meetings.

<http://www.digital-retail-meetings.com/>

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