



VirtualExpo: a key speaker at the conference on quality of life at work

May 29, 2019, Marseilles, France - Vincent Gérard, CEO for the VirtualExpo Group, a winner at the Great Place to Work France® 2019 awards, participated in a round-table talk on quality of life at work as a viable competitive edge for companies in the Provence-Alpes-Côte d'Azur region.

The conference was organized by Great Place to Work France® in partnership with the OM and took place at the Orange Velodrome stadium. Among participants were other organizations such as Provepharm Life Solutions and Aix-Marseille Université.

Julien Brezun, CEO of Great Place to Work France®, started off the conference, followed by two of the main speakers: Jacques-Henri Eyraud, President of the OM and Thibault Perrin, PhD student at the CERGAM (center for research in management) in Aix-en-Provence, who presented the role of employer branding.

QUALITY OF LIFE AT WORK, WHAT'S AT STAKE?

"It's the quality of life at work that fuels employee commitment," explained Vincent Gérard during his presentation at the round-table talk.

Quality of life at work should be considered in the same way as any other company project. The goal of this project is for all of a company's employees to develop confidence and a sense of well-being at work. The main idea is the more an employee is fulfilled in their working environment, the more they will be involved in and a driving force for the company's productivity.

In order to improve the company's performance, VirtualExpo has introduced a management strategy involving employees in the company's decision-making process.

Great Place to Work France® plays an important role in the support and follow-up of these projects long term.

ABOUT VIRTUALEXPO

VirtualExpo Group is the headquarters of six successful websites in six different industries: [DirectIndustry](#) for industry, [NauticExpo](#) for boating and the maritime industry, [ArchiExpo](#) for architecture and design, [MedicalExpo](#) for medical devices, [AeroExpo](#) for aeronautics, and [AgriExpo](#) for agriculture. Its mission: to connect suppliers and buyers from all around the world for the success of their professional projects. The websites have over a million products and receive 100 million visitors every year.

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