

Research on Information Security of Digital Transformation of Exhibition Industry

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ABSTRACT

This paper introduces in detail the main problems of the exhibition industry digital transformation information security, through professional research and analysis, accurately find out the effective countermeasures to solve the problem of digital transformation of information security, content contains a complete infrastructure, specification data information matching degree, innovation industry form and build big data platform, strict planning exhibition industry digital transformation process, improve industry platform digital information application security.

KEYWORDS

Information security; Digital transformation; Exhibition industry

1. INTRODUCTION

The exhibition industry is a brand new industry in the current region. The integration of digital technology in the process of industrial development has become an inevitable trend of industrial development, and the industrial information platform should be strictly controlled. At present, the exhibition industry is affected by the external environment in the digital transformation, and there are many risks in information data. It is necessary to scientifically standardize the digital transformation process, clarify the development state of the exhibition industry, so as to lay a good foundation for the sustainable development of the digital transformation.

2. THE MAIN PROBLEM OF INFORMATION SECURITY IN THE DIGITAL TRANSFORMATION OF THE EXHIBITION INDUSTRY

(1) Imperfect infrastructure

In the process of digital transformation, the exhibition industry in some regions has not accurately built and improved the infrastructure, resulting in the poor use of various technical software in the facilities and equipment, which greatly affects the internal information security and increases the risk of digitalization of the exhibition industry. There are a variety of different types of infrastructure in the exhibition industry. If the infrastructure construction is not good, the scientific nature of the related content data will be greatly affected, seriously reducing the application status of information data, and it is difficult to guarantee the security of infrastructure data, and bring great hidden dangers to the development of the exhibition industry.

(2) Risk of data and information matching

In the digital transformation of the exhibition industry, a variety of activities will be carried out, and the smooth implementation of related activities depends on data and information matching. At present, the data and information matching of the exhibition industry in some regions has problems, which reduces the effectiveness of activity execution. Digital transformation stage of the exhibition industry in the development to a variety of data information, the information data into intelligent activities has become the inevitable trend of activities, and the current affected by the operating environment, exhibition industry data matching produce bigger problems, difficult to guarantee the development of digital activities, weakened the effectiveness of the exhibition industry digital development, increase the information security hidden danger.

(3) There are risks in the industrial management forms

In the digital transformation and development of the exhibition industry, the industrial form should also be greatly changed, that is, digital literacy should be increased within the industry, and products that are highly targeted and meet the needs of users [1]. Part of the exhibition industry failed to reasonable specification in the digital transformation industry development form, not develop a detailed industry development plan, virtually reduce the effectiveness of industry management form, make the data of industry development information produce more risk, seriously affect the exhibition industry operation safety, reduce user demand and product design matching degree.

(4) Industrial information security asymmetry

In the digital transformation and innovation, the exhibition industry in some regions failed to build a special industrial development platform and scientifically plan the industrial development state, making the information data in the digital transformation more risky, and it is difficult to guarantee the overall planning effect of the exhibition industry. The lack of industrial information is called a serious problem in the development of the exhibition industry. The digital transformation process has encountered great obstacles, and the data information in the industrial management platform has failed to keep it accurate, which greatly reduces the information security and brings greater risks to the overall development of the exhibition industry.

3. OPTIMIZE THE EFFECTIVE STRATEGY TO SOLVE THE INFORMATION SECURITY PROBLEM OF THE DIGITAL TRANSFORMATION OF THE EXHIBITION INDUSTRY

(1) Set up a complete infrastructure

In the digital transformation, the exhibition industry should build a complete infrastructure, and use the scientific planning of various facilities to ensure the overall security of internal data and information. The digital infrastructure in the exhibition industry has the form of digital intelligence, that is, the comprehensive integration of digital technology and intelligent technology, the exhibition internal conference center and all kinds of venues, and strictly control the safety of the application of various devices, so as to design more digital connotation for the infrastructure. In the process of digital transformation, it is necessary to reasonably reference the new infrastructure, clarify the operation scope of hardware and software within the infrastructure, scientifically standardize the processing process of various data information, comprehensively improve the effect of data information processing, and meet the needs of digital transformation information Chu Lili. At the same time, during the period of digital infrastructure, also increase cloud storage and Internet, using the platform to fully display the exhibition industry internal data information, and with the help of qr code sign form to reasonable control platform operation number, appropriate control platform internal information processing status, improve the scientific nature and accuracy of data information processing. Operators to comprehensive planning digital management mode, combining a variety of

infrastructure and digital management, and increase the infrastructure within display function, comprehensive processing the data information, and guide the relevant users timely discover the actual value of equipment data, better feel the exhibition industry development content, provide accurate data for the exhibition industry digital specification. The internal infrastructure of the exhibition industry has a strong connection. It is necessary to use digital technology to reasonably standardize the change process of industrial information, conduct continuous demonstration of industrial data, and provide appropriate conditions for the security of data information.

(2) Standardize the data and information matching degree

In the digital transformation of the exhibition industry, data information security risks are easy to appear, and the main reason for this risk is that the matching degree of data information is not strong, and appropriate methods should be used to standardize the matching degree. When the exhibition industry continues to carry out the digital transformation operation, it should take the initiative to design the highly interactive publicity scheme, and continue to exert the scheme into the exhibition industry exhibition. When carrying out industrial publicity activities, digital technology should be used more reasonably, the process of internal information change within the industry should be strictly standardized, security information should be appropriately supplemented, and the matching degree of data information of different locations should be reasonably standardized to meet the needs of data information processing [2]. When integrating the information of the exhibition industry, operators should strictly control the product content, fully combine the product design process with the industrial development state, effectively solve the problem of information matching degree, put different types of information into designated positions, and improve the pertinacity of data information processing. In order to better carry out the development of the exhibition industry, the digital transformation operation should properly analyze the data sources of different locations, and find out the application processing method of data information, so as to provide accurate conditions for the continuous management of data in the future. Exhibition industry in sustainable development, to use the big model calculation and digital technology, with the increase of the number of data information, information security will become an important content of the development of exhibition industry, to integrate planning industry information, and fully explore the current network user demand, comprehensively adjust the exhibition industry development, provide effective mechanism for data information accurate matching. When carrying out the digital transformation, the operators should clarify the development type of the exhibition industry, strictly control the generation process of data and information, and ensure the accurate matching of data and information.

(3) Innovate industrial forms

In the digital transformation and innovation, the exhibition industry should constantly innovate the industrial form, use the effective control of information security, and scientifically improve the digital literacy of this kind of industry. Under the digital transformation, the exhibition industry should reasonably design different types of exhibition products, while the design of related products depends on user needs. Therefore, we should use the digital platform to accurately investigate the actual needs of the majority of users for exhibition products, and strictly control the application security of this kind of data information. During the period of investigating user demand data, in order to enhance the transparency of this operation, it is necessary to accurately innovate the exhibition industry form, produce more products to be exhibited, and then the product information should be transmitted to the digital platform, and the production process of related products should be reasonably planned to ensure the rationality and security of the application of information data. During the innovation period of the exhibition industry, it should put forward appropriate industrial planning, regard the industrial development as an important construction content, greatly improve the application security of information data, and control the industrial data in the designated position. In order to design and produce more exhibition products that meet the needs of users, it is necessary to use the digital transformation to continuously investigate the needs of exhibition products, guide the staff to grasp the product information in time, and provide accurate data for the reasonable production of

subsequent products. In order to improve the data security of new products in the exhibition industry, in the process of using data information database, standard data application devices should be set up for such devices, that is, real-time prompts when data information should be given in formal use and storage, so as to effectively avoid data information tampering by people and ensure the integrity and security of data information application [3]. When innovating the form of exhibition industry, relevant departments should also put forward a new data and information protection mode, that is, to strictly control the application process of data and information, and effectively control more hidden dangers of data and information application.

(4) Build a big data platform

Building a big data platform can effectively guarantee the information changes during the digital transformation of the exhibition industry, improve the probability of information and data security control, and meet the overall development needs of the industry. At present, there is a phenomenon of theme homogenization in the development of the exhibition industry in some regions, that is, different exhibition exhibitions display the same theme exhibits, which virtually reduces users' interest in watching, and also brings greater risks to the industrial data in the digital transformation. When carrying out the development of the exhibition industry under the digital transformation, relevant departments should make use of big data technology, take the initiative to build a big data operation platform, strictly regulate the information asymmetry often produced in previous exhibitions, and improve the security of data information application. With the help of big data technology, operators can comprehensively review the data information changes in the exhibition, strictly standardize the data information control means, improve the accuracy of data information processing, use the network platform to fully understand user needs, and improve the security of digital network operation. In the continuous digital transformation and development of the exhibition industry, in order to accurately process a large amount of data, to clarify the internal data processing standards of the industry, to apply appropriate standards to the development of the digital industry, so as to efficiently match the internal information of products, and to provide a new path for the digital transformation of the exhibition industry. In addition, the digital development of the exhibition industry, to use big data platform appropriate build enterprise brand, to enhance the enterprise brand development effect, to accurately regulate industry internal data information, strictly control data information processing process, clear product brand application hidden trouble, with the help of large data platform reasonable supervision control, enhance the security of product internal information. Relevant departments should continue to pay attention to the digital transformation of the exhibition industry, and reasonably and standardize the processing of product data indicators.

4. SUMMARY

To sum up, in the development of digital transformation, the exhibition industry often produces problems such as imperfect infrastructure, data and information matching risk, and industrial information security asymmetry, so the data and information in the digital transformation should be comprehensively controlled. Relevant departments should build infrastructure with the help of the exhibition industry, ensure the security of data information use, employ big data technology to solve the problems of industrial development, and improve the accuracy of industrial information under the digital transformation.

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