



LISA GROTTI'S COMMENT

During the BTC, Tecnoconference occurred in a dual role, both as exhibitor and as service provider, with the goal of maximizing the visibility of products with high added value.

The graphic layout of the 8x5 meters stand with modern and innovative look was the setting for a multitude of multimedia displays dedicated to the presentation of the **latest news** regarding communication technology powered by TC Group and the latest equipment BOSCH.

Tecnoconference also provided **EasyRec**, the digital recording service, in the main meeting rooms with the publication in real-time of multimedia congress issues on BTC site, it has also installed **four TecnoDisplay informative room stations**, to keep participants constantly informed of the time trends of training seminars and **TecnoDisplay Touchscreen** workstation in the main hall contains two sections, one dedicated to the event BTC with dynamic information relating to the exhibition and seminars planned that has enriched with multimedia content realized and one section dedicated to the host city, Rimini, with a list of main attractions (pubs, restaurants, hotels, places to visit).

ARTICLE

July 2010

BTC 2010

The 26th BTC edition, the Italian fair business meetings, events, conferences, incentive travel and business tourism was held in Rimini the 1st and 2nd July. Two days dedicated to business, training and professional networking.

The Minister of Tourism, Michela Vittoria Brambilla, inaugurated BTC edition with the traditional ribbon-cutting ceremony followed by the press conference during which took part Exmedia manager **Paul Audino**, chairman of Rimini Fair group **Lorenzo Cagnoni**, President of Federcongressi **Paolo Zona**, Emilia Romagna Tourism Councillor **Maurizio Melucci**. At the press conference the Minister announced the start of proceedings for the establishment of the National Convention Bureau, an holding with public capital that will work with the Congress industry and also she announced the promulgation of a decree that will establish a **Ministerial Committee to support congress tourism** with the aim to develop tools to promote the sector, including a Italy congress website and a paper guide.

At BTC were 320 Italian and international exhibitors.

In the first day of BTC were in plan over **14 seminars and thematic workshops**, in addition to the presentation of **Italian Congress Observatory** data (sponsored by Meetings and Conferences magazine and Rimini Convention Bureau) and the Federcongressi open session on the new regulation of 'Continuing Medical Education'.

At its first summer edition in Rimini, BTC was presented with the aim of a European-wide business, to match supply and demand in an efficient and productive way, with an innovative format.

To deepen: www.btc.it