



BTME2002 will be upon us all too soon, and here at BIGGA we're aiming to provide the most up-to-date information to both visitors and exhibitors with a brand new BTME microsite ...

btme.org.uk: What a site for an exhibition!

Each January in Harrogate, BIGGA hold their annual Turf Management Exhibition (BTME).

With an extremely diverse range of visitor, ranging from the fine turf professional right through to the golf shop pro, we must always ensure that the information produced for such an all-encompassing event can encapsulate every aspect of the show, whilst holding the attentions of each specialised visitor group.

With that in mind, we are currently developing a brand new BTME 'microsite' within the already familiar BIGGA website. Accessible for both exhibitors and visitors alike, the new microsite will contain specific information for both categories of website visitor, which will make for an informative and enriching web experience, containing updated exhibition news 24 hours a day.

Organising the largest and most successful fine turf exhibition and education conference in Europe, has galvanised our commitment to providing both visitors and exhibitors with the most up-to-date information possible, and the new BTME microsite will be a breeding ground of information about next year's event, and with the power of the internet, can, and will be updated as soon as news becomes available.

Already a successful feature on the microsite's parent site, a customisable email request form will be available for all BTME web-visitors to fill in.

By using this facility, visitors can ask to be kept informed of the very latest exhibition news and event information via email. An extremely useful feature if you don't have the spare time to surf the microsite everyday, and would rather just have a look when specific information is available.

Another feature planned for the BTME site is a mini-exhibition directory which will contain;



- Company names
- Contact names
- Contact numbers
- Email links
- Web hyperlinks
- Hall location
- Stand location
- Company profile and product details for each exhibitor

and comments we receive from BTME delegates, visitors and exhibitors, and firmly believe that the spread of information by traditional print methods can continue to be enhanced by digital means through the internet and email.

If you are interested in receiving details when the new BTME microsite launches, please send an email to: btme@bigga.co.uk and include the word 'update' in the subject field.

The brand new site is set to be launched later this month, and will be accessible from the familiar hyperlink on the BIGGA parent website (www.bigga.org.uk), but will now also have its own website address of www.btme.org.uk

This will enable faster access of specific BTME information for both visitors and exhibitors alike, but will help maintain the inherent links under the umbrella of the BIGGA parent website.

Every year, we are continually encouraged by the positive feedback

EMAIL ROUNDUP

Got a question to ask or have some information or comments to pass on? Contact us via email at the relevant address below.

Membership Services
membership@bigga.co.uk

Education & Training
education@bigga.co.uk

Editorial/PR
scott@bigga.co.uk

Sales & Marketing
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Finance/Accounts
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Media Services
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TIME TO TALK
www.bigga.org.uk

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