



## **INTERREG IVB North West Europe Annual Event 2010**

'Innovation' as a theme but also as a characteristic of all NWE-projects was the focus of the two-day European conference on 6 and 7 December in Manchester. A Projects Fair was organized to showcase the most innovative achievements and it served as the meeting point between current and future project leaders and all those interested in the Interreg NWE Programme. The exhibition was one of the key elements of the event and therefore a good opportunity to promote PORTICO.

PORTICO was therefore of course one of the exhibitors, of which there were more than forty. On our exhibition stand the lead partner Utrecht, and Chester jointly promoted PORTICO and the project's current state of affairs. A film with images from the partner cities and recent PORTICO activities was shown. In addition, the PORTICO brochure was available for people to take away and team members answered questions from some of the 400 delegates.

A very innovative aspect of the event itself was the use of interactive SpotMe devices: a personal digital device that informed participants about other delegates and the programme. The device allowed visitors to literally 'spot' people that they were interested in meeting through a radar system. It also saved delegates from carrying around quantities of paper as it worked as an information gatherer. It provided an opportunity to actively participate in discussions at the plenary sessions or pose questions (anonymously) to the speakers. Digital notes about the speeches, participants, and electronic business cards, as well as any other personalised and relevant information, could be stored on the device which was then e-mailed to individuals after the conference.