



If it Happens in Brussels it is on **BrusselsAgenda.eu**
The First Hub for European Affairs Events

[WHAT] ... the **Websiteprojects*** team has 'made it happen' in Europe today with the launch of www.brusselsagenda.eu, a canny, interactive events portal designed to flag European Union meetings of all kinds taking place in the capital city. Serving the whole of the EU community, this timely, ground breaking and free-to-use events map, will be powered by a range of state-of-the-art user-friendly web technologies. The service brings together all the strands necessary to make attending any event simple.

www.brusselsagenda.eu is a single reference point, a socially enabled network in which to post, edit and manage all European affairs events. It is a powerful notification system designed to keep users aware and ahead of every new event posted and classified by area of interest.

[WHEN & WHERE] ... from today ... over the internet ... reaching out to Brussels, the 27 member states of the EU and beyond.

[WHY] ... Brussels is ablaze with happenings: conferences, debates, and forums of all kinds. Anyone in EU issue management knows that keeping abreast of what's on is a thankless task. This comprehensive, long awaited service saves the EU player from the worry of missing a gathering relevant to his sector. It responds to a simple but vital need. The www.brusselsagenda.eu user need only surf to the site to get a bird's eye view of the conference scene.

[HOW] ... Any individual or group involved with EU activities will be able to upload and publicise a venue completely free of charge. Socially enabled networks are already a part of the internet landscape, so here and now www.brusselsagenda.eu aims to become the N°1 EU events hub.

www.brusselsagenda.eu is designed to meet the strictest demands for web usability; smart navigation, clean design, geo-location maps, etc. Behind easy-to-use access are technologies developed by the **Websiteprojects*** team to improve user-friendliness and provide further useful information for people travelling to Brussels from around the globe. Thanks to www.brusselsagenda.eu's ability to link in to external resources and databases a unique feature at the site is a selection of hotels located closest to any given venue together with the distance between the two places. Of course tools will be revisited and adapted regularly to enhance usability.

A series of marketing initiatives are foreseen to promote and develop www.brusselsagenda.eu, keep the service in the public eye and drive traffic to the platform.

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***About Websiteprojects**

Websiteprojects is a Brussels-based web company with around ten years' experience in advising private and public sector organisations on web communication strategies and internet/extranet solutions development. Based in Brussels, the birthplace of European ideas, this company has a privileged view of the policy process at source. This is a proactive "can do" team that works for a wide variety of sector-based representation bodies. Work and achievements are centred on innovation and creativity coupled with advanced IT. To learn more visit: www.websiteprojects.com