



Trento, 26 May 2006

A little black squirrel is the virtual mascot




**WWW.FESTIVALECONOMIA.IT: MORE THAN 25 THOUSAND VISITORS A DAY
WANTING TO KNOW MORE ABOUT THE FESTIVAL OF ECONOMICS**

From 1 to 4 June, at the site, live videos of the most important events

To judge from the data, the service which allows you to create your own diary, with sms messages reminding you of events, has been a hit with future visitors to the Festival. On the opening day alone, "Create your own Festival" saw 250 registrations. Since then the number of registrations has risen steadily, to reach the current figure of 500. However, the success of this link is not isolated, quite the opposite. The whole site is popular. In the last week the information, multimedia tools, interactive pages and photographs have attracted an average of more than 26 thousand visitors a day, with a peak of 43 thousand on 19 May. 5 thousand pages are visited daily.

www.festivaleconomia.it is much more than an informative site. It is a valuable tool designed to facilitate participation at the forthcoming event in Trento and the encounter with the world of economics, making it more complete and stimulating. The Festival programme, which can be downloaded from the site in .pdf format, is distinguished by different colours, allowing easy and rapid consultation: orange and black for the scientific programme, black alone for the other events. Glancing through these pages it is easy to find all the basic information for each initiative, updated in real time: from the forums to the events for children and young people, from debates to shows. To complement the programme there is a list of speakers, with detailed information on their professional role, their educational background and their activities in the differing economic sectors. For orientation around the many Festival venues which host the different events, it is possible to view a map of the city, by clicking on the "venues" link on the menu. Furthermore, under the heading "initiatives" there is a list of the individual events divided according to type: for example "meetings with authors", "debates", "exhibitions" and "cinema". Those who are not satisfied and wish to know more can download articles published on the issue by all the most important newspapers or can register for the newsletter and thus receive complete and updated

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information. During the Festival live audio and video streaming of the most important events and a video diary will be available online. The usefulness of all this information and material has been demonstrated by the facts: in the last two days the number of visitors has exceeded the threshold of 30 thousand.

As mentioned previously, the initiative "Create your own Festival" has excited considerable interest. This is an innovative tool allowing you to personalise the Festival, drawing up a diary of the events which you wish to attend and offering the possibility of receiving an sms message with a memo recalling the time and venue for each event you have selected, one hour before it takes place.

Accessing the service is very simple. From the site menu click on the link "Create your own Festival". Then select "Register", enter the information requested and choose whether to receive an sms message. On the next page proceed with the selection of events, choosing those you wish to attend. The events are saved by dragging the name to the icon depicting a floppy disc. At this point the list is ready and each visitor may have a personal and updateable diary for the Festival constantly available. The festival, also through the adoption of such tools, is intended to be an important and interesting event, but above all fascinating and open to all.