



EURid

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WEbit.FESTIVAL
ENTERPRISE . POLICY . STARTUPS

The Event:

From April 25-26 Sofia, Bulgaria hosted the [WebIT Festival](#) in the Sofia Tech Business Park. With over 5,000 attendees from around the world gathered in over a dozen parallel events, this was a great opportunity to meet a diverse cross section of web users. EURid, a sponsor of the event, had a booth which was placed right next to the SME Start-up stage and just across from the registration desk.



Promotional Work:

In addition to promoting the .eu and .europa TLDs, we also printed and handed out some [UASG documentation](#) to visitors of our booth. The varied audience, which included coders, entrepreneurs and representatives of government, meant that the topic of UA could be addressed from different levels. Interested parties were invited to visit [uasg.tech](#) for more information and to subscribe to the mailing list should they have anything to contribute. Furthermore, as sponsor, we were given the opportunity to give a keynote speech at the Start-up stage to an audience of 60+. This speech was delivered by Mr. Giovanni Seppia, our External Relations Manager, who dedicated time to the importance of online multilingualism and the role UA plays in ensuring this. Of course we live-shared this event on our Social Media channels and included the #UASG when relevant.

Action Summary:

- Giveaway of UASG literature at EURid's stand
- Advocacy of UA in our keynote speech. Addressing the topic of UA and highlighting the important role it plays in developing local markets and allowing people to produce and use online content in their mother-tongues.
- Discussion of UA with attendees when relevant or interest was shown
- Social Media promotion of UA and UASG:

EURid @EUregistry · Apr 26
@WebitCongress thanks for an inspiring two days! So many great ideas, people & talks! #webit #trust #security #uasg #idn #multilingualism



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EURid @EUregistry · Apr 26
We're at our #webit booth all afternoon happy to discuss #online #trust & #security, online #multilingualism & Universal acceptance! #uasg

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EURid @EUregistry · Apr 25

Excited to be at #webit and get to talk about .eu, multilingualism and universal acceptance! #uasg #idn Stop by our booth for more info!



EURid @EUregistry · Apr 25

@WebitCongress thanks for a great day full of sun, networking & awesome tech! Looking forward to meeting more people tomorrow! #webit #uasg

