

1st NBTA Europe Conference Registration Now Open!

What is INICIO:

INICIO is the title of first ever NBTA Europe Conference for professionals with pan-European responsibility for business travel and meetings. The event provides Europe's finest buyer-led education, training and networking opportunities...

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The 1st NBTA Europe Conference



6th – 8th September 2010, Lisbon
Managing Travel & Meetings in a New Era

INICIO means "the beginning..." in Portuguese. Its use as a conference name is a symbol of the re-birth of business travel and meetings as we emerge into a new global era with revised rules and challenges we must face. But it is also a reminder to delegates that we must think differently, as if seeing things for the first time, from the beginning....

The conference name also represents the beginning of a new network in Europe for the business travel and meetings sector. NBTA Europe was launched in January 2010 by the largest business travel association in the world, NBTA, and the partnership of seven European business travel associations to form Europe's only buyer-led professional network for the industry.

This inaugural network conference, presented in partnership with EuroBTN, promises to provide an insight into the major issues affecting our industry over the coming months and years and an opportunity to broaden and strengthen your European network. It is a must-attend event for every global business travel and meetings professional with European responsibility.

We look forward to seeing you in Lisbon, a great business location supported by the warmth of Portuguese hospitality.