



MONTREUX
MUSIC &
CONVENTION
CENTRE

Press release
Montreux, 2007-06-21

www.montreuxcongres.ch becomes www.2m2c.ch

2m2c.ch

**New address, new design,
new technology, new content**

The Montreux Music & Convention Centre (2m2c) has launched its new Internet site, part of his strategy aiming the re-conquest of the European events market and to support its new brand image.

A simplified URL comes with a name change, which is easier to memorise, and a new monogrammed address.

The technology is appropriate for greater navigation speed, better referencing and continuous up-dating.

Innovative design based on our new graphic design, with bright colours, humane ergonomics and ease of navigation.

Rich content bringing exhaustive information to all kinds of users with many photos, downloads, links and videos.

An interactive site gives the chance to send an email at any time to the relevant people, and a satisfaction survey.

The 2m2c has 18,000 m² of adjustable and multi-functional sites, which enable it to welcome the whole range of professional and cultural events, up to 1800 people in conference or 3500 for a music concert. Thanks to its exceptional geographical location, at the heart of Europe and of the town, on the shores of Geneva Lake, facing the Alps, the 2m2c offers an ideally accessible and enjoyable location for the organisation of international events. The most famous is without any doubt the Montreux Jazz Festival which every year welcomes over 200,000 visitors over a 2 weeks period.

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