



## Quality Awareness program: “BRUSSELS QUALITY ACADEMY”

*“If you want to build a ship, don't drum up people together to collect wood and don't assign them tasks and work, but rather teach them to long for the endless immensity of the sea”  
Antoine de Saint-Exupéry*

OBJECTIVE	Create awareness among Brussels tourism professionals about Brussels treasures and particularities. Make them curious about Brussels offers, make them eager to discover more and become real and enthusiastic Brussels ambassadors.
FOR WHOM?	All people dealing with tourists and guests in hotels, B&Bs, Hostels, Tourist Offices, Museums, Restaurants, Shops, Services – guides, greeters, touristic advisors, public transport, taxi drivers...
WHEN	Thursday afternoon, from 2:30 PM till 5:30 PM. Always check the latest version of the calendar on <a href="http://visit.brussels/qualityacademy">visit.brussels/qualityacademy</a> . Some sessions might take place on other days.
WHERE	We generally meet at the bip (2-4 rue Royale). There are sometimes exceptions - check your invitation - in case of a change, you will receive an e-mail mentioning the meeting point.
THEMES	The themes are chosen based on tourism professionals' needs and wishes
LANGUAGE	Most sessions are specifically unilingual, but all are very informal and, most of the time, everyone speaks his/her own language.
REGISTRATION	Registrations must be made online (link is mentioned on the invitation) Please take note of the dates because <u>no confirmation will be sent to you</u> , once the form has been filled in. A reminder will be sent ca one week before the session. The number of participants is generally limited, in order to maintain conviviality and increase exchanges. Please check the status of the session you wish to attend: <ul style="list-style-type: none"> <li>✓ Session “open”: please note the date in your agenda: no confirmation will be sent to you until ca one week before the session</li> <li>✓ “Waiting list”: you can register, but you will only be advised a few days before the session if you can attend – depending on the cancellations we receive</li> <li>✓ “Closed”: there is no use for you to register: this means the session is already overbooked.</li> </ul>
CONDITIONS	<ul style="list-style-type: none"> <li>✓ Registration is free.</li> <li>✓ However, in exchange, the partners commit themselves to promote the Brussels Quality Destination initiative:           <ul style="list-style-type: none"> <li>• The online survey <a href="http://visit.brussels/qualitydestination">visit.brussels/qualitydestination</a>. Feedback from our visitors is extremely important to improve the quality of our destination. Don't hesitate to fill in the questionnaire yourself too. You can follow the results every month on <a href="http://visit.brussels/satisfaction">visit.brussels/satisfaction</a>.</li> <li>• The Quality Academy initiative: <a href="http://visit.brussels/qualityacademy">visit.brussels/qualityacademy</a></li> </ul> </li> <li>✓ By “promote”, we mean, for instance:           <ul style="list-style-type: none"> <li>• making the flyers “We listen to you” visible on your welcome desk</li> <li>• putting a link to the online survey on your company's/institution's website.</li> <li>• making sure your colleagues are aware of the quality initiative (survey and quality academy)</li> <li>• talking about the survey to your clients, contacts, colleagues, your family, your friends...</li> </ul> </li> </ul>
CANCELLATIONS/ No-Shows	Cancellations will be accepted until Monday before the session. In tourism, we are particularly confronted to last minute changes. However, taking into account the space is limited, late cancellations/no-shows prevent us from offering other people to attend. And our costs remain the same. This is why we will charge you/your company a fee of 30 + VAT.
“TIPS”	Most sessions include a walk in the city. Please remember the Brussels paving stones require you to bear comfortable shoes. And, ladies, please avoid heels! Your MOBIB card (or similar) will be useful during many sessions.