

# Plan d'actions commerciales 2021

## Salesactieplan 2021

dates	action	with or without partners	type	sector	format	country	city	rate (excl. vat)	contact person	target	status
<b>SEPTEMBRE</b>											
13/09	BTMF - Business Traveller & Mice Fair (action 2020)	without partners	workshop	mice		the Netherlands	Schiphol		Anousjka Schmidt a.schmidt@visit.brussels		
14/09	Summer Ambassador's Night	without partners	networking evening	mice/ associations/ ambassadors		Belgium	Brussels		Anne Reynens a.reynens@visit.brussels		
22-25/09	Brussels Days	with partners	event	mice/leisure	speed dating, networking event	France	Paris	750,00€	Stéphanie Marot s.marot@visit.brussels	200 participants, event organisers in Europe	max. 20 partners
26-29/09	M&I Europe Autumn	with partners	workshop	mice	speed dating events with pre-scheduled meetings, networking and fun activities	Croatia	Sibernik	1.375,00€	Jessica Lukyamuzi j.lukyamuzi@visit.brussels	200 participants, event organisers in Europe	full
30/09	Mice Event @ the KMSKA	with partners	workshop	mice	networking event	Belgium	Antwerp	375,00€	Jessica Lukyamuzi j.lukyamuzi@visit.brussels	50 corporate meetings & incentive planners from Belgium	max. 5 partners
tbc	Autumn Event Association	without partners	networking	mice/ associations		Belgium	Brussels		Anne Reynens a.reynens@visit.brussels		
<b>OCTOBRE</b>											
01-03/10	Mice Peak (action 2020)	without partners	workshop	mice		Spain	Valencia		Anousjka Schmidt a.schmidt@visit.brussels		
02-09/10	Mission économique USA (+ pré-mission DC 30/09-1/10)	without partners	event	tbc		USA	Atlanta/Boston/NY		Anousjka Schmidt a.schmidt@visit.brussels		
05-08/10	IFTM Top Résa	with partners	fair	leisure	pre-scheduled meetings with professional buyers	France	Paris	457,00€	Didier Crépin d.crepin@visit.brussels	35.000 travel professionals: travel agencies, TO's, MICE & business travel from France and Europe	max. 5 partners
05-07/10	M&I Healthcare	without partners	workshop	mice		Spain	Madrid		Jessica Lukyamuzi j.lukyamuzi@visit.brussels		
13-15/10	TTG Travel Experience	without partners	fair	leisure		Italy	Rimini		Manon Boetman m.boetman@visit.brussels		
26/10	Special event OTA virtual	with partners	virtual event	leisure	online speed dating events with pre-scheduled meetings	online	online	free	Anousjka Schmidt a.schmidt@visit.brussels	20 Belgian and International OTA's	max. 10 partners
tbc	sales calls + networking pour agences niches brésiliennes (Portugal)	without partners	event	leisure		Portugal	Lisbon		Anousjka Schmidt a.schmidt@visit.brussels		
<b>NOVEMBRE</b>											
01-03/11	WTM	with partners	fair	leisure	pre-scheduled meetings with hosted buyers	UK	London	971,00€	Julie Van Muyswinkel j.vanmuyswinkel@visit.brussels	17.000 hosted buyers & 50.000 visitors: OTA's, TO's, wholesalers, coach companies. Worldwide with focus on the UK, Commonwealth and USA	max. 8 partners
09-11/11	IMEX America	with partners	fair	mice	pre-scheduled meetings with hosted buyers	USA	Las Vegas	1.910,00€	Didier Crépin d.crepin@visit.brussels	3.300 hosted buyers & 1.100 visitors: corporate event organisers, international associations, PCO's, agencies, AMC's, planners	max. 10 partners
23,24,25,30/11,1,2/12	Brussels on the road "Secret Santa"	with partners	networking evening	mice/leisure	tour of major cities to share a pleasant networking moment	the Netherlands	6 cities	on demand	Anousjka Schmidt a.schmidt@visit.brussels	qualitative selection of 10 to 20 leisure & MICE professionals	full
23,24,25,30/11,1,2/12	Brussels on the road "Secret Santa"	with partners	networking evening	mice/leisure	tour of major cities to share a pleasant networking moment	France	6 cities	on demand	Anousjka Schmidt a.schmidt@visit.brussels	qualitative selection of 10 to 20 leisure & MICE professionals	full
23,24,25,30/11,1,2/12	Brussels on the road "Secret Santa"	with partners	networking evening	mice/leisure	tour of major cities to share a pleasant networking moment	Germany	6 cities	on demand	Anousjka Schmidt a.schmidt@visit.brussels	qualitative selection of 10 to 20 leisure & MICE professionals	full
23,24,25,30/11,1,2/12	Brussels on the road "Secret Santa"	with partners	networking evening	mice/leisure	tour of major cities to share a pleasant networking moment	Italy	6 cities	on demand	Anousjka Schmidt a.schmidt@visit.brussels	qualitative selection of 10 to 20 leisure & MICE professionals	full
23,24,25,30/11,1,2/12	Brussels on the road "Secret Santa"	with partners	networking evening	mice/leisure	tour of major cities to share a pleasant networking moment	Spain	6 cities	on demand	Anousjka Schmidt a.schmidt@visit.brussels	qualitative selection of 10 to 20 leisure & MICE professionals	full
23,24,25,30/11,1,2/12	Brussels on the road "Secret Santa"	with partners	networking evening	mice/leisure	tour of major cities to share a pleasant networking moment	UK	6 cities	on demand	Anousjka Schmidt a.schmidt@visit.brussels	qualitative selection of 10 to 20 leisure & MICE professionals	full
30/11-02/12	IBTM World	with partners	fair	mice	pre-scheduled meetings with hosted buyers	Spain	Barcelona	1.225,00€	Didier Crépin d.crepin@visit.brussels	6.000 hosted buyers & visitors, mainly from Europe: corporate events organisers, international associations, agencies	max. 10 partners
<b>DECEMBRE</b>											
01-05/12	Visite d'état Italie	tbc	event	leisure		Italy	Milan/Rome		Stéphanie Marot s.marot@visit.brussels		
03/12	Inspiration Benelux	with partners	workshop	mice	inspiring presentations, networking moments, networking lunch	Belgium	Mechelen	375,00€	Jessica Lukyamuzi j.lukyamuzi@visit.brussels	60 corporate meetings & incentive planners from the Benelux	max. 15 partners
13/12	BBT Online Winter	with partners	workshop	mice	workshop & face-to-face meetings, without pre-scheduled appointments	Belgium	Antwerp (tbc)	375,00€	Jessica Lukyamuzi j.lukyamuzi@visit.brussels	50 Belgian agencies & corporate meeting planners	max. 10 partners
16/12	Atelier Winter de l'Agence Partance	with partners	workshop	mice	workshop & networking	France	Paris	1.100,00€	Anousjka Schmidt a.schmidt@visit.brussels	40 clients	max. 3 partners
tbc	B2B event pour PCO/assos internationales FR	with partners	event	mice	workshop & face-to-face meetings	Belgium	Brussels	on demand	Anousjka Schmidt a.schmidt@visit.brussels	tbc	