Brussels: city activities for associations in 2020
Representation

• 6 EU institutions – 14 EU organisations
• 42 International Organisations
• 300 regional and local representations
• 5400 diplomats - 979 foreign journalists

Rankings

• 1st city in number of diplomats
• 1st city in international association HQ
• 1st city in international meetings
• 2nd city in Europe in number of languages spoken
• 3rd city in Europe in terms of economic potential
Brussels: world’s capital of association headquarters

- Brussels > 2300

International associations headquarters

- USA
- Belgium
- UK
Associations

**KEY FUNCTIONS**
- Representation
- Advocacy
- Research
- Campaigns
- Alliance

**KEY OPERATIONAL POSITIONS**
- Executive
- Policy
- Membership and services
- Events and communications
- Legal, administrative, finance, HR

**KEY ACTIVITIES**
- Administration
- Staff management
- Services to members
- Events and meetings
- Communications
Brussels: ressources for associations

International
- Union of International Associations (UIA)

European
- European Society of Association Executives (ESAE)

National
- Federation of International and European Associations (FAIB)

Regional
- visit.brussels Association Bureau

Business services
- Private sector
visit.brussels Convention and Association Bureau

ASSOCIATIONS

Recognition for the promotion of Brussels

Conferences and meetings organisation

Setup, information and activities

Ambassadors

Convention

Association
The Association Bureau is a specific point of contact that provides valuable support for international associations acting to

- Deliver initial information on starting, developing and moving an association;
- Run the European Association Summit (EAS) and develop peer-to-peer events for associations;
- Guide to resources that will enable associations develop and reach their professional objectives;
- Display association related activities through own communications channels.

Mission statement

Provide international associations with the **infrastructure and tools** they need to grow and succeed in Brussels and gather associations related Brussels stakeholders.
Association Bureau: activities held in 2019

**Evolution**
- Newsletter
- Social media

**Communications**

**Promotion abroad**
- UK
- London event
- USA

**Foreign markets**
- PCMA Convening Leaders
- ASAE Annual meeting

**Knowledge partners**
- GAHP – ICCA – PCMA
- FAIB – UIA – ESAE
- ULB Solvay
- AssociationWorld
- MPI

**EAS 2019**
- High satisfaction rate
- Event consolidation
- Requests for new partnerships 2020

**Events**

**Focus shift**
- Winner: Bid HQ “E-sports Europe”
- Concept review Association Co-Space

**Brussels activities**
- experience.brussels game
- Summer Event
  - « Around the Clock, Around the city »
- Winter Event
  - « Meet us in the EU Quarter »
- EMIAM Alumni launch event

**Brussels day 2019 – 6 / 12 / 2019 – Jan Lichota – Association Bureau**
Activities 2020
Activities all year round

• Cooperation and cross-promotion of workshops and activities organised with and by organisational partners (e.g. FAIB, ESAE, AssociationWorld, MPI, UIA) or wider association community

• 1 hour sessions organised together with association representatives based on the personal or the organisation experience

• Executive Master in International Association Management organised by Solvay School of Economics and Management
European Association Summit

• Annual international education event for associations
• 8th edition in 2020: 10-11 March 2020
• www.easummit.brussels

• Workshops on association main working activities
• Communications, governance, management ...
• Content brought by associations and knowledge partners
Brussels Capital Region
Summer – Winter Events

**SUMMER**

**Concept**
Yearly event held first week of July

**Format**
Experimental
Various venues or activities

**Theme**
Changed every year
Education with gamification
Networking and learning

**WINTER**

**Concept**
Yearly event held end November / early December

**Format**
One or two venues very close
Late afternoon activity

**Theme**
Cultural focus
Networking
Next year activities presentation
# Around Brussels, Around the clock

<table>
<thead>
<tr>
<th>Concept</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>½ day</td>
<td>Education sessions</td>
</tr>
<tr>
<td>4 – 5 venues</td>
<td>City district visit</td>
</tr>
<tr>
<td>Activities setup with partners</td>
<td>Venue discovery</td>
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<tr>
<td>Different hours</td>
<td>Up to 50 people</td>
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<tr>
<td>Chosen city quarter</td>
<td>Networking</td>
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</tbody>
</table>
visit.brussels day
6/12/2019

THANK YOU
Contact details

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