





Tourists' experiences in Brussels concern us all.

The aim of the Brussels Quality Academy is to enhance tourists' experiences and improve business and hospitality services, by inspiring front-line hospitality employees and volunteers to work together to turn every visitor encounter into a positive and memorable experience.

The programme provides you with regional knowledge and ensures you have the know-how to provide memorable service experiences.

Brussels Quality Academy up to now

- **Quality Academy**

- ✓ For everyone in the tourism sector
- ✓ Free of charge
- ✓ Monthly calendar of activities
- ✓ Focus on Cultural offer: new exhibitions, guided tours, museums
- ✓ ½ day Format

- **Brussels Experts**

- ✓ Hotel sector
- ✓ Free of charge
- ✓ Engagement for 1-year program → 10 activities
- ✓ Group of 15 participants
- ✓ ½ day format → 1 theme/afternoon
- ✓ Brussels Experts Graduation

Let's shape
together
the quality
of
tomorrow

- **Quality Academy**
= where the co-creation starts

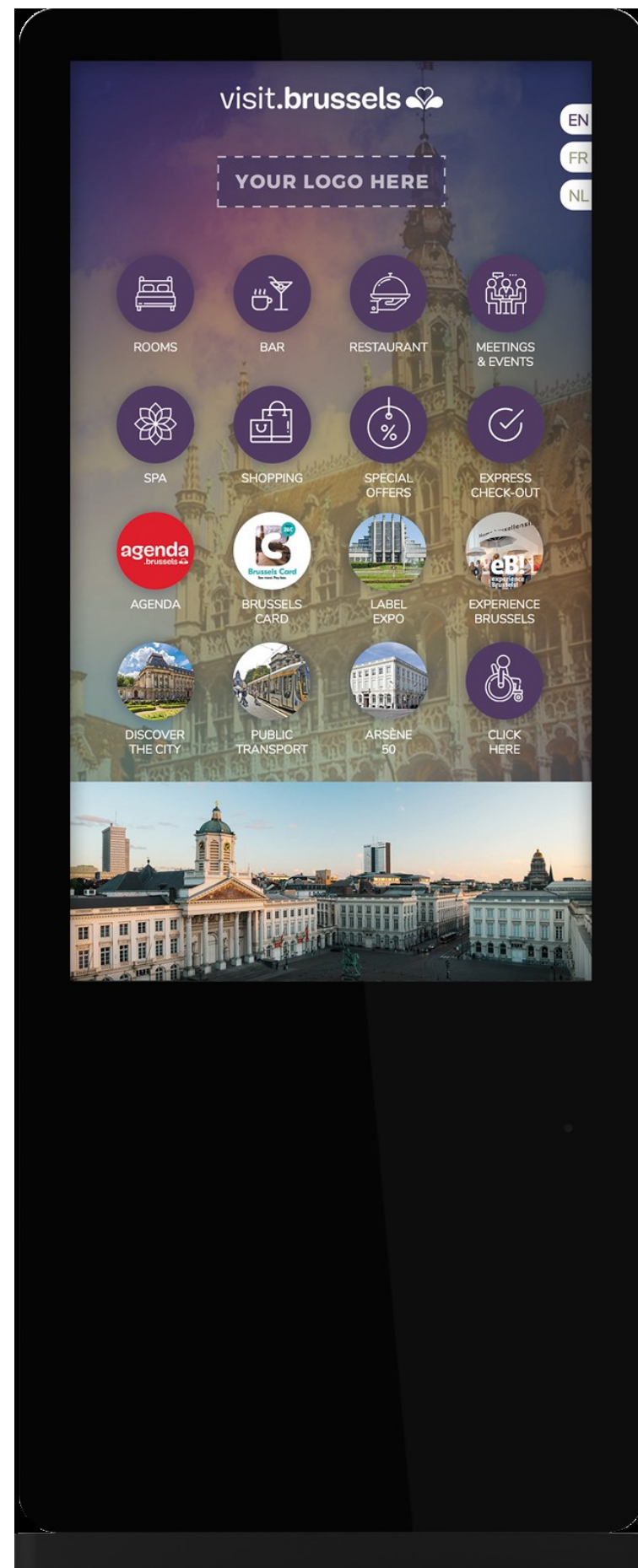
- ✓ Cultural offers
- ✓ Kick off sessions
- ✓ Inspiration
- ✓ Educational sessions & Trainings
- ✓ Brainstormings
- ✓ Networking

→ In coherence with sales, press activities and VB's strategy

- **Brussels Experts**

- ✓ Engagement for 4 months program
- ✓ 2 x Groups of 15 participants
- ✓ Full day format
- ✓ Brussels Districts' highlights
- ✓ Brussels Experts Graduation
- ✓ Continuing education

→ In coherence with the Brussels' district strategy



Let's shape together the quality of tomorrow:

- **Development of new tools, new products**
- **Increase the knowledge and interactions in the MICE Sector**
- **Tailor made programs**
 - ✓ Welcome days
 - ✓ Team buildings