visit.brussels days

Events calendar 2021
Day - 4

visit.brussels informs you

• 10:05
  Events calendar

• 10:20
  The Visit.brussels’ projects and development

• 10:35 Q&A

visit.brussels inspires you

• 10:50
  Vanessa de Marneffe
  Resilience and sustainability

• 11:10
  Chouna Lomponda
  Communication Strategy and Model Roles for an Inclusive Brussels
B2B Events Calendar

Which events are planned and when?
Who are my contacts?

Pascale Capitaine
B2B Events: what do we do?

Fairs, workshops, popup.brussels, networking dinners, fam trips...

Personalised catering approach integrated into each action

B2B Events orchestrate the meetings with our professional clients.

Brussels Days, EAS, State visits, economic missions, Career Day, visit.brussels day, Ambassadors ...

Live, Hybrid or Virtual
Cheat sheet

B2B Events
our Specialists

Anousjka Schmidt - Events Foreign Markets
Your contact for:
• Workshops & networking events with our foreign delegates
• popup.brussels
• Brussels on the road...the secret Santa edition

Anne Reynens - Events Ambassadors & Associations
Your contact for:
• Ambassador's Night & 'ambassadors events'
• EAS and associations events
• Career Day

Stéphanie Marot - Events Diplomatic Affairs
Your contact for:
• Brussels Days
• State visits
• Economic missions
Cheat sheet

Manon Boetman
Your contact for events & fairs in Belgium & abroad:
• visit.brussels Days - visit.brussels Awards
• Mapic
• Label Expo
• Busworld

Didier Crépin
Your contact for fairs in Belgium & abroad:
• Fitur – ITB - IBTM
• Imex America
• IFTM Top Resa

Jessica Lukyamuzi
Your contact for workshops & fairs in Belgium & abroad:
• The Meetings Space workshops
• M&I Europe forums
• SMU - Cvent Connect USA
• Break the Ice - BBT Online
• ATM Dubai
Cheat sheet

B2B Events our « Conductors » for 2021

Julie Van Muysewinkel
Your contact for fairs in Belgium & abroad:
- Imex Francfort
- Mipim
- RDA Group Travel Expo
- WTM
- Realty

Benoit Clicheroux & Coline Van Deursen
Your contacts for:
- fam.brussels
- MIS - Meeting & Incentive Summit
# B2B Events in 2021?

## JANUARY
- **Atelier Partance**
  - Date: 26/01
  - Type: Workshop
  - Location: Paris
  - Category: Mice

## FEBRUARY
- **Roadshow Partance**
  - Date: 02-04/02
  - Type: Roadshow
  - Location: Bordeaux/ Nantes/Lyon
  - Category: Mice
- **MIS (Meeting & Incentive Summit)**
  - Date: 13/02
  - Type: Workshop
  - Location: Madrid
  - Category: Mice
- **Inspiration Benelux**
  - Date: 19/02
  - Type: Workshop
  - Location: Brussels
  - Category: Mice
- **Destination Circle goes Virtual**
  - Date: 23 or 25/02
  - Type: Workshop
  - Location: Online
  - Category: Mice

## MARCH
- **BTMF (Business Traveller & Mice Fair)**
  - Date: 01/03
  - Type: Workshop
  - Location: Schiphol
  - Category: Mice
- **BTL (Bolsa Turismo Lisboa)**
  - Date: 03-05/03
  - Type: Fair
  - Location: Lisbon
  - Category: Leisure
- **EAS (European Association Summit)**
  - Date: 09-11/03
  - Type: Hybrid Congress
  - Location: Brussels
  - Category: Mice & Assos.
- **ITB Berlin (virtual edition)**
  - Date: 10-14/03
  - Type: Fair
  - Location: Online
  - Category: Leisure
- **The Meetings Space Spring**
  - Date: 11-13/03
  - Type: Workshop
  - Location: Vienna (tbc)
  - Category: Mice
- **Atelier Partance Spring**
  - Date: 25/03
  - Type: Workshop
  - Location: Paris
  - Category: Mice
- **BBT Online Spring**
  - Date: 29/03
  - Type: Workshop
  - Location: Brussels (tbc)
  - Category: Mice
- **Virtual workshop India**
  - Date: 30-31/03
  - Type: Workshop
  - Location: Online
  - Category: Leisure
## Which B2B Events in 2021?

### APRIL
- **Vakantiesalon Utrecht/Vakdag** 08-11/04 Workshop & reception  
  Utrecht Leisure
- **RDA Messe** 20-21/04 Fair  
  Köln Leisure
- **State Visit Lituanica** 27-30/04 Event  
  tbc tbc
- **popup.brussels** tbc Networking event/sales calls  
  Moscow Leisure

### MAY
- **ATM Dubai** 16-19/05 Fair  
  Dubai Leisure
- **FITUR Madrid** 19-23/05 Fair  
  Madrid Leisure
- **IMEX Frankfurt** 25-27/05 Fair  
  Frankfurt Mice

### JUNE
- **Economic Mission Senegal** 06-09/06 Event  
  tbc tbc
- **M&I Europe Forum Summer** 27-30/06 Workshop  
  Sevilla Mice
- **popup.brussels Italy** mid-June Networking event  
  Milan Leisure
- **BBT Online Spring** tbc Workshop  
  tbc Mice
- **Brussels Days** tbc Event  
  Paris tbc
- **popup.brussels @ Embassy** tbc Networking event/sales calls  
  Moscow Leisure

### JULY
- **The Meeting Space Summer** 01-03/07 Workshop  
  tbc Mice
- **popup.brussels USA** tbc Networking event/sales calls  
  New York Leisure
# Which B2B Events in 2021?

## AUGUST
- **C-Vent Connect**: 1-4/08 Conference/workshop, Las Vegas, Mice
- **Break the Ice Forum**: 19-21/08 Workshop, tbc, Mice
- **SMU International**: 26-28/08 Conference/workshop, New York City, Mice

## SEPTEMBER
- **Atelier Partance Autumn**: 23/09 Workshop, Paris, Mice
- **The Meetings Space Autumn**: 23-25/09 Workshop, tbc, Mice
- **popup.brussels India**: tbc Networking/Sales Calls, Mumbai/Delhi, Leisure
- **Economic Mission UK**: tbc Event, tbc, tbc

## OCTOBER
- **Mice Peak**: 1-3/10 Workshop, Valencia, Mice
- **Economic Mission USA**: 3-10/10 Event, tbc, tbc
- **BBT Online Winter**: 4/10 Workshop, Antwerp (tbc), Mice
- **IFTM Top Résa**: 5-8/10 Fair, Paris, Leisure

## NOVEMBER
- **WTM London**: 1-3/11 Fair, London, Leisure
- **IMEX America**: 9-11/11 Fair, Las Vegas, Mice
- **M&I Americas**: 17-20/11 Workshop, Punta Cana, Mice
- **IBTM World**: 30/11-2/12 Fair, Barcelona, Mice
- **The gathering Moscow**: tbc Networking evening, Moscow, Leisure
- **popup.brussels Brazil**: tbc Networking event/sales calls, Sao Paulo/Rio, Leisure

## DECEMBER
- **M&I Europe Forum Winter**: 5-9/12 Workshop, Abu Dhabi, Mice
- **Brussels on the road**: 23/11-2/12 Networking event, 6 cities/6 country (F, NL, D, UK, I, E), Leisure/Mice
## Which B2B Events in 2021?

### PLANNED BUT MONTH/DATE TO BE CONFIRMED

<table>
<thead>
<tr>
<th>Event</th>
<th>Month/Date (tbc)</th>
<th>Type</th>
<th>Location</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special event OTA</td>
<td>tbc</td>
<td>Workshop</td>
<td>Brussels</td>
<td>Leisure</td>
</tr>
<tr>
<td>Special event “night trains”</td>
<td>tbc</td>
<td>Workshop</td>
<td>Brussels</td>
<td>Leisure</td>
</tr>
<tr>
<td>Special event DMC</td>
<td>tbc</td>
<td>Workshop</td>
<td>Brussels</td>
<td>Leisure</td>
</tr>
<tr>
<td>popup.brussels</td>
<td>tbc</td>
<td>Networking event</td>
<td>Amsterdam/Milan/ Barcelona/Beijing</td>
<td>Leisure</td>
</tr>
<tr>
<td>popup.brussels</td>
<td>tbc</td>
<td>Networking event</td>
<td>Paris/London/ Berlin/New York</td>
<td>Mice</td>
</tr>
<tr>
<td>Inspiration Benelux</td>
<td>tbc</td>
<td>Workshop</td>
<td>tbc</td>
<td>Mice</td>
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<tr>
<td>Ediman / e-workshop</td>
<td>tbc</td>
<td>Workshop</td>
<td>Online</td>
<td>Mice</td>
</tr>
<tr>
<td>VPR VIP-Treff</td>
<td>tbc</td>
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<td>Germany</td>
<td>Leisure</td>
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<tr>
<td>Rail Away</td>
<td>tbc</td>
<td>Workshop</td>
<td>tbc</td>
<td>Mice</td>
</tr>
</tbody>
</table>
Planning sales actions 2021...what to expect?

- 71 actions
  - 31 Leisure
  - 37 Mice
  - 3 TBC

- 23 w/partners
  - 4 without partners
  - 22 on demand

- 41 Cities
  - 7 EU-countries
  - 5 worldwide

- 80% Dates confirmed
  - up-to-date
For all specific demands & questions

events@visit.brussels

Monthly updated detailed sales action plan on

visit.brussels/actions2021
visit.brussels/acties2021
visit.brussels days

Q&A

Informations : eventsB2B@visit.brussels
B2C Events Calendar

Which events are planned and when?
Who are my contacts?

Vincent Tutino
B2C Events: what do we do?

Involvement in three public trade fairs

Optimisation of the attendance spread over the whole region and the seasons.

B2C Events showcase Brussels' DNA for as many people as possible

Five touristic events to be produced and reinforced

Highlighting regional competences
Cheat sheet

B2C Events

Audrey Antoine
Your contact for **Fête de l’Iris / Iris Feest**

Jessica El Mann
Your contact for **eat! BRUSSELS, drink! BORDEAUX**

Manon Aknin
Your contact for **Fête de la BD / Stripfeest**

Nathalie Tilmant
Your contact for **Bright Brussels Festival of Light**
Cheat sheet

B2C Events

Aude Lémans
Your contact for **Printemps Numérique / Digitale Lente**

Céline Baily
Your contact for **I Love Science Festival**

Dimitri Caes
Your contact for **Belgian Pride**
• Transformation of the Comic Strip Festival into a giant immersive exhibition of 10 comic book heroes' universes + a comic book space
• 10 days instead of 3 traditionally
• Free of charge but by prior reservation
• 300 people at the same time
• Book signing in the city at the comic bookstores
• Delivery of the Atomium prizes directly to the winners and on social media
• 10k visitors as many as the first edition 10 years ago

Experience BD

CASE STORY
Memorial Van Damme

CASE STORY

- «Re invention», a creative edition
- Without public
- Stars looking for challenges in Brussels
- Mo FARRAH / 21, 330 km, Sifan HASSAN – 18,930 km, Bachir ADBDI (BEL) – 21,322 km
- A year of records despite...
B2C Events in 2021?

**SPRING**
- Printemps Numérique / Digitale Lente (Virtual)
- Fête de l’Iris / Iris Feest (new formula)
- Belgian Pride (Hybrid)

**SUMMER**
- Bright Brussels Festival of Light
- Fête de la BD / Stripfeest
- eat! BRUSSELS, drink! BORDEAUX (2 options)

**FALL**
- I Love Science Festival
- Printemps numérique/Digitale lente (IRL)
visit.brussels days

Q&A

Informations : events@visit.brussels
visit.brussels projects

What if we gave ourselves some perspective?

Qui parle?
Tailor made relaunch campaign 2021

• In addition to the 2021 action plan, visit.brussels will present an agile recovery plan

• **Given the experience of 2020 and the very volatile situation**, visit.brussels will set up an à la carte recovery plan

• Upon request, VB will **activate missions** of this recovery plan **in the shortest possible time** in order to **maximize** their impact.

• **Chapters of this recovery plan**: Event – Communication - Support for the sector
Digital Ecosystem (and specific tools for partners)

- visit.brussels is in the process of finalizing the negotiation of the public tender for its **new digital ecosystem**.
- Work with the bidder will begin in **early 2021**, with phase 1 involving the definition of the **user experience (UX)**.
- It will be based on **interviews/consultations with the sector** to identify the needs and customer journeys to be developed.
Bids for events 2021-2030

- Urban Sports (FISE Brussels 2021-2023)
- Stage /Etape Tour de France 2023 / 2024
- Field hockey World Cup 2026
- Hub for Paris 2024 Olympic Games
- FIFA Women's World Cup 2027
- Brussels European Capital Of Culture 2030
Bids for conventions, congresses

• Bidding process:
  • 20 congresses between 2021 & 2028
    • Immunology, Nutrition, Surgery

• Won:
  • 23 congresses between 2021 & 2027
    • Oncology, Pharmacology, ...
Next...

• The speed datings of the Industry Animation service in January
  - Save the date: from January 25 to 29

• Co-creation workshops for the 2022 action plan
  - In February
visit.brussels days

Thank you!