visit.brussels days
Welcome!
<table>
<thead>
<tr>
<th>Time</th>
<th>Monday 07/12</th>
<th>Tuesday 08/12</th>
<th>Break day</th>
<th>Thursday 10/12</th>
<th>Friday 11/12</th>
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<tbody>
<tr>
<td>10:00</td>
<td>visit.brussels informs you</td>
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<td>Welcome word</td>
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<td>10:05</td>
<td>At visit.brussels, who are my</td>
<td>I am a MICE partner: what can</td>
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<td>How can I promote my activities and be part of the</td>
<td>Events calendar 2021</td>
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<td>contacts according to my needs</td>
<td>visit.brussels do for me?</td>
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<td>communication campaigns?</td>
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<td>and requests?</td>
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<td>10:20</td>
<td>Presentation of the new visit</td>
<td>I am a Leisure and cultural</td>
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<td>What resources and information are available to me, how</td>
<td>visit.brussels projects and development</td>
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<td>brussels organisation chart;</td>
<td>partner: What can visit.brussels</td>
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<td>can I access them?</td>
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<td>what is in it for me as a partner?</td>
<td>do for me?</td>
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<td>10:35</td>
<td>Q&amp;A</td>
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<td>Denis Genevois: Anticipating and</td>
<td>Jérôme Ramacker: Re-communicuer</td>
<td></td>
<td>Katy Van Looy: Everything you ever wanted to know about</td>
<td>Vanessa de Marneffe: Durabilité et résilience</td>
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<td>mastering the customer journey on</td>
<td>Alessandro Cortese: Les congrès</td>
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<td>influencer marketing</td>
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<td>Visit.brussels inspires you</td>
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<td>Chouna Lomponda: Stratégie de communication et Rôles</td>
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<td>Vanessa de Marneffe: Durabilité</td>
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visit.brussels days

Presentation of the new visit.brussels
The new visit.brussels

Why? How?
What are our missions and values?
How is our new organisation structured?
Why transform visit.brussels?

• To focus on the customer/client
• To adapt to a changing environment
• To focus on digital content
• To develop sustainable tourism
Transformation process

• Two years of reflection
• A transversal and collaborative approach
• Process harmonisation
• 4 interconnected poles
Our mission

visit.brussels’ DNA, our job!

• We energise the city where the world’s heart beats

• We create experiences for visitors and citizens

• We make you love Brussels!
Our values

• A passion for Brussels

• Sustainability

• Client-Centricity

• Diversity
Our new structure

- Strategy & International
  - International Development
  - Industry Animation
  - Marketing Strategy
  - PMO & Partnerships
  - HR & Facilities

- Client Experience
  - Visitor Services
  - B2B Events
  - B2C Events
  - GM Support

- Media
  - Studio
  - Editorial
  - Communication

- Finance & Operating
  - Income Services
  - Internal Services
  - Accountancy
Strategy & International

Elisabeth Van Ingelgem - Director
Client experience

Micha Kapetanovic - Director
Finance & Operating

Majid Riahi - Director
Discover our team
Who are my contacts according to my needs and requests?
At visit.brussels

Who are my contacts according to my needs and requests?
What about promotion?

• How can I make myself known on the local and national market?
• How can I make myself known on the international market?
• How can I participate in a fair?
• Can you assist me with the welcoming of a FAM trip?

Join us on Tuesday 8 December
What about MICE business?

- I have a congress request; how can I advise it?
- I have been contacted by an association that wants to settle in Brussels, how can I help them?
- How visit.brussels can help me attract/convert congress requests?

Join us on Tuesday 8 December
What about sustainability?

- Can visit.brussels facilitate mobility partnerships (soft mobility, stib, etc...)?
- Can visit.brussels help me to make my offer/activity more sustainable?
- What about green labels?

Join us on Tuesday 8 December
What about support and services?

• What types of campaigns do you advise me to participate in?
• I am new to the market; how can you help me?
• Can you help me financially?
• Can visit.brussels help me with technical/operational/logistical services?

Join us on Tuesday 8 December
What about communication?

- How can I promote my offer/activity through your social networks and your website?
- I’m new on the market, how can I make myself known?
- I have a new brochure; how can I make it available to tourists?

Join us on Thursday 10 December
What about public relations?

- I am a communications officer; how can I get in touch with other communications officers?
- Can you assist me with the welcoming of journalists and influencers?
- Can you relay my press kit?
- Can you help me to identify good influencers?

Join us on Thursday 10 December
What about guest experience?

- I want to provide my clients with documentation/brochure on the destination, how do I do this?
- How can my front-line team become an ambassador of the destination?

Join us on Thursday 10 December
What about strategy and market analyses?

- How do I achieve decentralisation, how do I attract people to my commune?
- I would like destination statistics/market analysis.
- How can visit.brussels help me attract/convert congress requests?

Join us on Thursday 10 December
What about co-creation?

• Can visit.brussels co-produce my event with extra offers and services (eg: guided tours, welcome desk, etc...)?

• Can visit.brussels help me to network with other partners?

• How can I make my voice heard in the strategy implemented by visit.brussels?

• How to build a real partnership with visit.brussels?

• How to become part of visit.brussels’ neighbourhood strategy.

Join us on Friday 12 December
Q&A