visit.brussels days

Day 2
Programme

visit.brussels informs you

• 10:05
  I’m a leisure and cultural partner

• 10:20
  I’m a MICE partner

• 10:35 Q&A

visit.brussels inspires you

• 10:50
  Jérôme Ramacker:
    Re-communiquer

• 11:10
  Alessandro Cortese:
    Congresses in the COVID-19 era: back to the future?
B2B leisure promotion

I am a leisure partner, who are my contacts according to my needs and requests?

- Anousjka Schmidt
Industry Animation, the answer to all your questions!

What?
- Brings together the various actors in the field
- Point of contact and communication between visit.brussels & its leisure partners
- Support innovation
- Development of collaborative projects

Mission?
- Bring stakeholders together around a common objective
- Training programme adapted to the needs of the sector
- Informing the sectors of visit.brussels’ campaigns
Cheat sheet

Industry Animation
Leisure & Culture

Marjorie Vandriessche
Culture (Contemporary art, exhibitions, design)

Gladys Touly
Culture (Performance arts)

Philippe Opdebeeck
Culture (Pop culture, street art, comic books, digital leisure)

Alison Dujardin
Culture (Agenda, cultural communication)

Isabelle Hennes & Emilie Thiry
Cinema

Frederick Boutry
Nightlife & LGTB

Tineke De Waele
Heritage & museums

Frédérique Neuville
Sport

Iris Tahiri
Guided tours, Greeters, attractions, DMC

Emmanuelle Lenne
Education

Charlotte Raymond & Patrick Struelens
Neighbourhoods & communes

Olivier Marette
Food & Drink, Venues

Céline Batteauw
Hotels, training, Quality Academy

Sophie Bouchard
Heritage
How can I make myself known on the market?

Local, national & international market

- B2B leisure sales campaigns
- virtual.brussels
- International Development - leisure team
- Website(s), newsletters, campaigns, social media
- Sales guide
- Industry Animation
B2B leisure sales actions
eventsb2b@visit.brussels

virtual.brussels
B2B events

International leisure Development team:
✓ Pieter Callebaut (Brazil, Russia, India, UAE)
✓ Dorian Numbi (China/Greater China, USA, backup-up Europe)
✓ Hans Kremer (Germany)
✓ Laetitia Leroy (France)
✓ Helene Visser (the Netherlands)
✓ Ursula Jone Gandini (Italy)
✓ Nuria Lopez (Spain)
✓ Amalia Brancart
✓ Helene Brasero

Website(s), newsletters, campaigns, social media
Industry Animation

Sales Guide
Helene Brasero
How can I participate in a B2B leisure sales campaign?

Leisure trade shows
- FITUR / ITB / ATM / WTM / RDA / IFTM

Leisure workshops
- Workshop DMC / OTA / “night trains”

What's new?
- popup.brussels
- Brussels on the road...the secret Santa edition
Cheat sheet

B2B events

B2B events
eventsb2b@visit.brussels

Anousjka Schmidt
Events Foreign Markets

Stéphanie Marot
Events Diplomatic Affairs

Julie Van Muysewinkel
RDA, WTM

Didier Crépin
Fitur, ITB, RDA, IFTM Top Résa

Jessica Lukyamuzi
ATM Dubai
What about fam trips?

3 types of fam trips
- Fam trips initiated by our partners
- Fam trips being part of a barter or other agreement
- Fam trips initiated & organised by visit.brussels

New approach
- fam.brussels
- Short – intense – targeted - all about experiences
- Markets: FR, DE, UK, NL, IT, ES + BRIC + USA
Cheat sheet

B2B Events

Coline Van Deursen
Benoît Clicheroux

✓ fam.brussels
2021 Leisure sales action plan... what to expect?
Of course we can help you!

If you are new to the market, contact us!
- Marketing strategy
- International Development
- Events B2B

If you are looking for technical, logistical or operational support, contact us!
- We have advanced expertise in many different fields
- We always have a solution, idea or suggestion ready
- Preparation sessions for new campaigns

Financial support
- Sales campaign 2021 = -50%
Cheat sheet for newcomers

Marketing Strategy via your Industry Animation contact

International Development
Pieter Callebaut, Dorian Numbi, Attachés, Consultants

Events B2B
Anousjka Schmidt
Thank you
I am a mice partner...

What can visit.brussels do for me?
Who can I contact?

- Virginie Lurkin
Industry Animation, the answer to all your questions!

**What?**
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**Mission?**
- Bring stakeholders together around a common objective
- Training programme adapted to the needs of the sector
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Cheat sheet

Industry Animation
MICE partners

Olivier Marette
Food & Drink & Venues

Céline Batteauw
Hotels, training, Quality Academy

Mathilde Dugauthier & Milena Zandona
PCO, DMC, Associations, Centres of excellence

Iris Tahiri
Guided tours, Greeters, attractions, DMC
How can I make myself known on the market?

Local, national & international market

- MICE sales campaigns
- virtual.brussels
- International MICE Development team
- Website(s), newsletters, campaigns, social media
- Let’s Meet
- Industry Animation

let’s meet in Brussels 2020
MICE sales actions
eventsb2b@visit.brussels

virtual.brussels
B2B events

International MICE Development team: meetings@visit.brussels
✓ Thierry van Eyl
✓ Edoardo Guglielmino
✓ Hans Kremer (Germany)
✓ Laetitia Leroy (France)
✓ Helene Visser (the Netherlands)
✓ Ursula Jone Gandini (Italy)
✓ Nuria Lopez (Spain)
✓ Margaux Huvelle
✓ Sandrine Plantoir
✓ Natacha Duchesne
✓ Filippo Ardito

Website(s), newsletters, campaigns, social media
Industry Animation

Let’s Meet
Annick Sas
2021 MICE sales action plan...what to expect?
Mice & International Associations
2021 Actions Overview

Europe & International
(multiple markets)

United States of America

Belgique (& Benelux)

Priority Countries in Europe
France | Germany | UK | The Netherlands | Spain | Italy

Exhibitions, fairs, workshops
(with partners)
- IMEX (Frankfurt)
- IBTM (Barcelona)
- Meetings Space, workshops (2/year)
- Mi Europe, forums (2/year)

Actions by visit.brussels
- fam.brussels, fam trip & networking
- virtual.brussels, interactive virtual event

Events without partners
- ICCA (ARP & AMP), GIAF, MICE Forum...

Exhibitions, fairs, workshops
(with partners)
- IMEX America
- Mi Americas
- SMU (Successful Meeting University)
- Event Connect USA

Actions by visit.brussels
- popup.brussels: networking event
- fam.brussels: fam trip & networking
- virtual.brussels: interactive virtual events

Events without partners
- ASAE Annual Meeting (Dallas)

Exhibitions, fairs, workshops
(with partners)
- BTMF (NL), MICE MeetUp (UK), Mi&IT (UK), Event Organisers Summit (UK), Meeting & Incentive Summit (ES), HorizON (ES)

Actions by visit.brussels
- Brussels on the road: roadtrip of main cities (MICE & Leisure)
- fam.brussels: fam trip & networking
- virtual.brussels: interactive virtual events for each country

Visit.brussels days
How can I participate in a MICE sales campaign?

MICE trade shows
- IMEX Frankfurt / IMEX America / IBTM World / SMU / Cvent Connect USA

MICE workshops
- Meetings Space / M&I Europe / M&I Americas / EAS Brussels / Break the Ice Benelux / Inspiration Brussels / BBT Online / Ateliers de l'Agence Partance

What's new?
- popup.brussels
- Brussels on the road

Famtrips
Cheat sheet

MICE sales actions
eventsb2b@visit.brussels

virtual.brussels
B2B events

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Famtrips
Coline Van Deursen
Benoît Clicheroux
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How can I participate in sales actions?

Contact

- MICE sales actions
- virtual.brussels
- Famtrips
- International MICE Development team
- Website(s), newsletters, campaigns, social media
- Let’s Meet
- Industry Animation

let’s meet in Brussels 2020
I want to get in contact with clients

Sales actions
- New prospects research
- Destination promotion with/without partners
- Fairs, shows, workshops, sales missions
- Generate qualified leads

Who & Where?
- Thierry van Eyl
- Edoardo Guglielmino
- Hans Kremer (Germany)
- Laetitia Leroy (France)
- Helene Visser (the Netherlands)
- Ursula Jone Gandini
I have a RFP and/or need information

Amalia & Filippo
- 1st point of contact for new RFP
- Providing key information
- Connecting with our meeting experts for bid requests
- Attendee welcome support
- meetings@visit.brussels
- associations@visit.brussels

Sandrine, Natacha & Margaux
- Point of contact for ongoing bids & RFP
- Personalised bidding process
- Destination expertise
- Loyalty generation
- Client satisfaction
- Connect you to key contacts
- Growth support programme
  → lead confirmation
Q&A
visit.brussels days

visit.brussels inspires you