visit.brussels days

Communication and PR
Communication

How can I promote my activities and be part of the communication campaigns of visit.brussels?

- Fiona Amoroso
1. Your activity in a visit.brussels communication campaign?

• Contact our Key Sector Advisors
2. Your events on agenda.brussels

Register your events on agenda.brussels!

visit.brussels' promotional campaigns
1. visit.brussels' website
2. visit.brussels' communication tools and brochures
3. Social media
4. Press
5. Tourism welcome desks

External promotion tools
agenda.brussels’ partners (open data):

- Article 27
- Brusselslife.be
- Bruzz
- Culture.be
- Igoto
- Neca.brussels
- Publiq
- Uit in Brussel
- demandezleprogramme.be

www.extranet.brussels
• agenda.brussels' editorial strategy
  > Transversal strategy = added-value for readers
  > Themed articles
  > Focuses
  > Interviews
  > Weekly or monthly articles
  > Newsletters with highlights of the week
  > Posts, videos and stories on social media
• Tips to share your content
  > Languages: FR/NL/EN
  > Content: web-oriented content & texts
  > Visual material:
    • HD visuals (JPG of PNG file) - no posters or text on visuals
    • Royalty-free and including photo credits
    • Preferably in landscape format
  > The sooner you register your event, the better your visibility will be.
2.1. visit.brussels’ websites

- www.visit.brussels
- www.agenda.brussels
- www.arsene50.brussels
- www.jazz.brussels
- www.schools.brussels
2.2. visit.brussels’ communication tools and brochures

• **Tools**
  - Box Office
  - Arsène 50
  - Screens

• **Newsletters**
  - Agenda
  - Arsène50
  - B2B Culture and City Life
  - be expat be brussels

• **Brochures**
  - Schools Brochure
  - Cultural Guide
2.3. Social media

• visit.brussels
  > Instagram
    • 62% women - 38% men
    • 43% is 25 > 34 years old
    • Belgium / Spain / Italy / France / USA
  > Facebook
    • 57% women - 42% men
    • 30% is 25 > 34 years old
    • Belgium / Spain / Italy / France / USA

• agenda.brussels
  > Instagram
    • 69% women - 31% men
    • 50% is 25 > 35 years old
    • 87% are from Belgium
    • 73% from Brussels
  > Facebook
    • 66% women - 32% men
    • 40% is 25 > 45 years old
    • Brussels / Antwerp / Liège
    • French / English / Dutch
2.4. Tourism Welcome Desks

• **2 locations**
  > Grand-Place
  > Place Royale (BIP)

• **Services provided**
  > Tourism and cultural information & inspiration
  > Brochures
  > Shop
  > Ticketing desk and Arsène 50

• **Multilingual team**

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*I have a new brochure, how can I make it available to tourists?*

> Contact your visit.brussels Key Sector Advisor
2.5. Press

• Press releases
  > 150/year according to visit.brussels' action plan
  > EN/FR/NL
  > Database: national & international
  > 3 types of PR:
    • Internal
    • External
    • Publication on the visit.brussels website
2.5. Press

- **Press trips**
  - ± 20 group press trips/year
  - ± 100 individual press trips/year
  - EUR and BRIC
  - 3 types of press trips:
    - visit.brussels' action plan
    - Upon request of a journalist
    - Upon request of tourism attachés and external agencies
• I am a cultural press/communications officer, how can I get in touch with other press/communications officers?
  > POC network (Press Officers for Culture)
  > Mission: share good practices.
  > Quarterly meetings
  > Your contact is Alison Dujardin - a.dujardin@visit.brussels

• Can visit.brussels relay my press kit?
  > visit.brussels mentions your event in a thematic press release
  > visit.brussels relays your press release (if pertinent/useful) "formatted" and simultaneously
  > Subject to availability in the mailing calendar.
  > Contact your visit.brussels Key Sector Advisor
• Can you assist me with the welcoming of journalists?
  > On invitation from visit.brussels or upon request
  > Help ranges from providing maps and Brussels cards, to arranging accommodation/transport
  > Subject to planning/timing and budget available
  > Contact your visit.brussels Key Sector Advisor

• Can you assist me with the welcoming of influencers?
  > On invitation from visit.brussels
  > The Communication team organises their visit in consultation with the Key Sector Advisors
  > Programme is built according to the profiles, desires and communities of influencers
  > In accordance with the cultural agenda of the moment
  > Upon request, visit.brussels can help identify good influencers for your own projects
  > Contact your visit.brussels Key Sector Advisor
Q&A
visit.brussels days

Thank you