

**VISIT.
BRUSSELS
ACTIVATION**





INTERNATIONAL COMMUNITY

EXPATS, INSTITUTIONS & ASSOCIATIONS

**visit**.brussels 

#1

OUR ACTIONS

FOR EXPATS & NEWCOMERS



TOTEMS IN EU DISTRICT

Amalia – international development

4 communication supports in the EU district called “totems”.

- Plux (new)
- Stam Europa (new)
- Jubilee park
- Place Jean Rey



NEWSLETTER EXPATS

Amalia & Patrick – International development & industry coordination

- Sent **every month** to over **6.500** persons
- **3 languages** EN – NL – FR
- Average **opening rate 28%**
- **Record of 51.51%** with the June newsletter in English.

→ It's one of the most popular from visit.brussels



EU TRAINEES PRESENTATIONS

Industry coordination - Patrick

**Presentation « Destination Brussels »
(20') and presentation of a Greeter Dena
Vahdani (20').**

**to the “trainees” from the CodR, the Eu
Parlement and the EU commission.**

To about 2500 trainees per year

2 periods (sept/oct & feb/march)

On site or online sessions



WELCOME EXPO US ARMY

International development - Amalia

Participation to the “Welcome Expo” for the U.S. Military and NATO personnel and their families (19th August).

- Meetings with the soldiers and the civilians and their relatives to introduce them to the services and support that are in Belgium.
 - We share with them tourist solutions we have in Brussels.
 - 100 contacts.
- Opportunity of more frequent presentation sessions to develop.



#2

**EUR PEAN
RO
QUARTER**

BRANDING



WHY?

Neighborhoods with an image concern: QE and Q. North > development of a brand

- Shared brand: co-construction approach since 2019
- Boosting the European district and changing the institutional and negative image
- In consultation/in tandem with a new urban planning dynamic, coordinated by perspective



WHAT AND HOW?

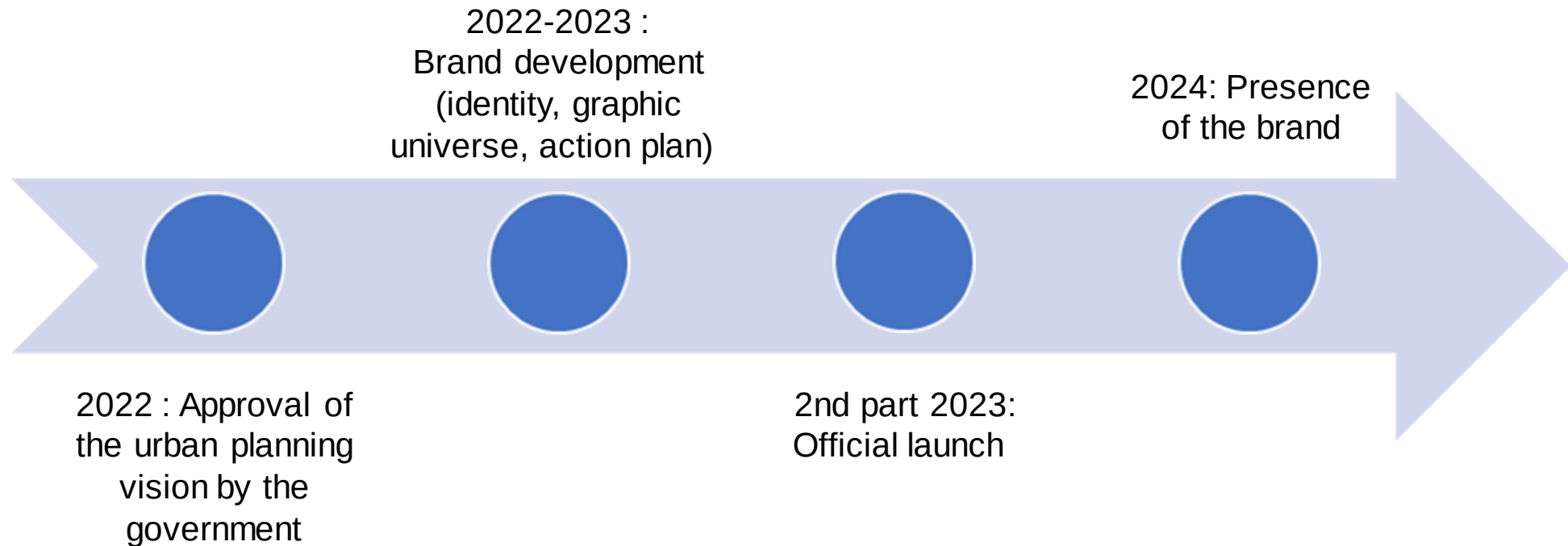
Development of a real brand platform

- brand values: openness, inclusion, ambition and innovation
- vision: to embody the diversity of Europe on a human level, not an institutional one
- name, graphics and storytelling: finalized in April 2023
- launch and development of the brand by integrating it into the framework of the Belgian EU Presidency 2024: resources and communication opportunities
- shared brand: communication partnerships with neighborhood stakeholders



TIME LINE

Milestones related to the development of the brand



#3

OUR ACTIONS

ABOUT FOREIGN LANGUAGES



BRUSSELS, BRUSSEL, BRUXELLES, BRUSELAS, BRÜSSEL,...?

Industry Coordination – Culture & Heritage - Marjorie & Sophie

How to encourage the sectors to communicate more in foreign languages, expand their offer and create new tools for the visitors?

183 nationalities

108 different languages

18.000 cultural events every year

Communication in FR, NL and/ or EN most of the time... (staff, budget, time)

What we propose:

- May 2023: An analysis of the existing offer
Mailing to the cultural partners of the EU quarter (but not only)
- October 2023: Conclusion and strategy for 2024

Our website exists in 6 languages

Our representatives abroad (France, Italy, Spain, Germany)



#4

WHAT IS NEW ?

**BELGIAN PRESIDENCY
& NEW MEETING POINT**



BELGIAN PRESIDENCY

Industry coordination - Coline

Jan – June 2024 : Great opportunity to promote Brussels

Brussels = International city – congress place

= Touristic city

= Cultural city

5 projects :

- Communication & City Marketing campaign
- Boost 'Europe Direct'
- Congress fund
- European Quarter Brand development
- Thematic programming on events : Bright & Pride



THE ASSOCIATION PLACE

Industry Coordination - Milena

Auderghem 63

A meeting place for International & European Associations in Brussels

A strategic location in the heart of the European Quarter

Strengthening the sense of community

Developing and extending our services to the community



THANK
YOU

A yellow decorative swirl or flourish that starts near the top right of the word 'THANK' and curves downwards and to the left, ending near the word 'YOU'.