



CONTENT STRATEGY IN THE SHORT- AND MEDIUM-TERM

27/03/2023

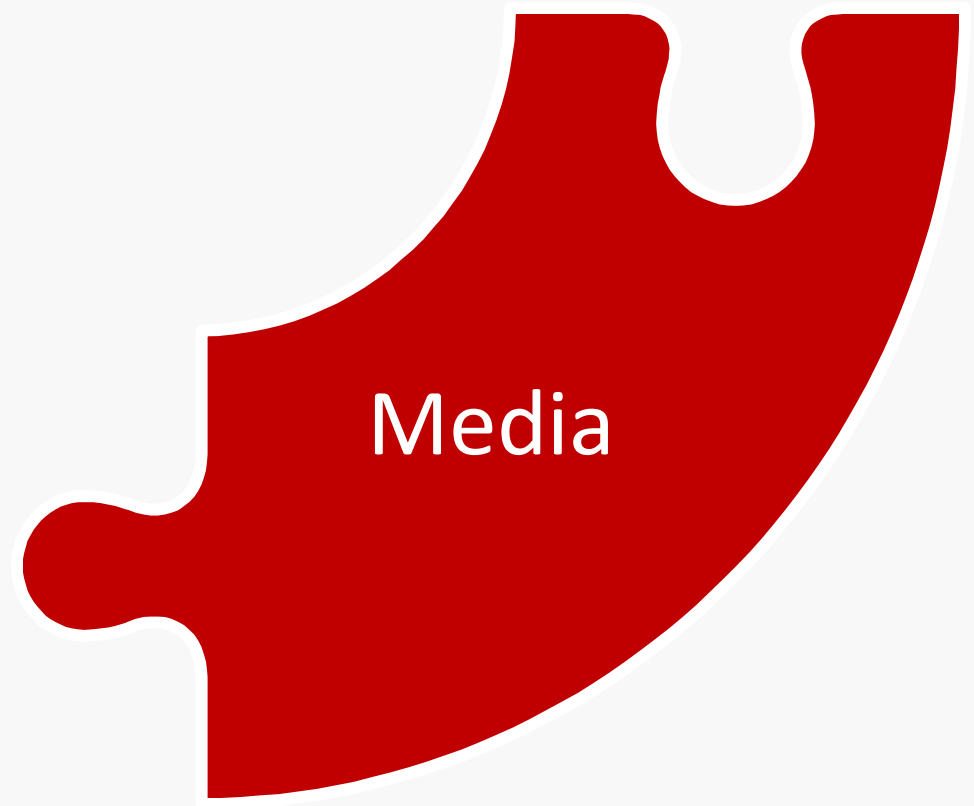


- **Client Experience:** visitor services, b2b events, b2c events
- **Strategy & International:** industry coordination, MICE/associations, film commission, international development, marketing strategy
- **Finance & Operating:** accountancy, income services, internal services
- **Media:** communication, editorial services, studio





- **Communication:** paid communication campaigns, influencer marketing, digital marketing & statistics, briefings for Studio and Editorial Services
- **Studio:** graphic design, imagery, video, visual identity, photo database...
- **Editorial Services:**
 - web articles (content + online editing), social media content, mailings, newsletters, translations, editorial style guide, brochures & maps,...
 - International and national press, press trips...



NEWSLETTERS

- **Automised newsletters:** exhibitions, concerts, theatre,...
- **Culture and City Life (57,469 contacts)**
- **Expats (7898 contacts)**
- **Meetings & Events (MICE) (4049 contacts)**
- **Associations (1263 contacts)**
- **Schools (472 contacts)**
- **Europe Direct (421 contacts)**



Dear Jeroen Roppe,

This month we have some exciting events coming up and free resources to boost your operations. All work and no play is no way to live, so go ahead and discover our exhaustive selection of after-work bars.



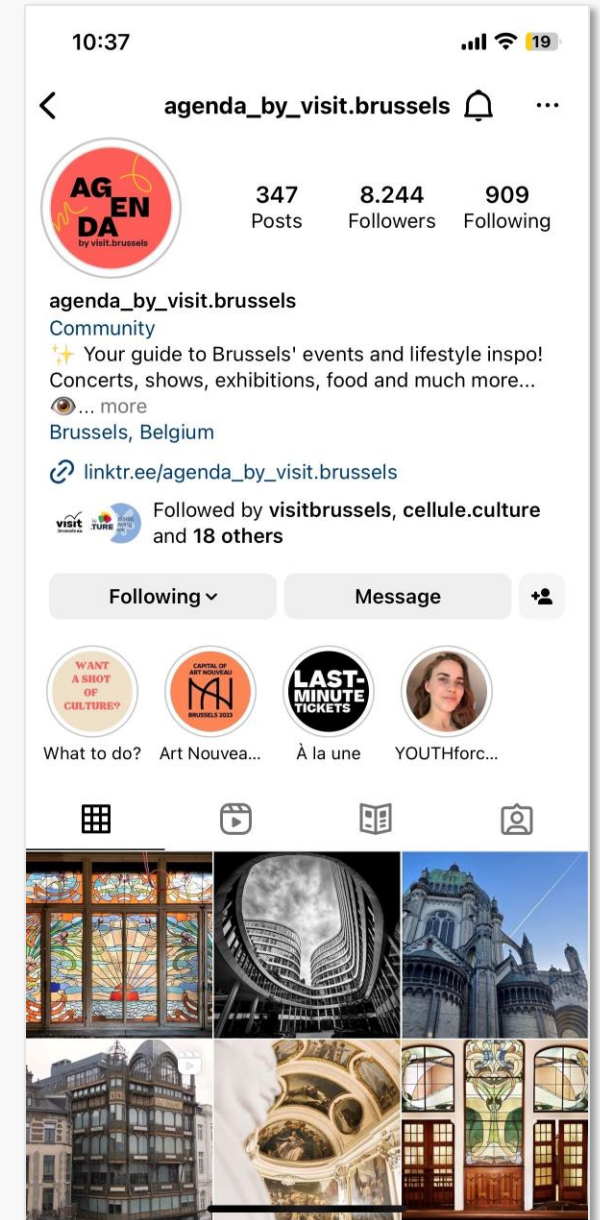
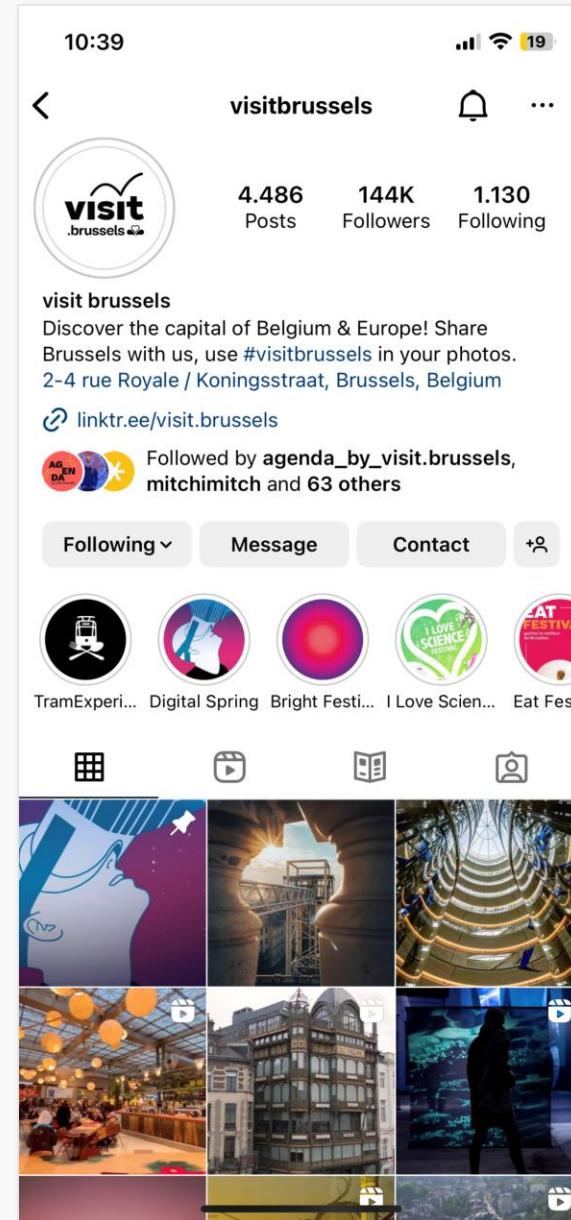
The 2023 European Association Summit
Our annual, two-day conference for association professionals will take place at Sparks on 27 and 28 April. The venue, entirely dedicated to the organisation of professional meetings, is in the Central Gate building, near Brussels Central Station. Stay tuned, the programme and registration forms will be available on 7 March.



Seasonal events
The [Spring Edition of the visit.brussels Seasonal Event](#) will take you to both the capital's exclusive permanent fixtures and up-and-coming venues in the historical centre. Want to

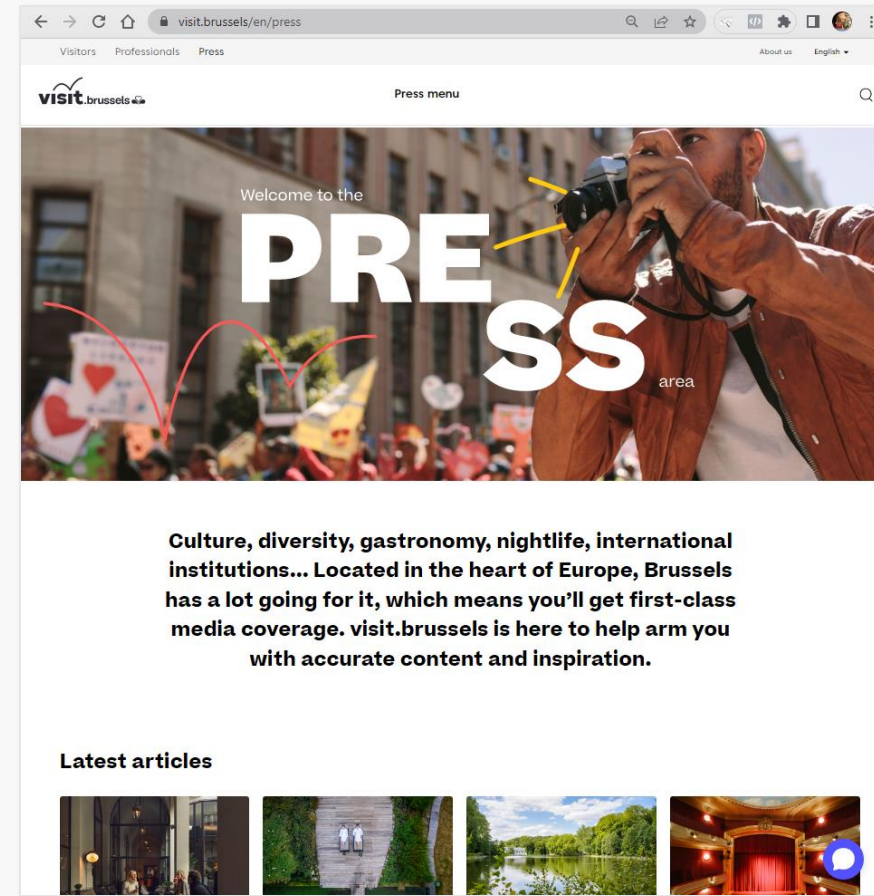
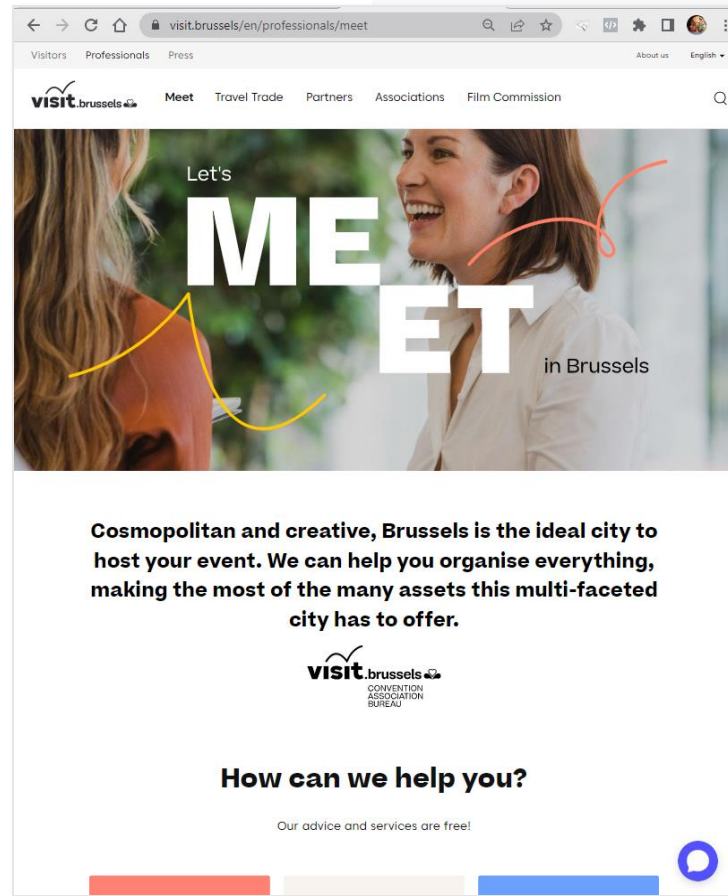
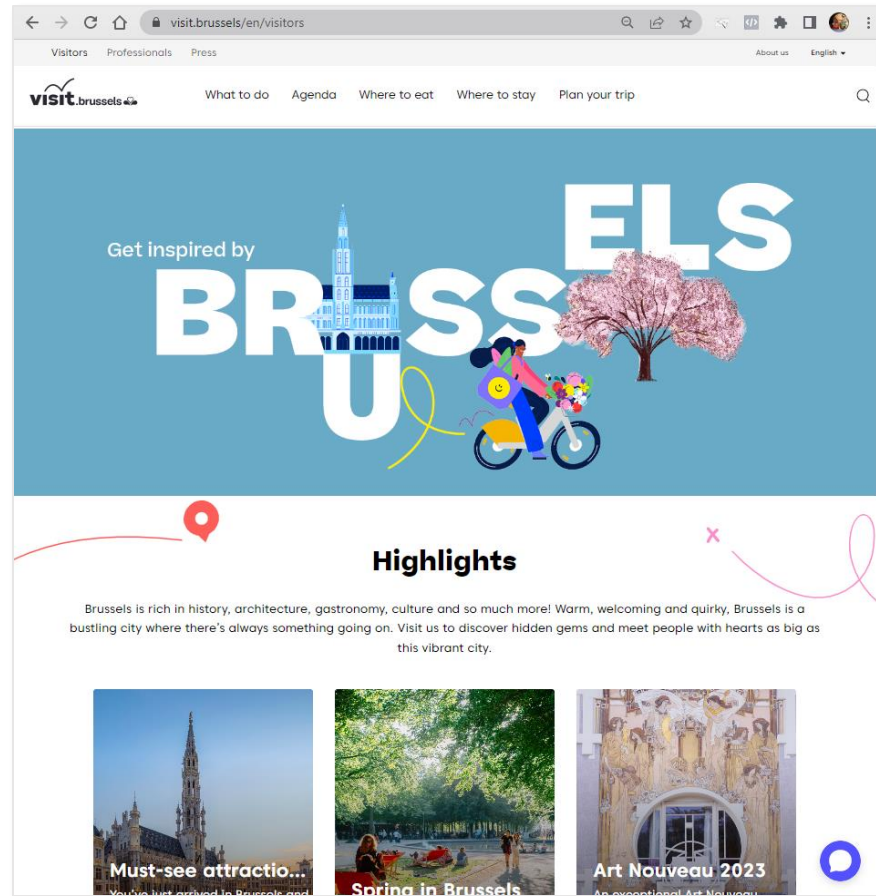
SOCIAL MEDIA

- **Instagram** (145k), **Facebook** (450k), **YouTube** (18k), **Twitter** (80k), **LinkedIn** (11k), **TikTok** (new)
- **Influencers** (e.g. Bruno Maltor , Anushka Sharma)
- **Paid campaigns vs Organic content** (articles, events, top topical, news, UGC)
- **Text, images, video/reel, animations /infographics**
- **Community management:** most important part (moderation, service,...)
- **Analysis:** reach & engagement rate!

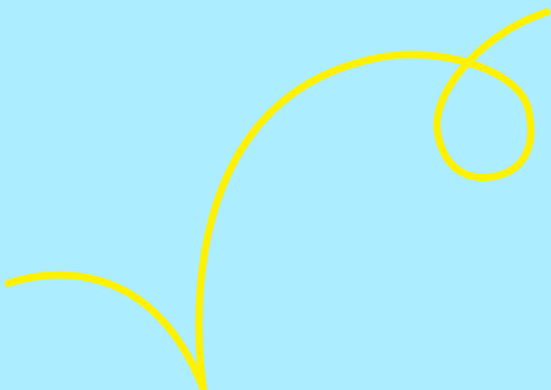


WEB PORTAL

Visitors – Professionals – Press



THANK YOU

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

<https://visit.brussels>

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1000 Brussels



@visitbrussels

The logo for visit.brussels, featuring the word 'visit' in a bold, lowercase sans-serif font, followed by '.brussels' in a smaller font. Above the 'i' in 'visit' is a stylized black line graphic resembling a bird or a checkmark. To the right of the text is a small icon of a person with a backpack.