



LES SOUTIENS À L'ORGANISATION D'ÉVÉNEMENTS MICE ET CULTURELS SE RÉINVENTENT

#02

CALLS FOR APPLICATION

cultural and tourist events

COMMUNICATION CAMPAIGN

CONTEST



KEY FIGURES 2023

- 2 competitions : 1st semestre & 2nd semestre
- 60 winners = 60 streetlight banner campaigns
- Total budget : € 256.000,00

27/03/2023



COMMUNICATION CAMPAIGN

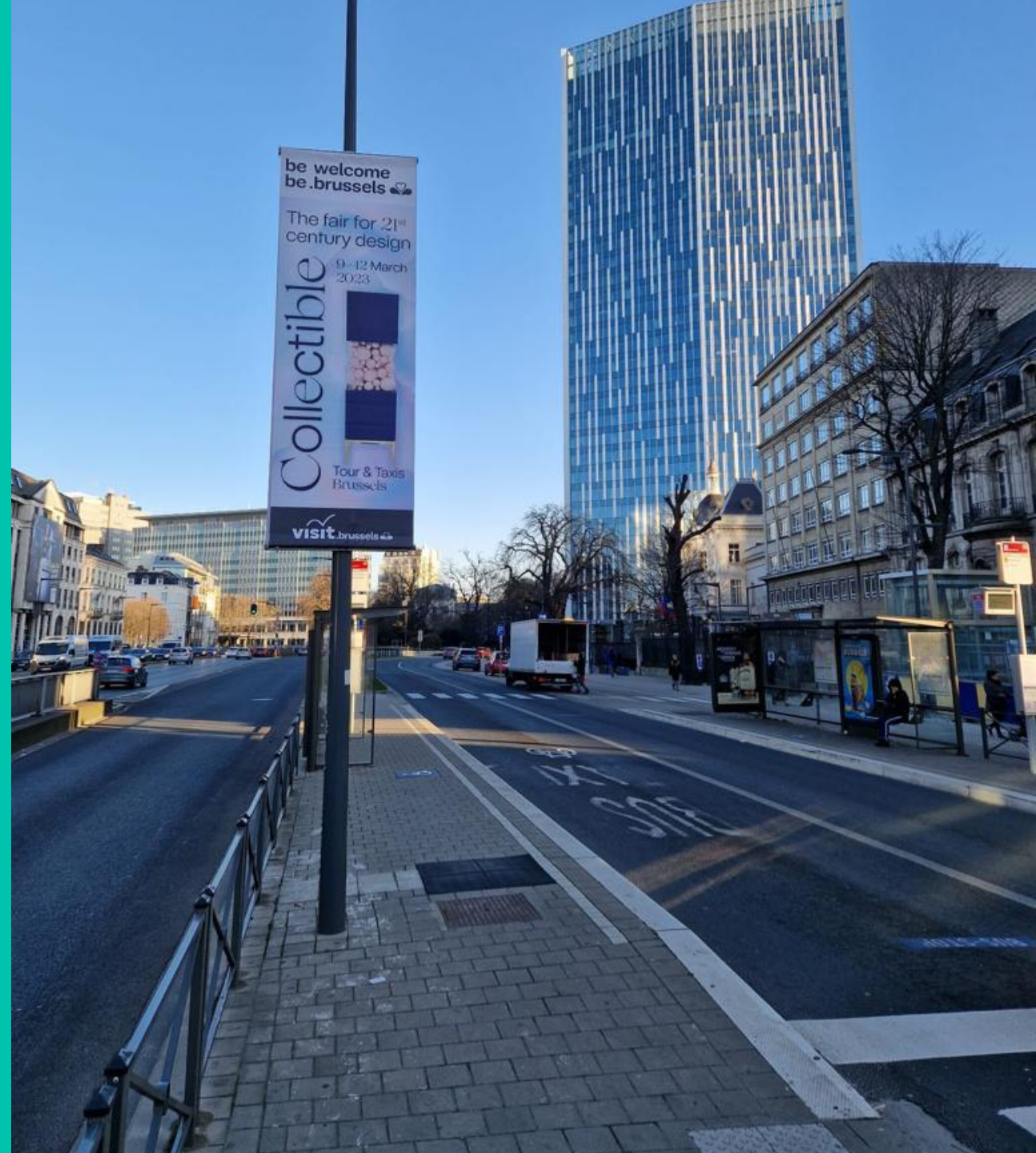
CONTEST



NEXT COMPETITION

- For ? Cultural & tourist events taking place between 1/07 > 31/12/23
- Prize ? A two-week street light banner campaign of 50 banners installed in various locations in the Brussels-Capital Region. The campaign is worth € 4.500,00.
- Publication date ? 11/04/23
- Where ? [website](#) > professionals > partners > contest : communication campaign
- How ? Fill in a form
- Submission deadline ? 25/04 at 12:00
- Jury ? 10/05
- Results ? 12/05

27/03/2023



COMMUNICATION CAMPAIGN

CONTEST



WHO'S ELIGIBLE

- cultural operator (ex: theatre, museum, art centre, heritage site...), or a cultural or tourist event organiser (ex: temporary exhibition, festival, art fair, route, themed event, ...).
- if your event targets audiences that form the major foundations of the cultural, tourist and event offer of Brussels, such as visual arts, contemporary art, design, comics, pop culture, street art, cinema, heritage, Art Nouveau, Art Deco, performing arts, music, jazz and gastronomy.
- If your event is held in the Brussels-Capital Region.
- If your event is likely to attract a minimum of 4,000 visitors.
- If your event takes place from 1/07/2023 to 31/12/2023.

COMMUNICATION CAMPAIGN

CONTEST



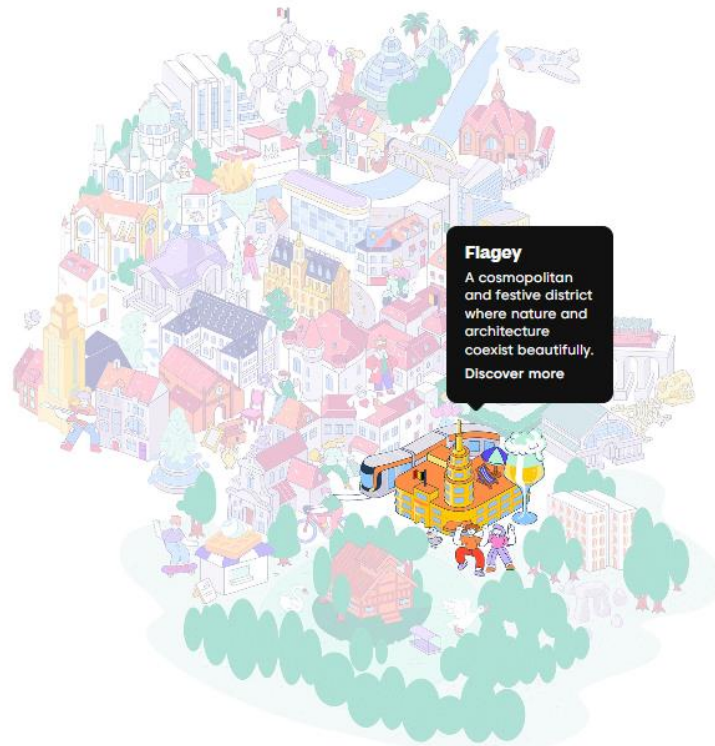
OBLIGATIONS that ensure a better visibility of your event !

- Enter your event on www.extranet.brussels
- Sell a minimum of 10 tickets per day for the entire duration of the event via our ticketing service (Full price ticketing and/or half price ticketing)
- Give a minimum of 10 free tickets for visit.brussels employees (experts and tourist officers).
- Provide visit.brussels with the attendance statistics
- Mention the support of visit.brussels on all communication materials
- Promote the destination by mentioning in a visible way a link to the website of visit.brussels "Discover the cultural and tourist offer of the Brussels-Capital Region happening around this event on www.visit.brussels."



Explore the Brussels' neighbourhoods

Dansaert - Sainte-Catherine



Flagey
A cosmopolitan
and festive district
where nature and
architecture
coexist beautifully.
Discover more

COMMUNICATION CAMPAIGN

CONTEST



QUESTIONS

- For more information :

<https://www.visit.brussels/en/professionals/partners/get-support-from-visit-brussels-for-your-event-in-2023>

- Still have questions?

Questions can be sent at culturevent@visit.brussels



The background image shows a vibrant urban park scene. On the left, a multi-story building is covered in a colorful mural depicting various figures and scenes. In the foreground, there's a glass-enclosed greenhouse structure. A large, dark metal bridge spans the middle ground, with a yellow tram visible on it. The park is filled with lush green trees and a well-maintained lawn. A yellow line graphic, resembling a stylized 'S' or a path, winds through the scene, starting from the top left, arching over the main text, and looping around the bottom right.

SUPPORT PROGRAMME

NEW FORMAT

02/03/2023

NOUVEAU FORMAT

CONTEXTE

- Conseils CAB:
 - Accent sur durabilité des événements B2B
 - Fidéliser les clients MICE
- Demandes partenaires
 - Jouer sur saisonnalité
 - Durabilité
 - Fidélisation des clients
 - Mise en avant de la destination
- Restrictions budgétaires



NOUVEAU FORMAT

OBJECTIFS

- Attirer et soutenir des pratiques durables dans l'organisation des événements B2B (meetings, congress, foires, salons, ...)
- Fidélisation des clients MICE
- Expérience Brussels: encourager à prolonger l'événement / le séjours
- Remplir les saisons creuses
- Simplification et clarification du programme



NEW FORMAT

BASIC CONDITIONS

- Min. 500 participantst
- Min 3 nationalities (not Belgium based)
- Min 1 overnight stay

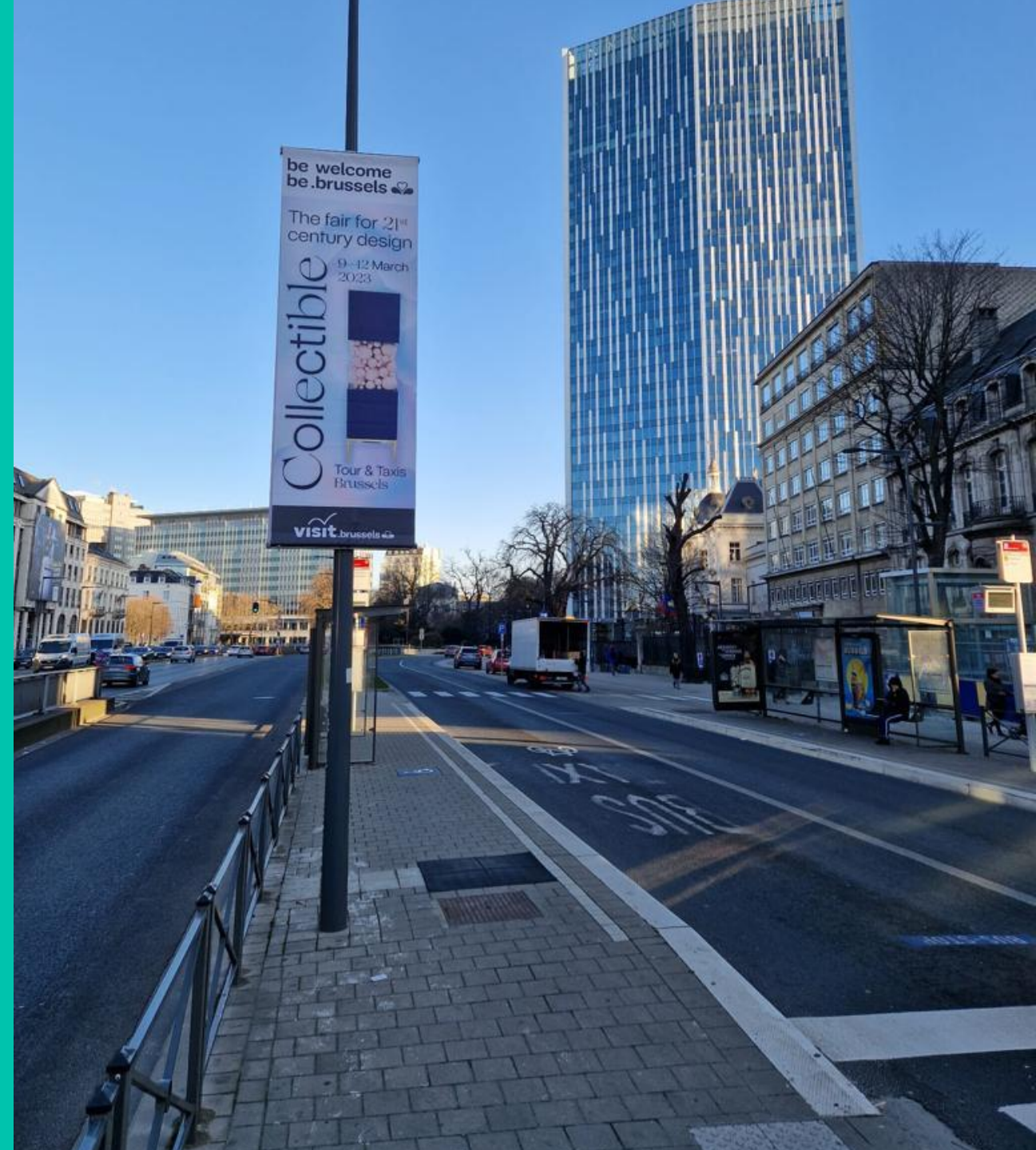
CENTRES OF EXCELLENCE

- Life sciences & bio-pharma
- Information and communications technology (ICT)
- Sustainability and clean technologies
- Creative industries and media
- Business services

3 SUPPORT PROGRAMMES

- Bid books
- Darlings – recurrent events
- Call for applications

27/03/2023



BID BOOKS

2 categories

- >500 pax
 - Mise en avant de la destination: Tell your delegate, bornes interactives, Brussels Card, Volume Pass
 - Gifts locaux pour speakers/exposants/VIP
 - Accès 'appel à projet'
 - Accès au programme ambassadeur
- >1500 pax
 - Services >500 pax
 - Accompagnement CVB – partenaires stratégiques
 - Aide à la recherche d'orateurs
 - Accès services 'Auderghem 63'
 - Press club

+ services d'accompagnement de base du CVB



DARLINGS

**2 éditions (ou plus) en 6 ans – event 500 pax /
portefeuille d'événements = 500 pax/an**

- Services 'bid books'
 - Mise en avant de la destination: Tell your delegate, bornes interactives, Brussels Card, Volume Pass
 - Gifts locaux pour speakers/exposants/VIP
 - Accès 'appel à projet'
 - Accès au programme ambassadeur
 - Accompagnement CVB – partenaires stratégiques
 - Aide à la recherche d'orateurs
 - Accès services 'Auderghem 63'
 - Press club
 - Implication key advisors & partenaires pour des accès exclusifs
- → implication partenaires

+ services d'accompagnement de base du CVB



CALL FOR APPLICATIONS

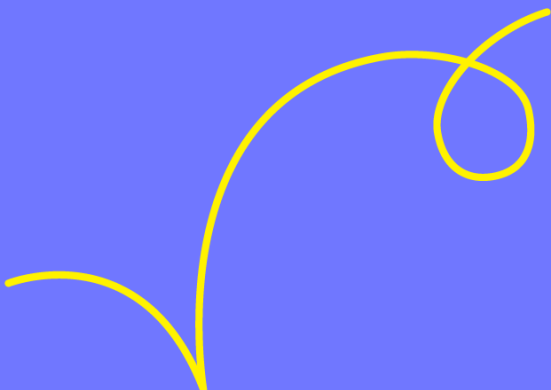
Mise à disposition de services plus coûteux

- critères
 - Encourager saisons creuses
 - Efforts: durabilité, inclusion
 - Lien avec les centres d'excellence
 - Mise en avant de la destination
 - Durée de l'événement: min 1 nuitée
 - Récurrence
- Jury
 - Évaluation des demandes
 - Répartition du budget
- Services:
 - Expérience BXL: reception, visité guidée, gifts, pause-gafé gouramnde
 - Calcul Carbon Footprint + mise en place
 - Offrir une solution de mobilité douce: STIB, location vélo, ...

+ services d'accompagnement de base du CVB



**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'.