

28 - 29 September 2022

Timing	Wednesday 28 September Session - MICE	Thursday 29 September Session - Culture & Leisure
09:15	Doors open	
	Speed dating at our information stands all day long No appointment necessary - <i>Salle des guichets</i>	
9:15 - 14:00	<p>How to get involved in improving the quality experience of the destination? <i>Table 1</i></p> <p>How to develop:</p> <ul style="list-style-type: none"> the French Market? <i>Table 2</i> the German Market? <i>Table 3</i> the Dutch Market? <i>Table 4</i> the Spanish Market? <i>Table 5</i> the Italian Market? <i>Table 6</i> the Belgian Market? <i>Table 7</i> <p>What can «Europe Direct» do for me? <i>Table 8</i></p> <p>How to receive information from visit.brussels? <i>Table 9</i></p> <p>Brexit Adjustment Reserve: what do you need? <i>Table 10</i></p> <p>What labels do I need for my business? <i>Table 11</i></p>	<p>How to get involved in improving the quality experience of the destination?</p> <p>How to develop:</p> <ul style="list-style-type: none"> the French Market? <i>Table 2</i> the German Market? <i>Table 3</i> the Dutch Market? <i>Table 4</i> the Spanish Market? <i>Table 5</i> the Italian Market? <i>Table 6</i> <p>How to develop more distant markets:</p> <ul style="list-style-type: none"> Brazil, India, Middle East <i>Table 7</i> Asia, UK, USA <i>Table 10</i> <p>What can «Europe Direct» do for me? <i>Table 8</i></p> <p>How to receive information from visit.brussels? <i>Table 9</i></p> <p>How to propose my business for a video shoot? <i>Table 12</i></p> <p>What labels do I need for my business? <i>Table 11</i></p> <p>How do I put my tickets on sale? <i>Table 13</i></p> <p>How can the welcome desks relay my information? <i>Table 14</i></p>
	visit.brussels presents its projects and services - <i>Zinneke Room</i>	
10:00 - 10:45	The new visit.brussels	The new visit.brussels
11:00 - 11:45	<p>visit.brussels' tools promoting your MICE offer <i>Zinneke Room</i></p> <p>visit.brussels cares for International Associations <i>Brel Room</i></p> <p>Mice perspectives : latest facts and figures <i>Magritte Room</i></p>	<p>visit.brussels' tools promoting your Culture & Leisure offer <i>Zinneke Room</i></p> <p>visit.brussels develops the marketing of neighbourhoods and districts <i>Magritte Room</i></p> <p>Art nouveau: a dedicated year in 2023 <i>Brel Room</i></p>

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11:45 - 13:00	Networking Lunch <i>Salle des guichets</i>	
13:00 - 15:00	Positive Impact Tourism: visit.brussels inspires you	
13:00 - 13:45	visit brussels' B2B events and positive impact tourism <i>Zinneke Room</i>	visit brussels' B2C events and positive impact tourism <i>Brel Room</i>
	Marketing and sustainability: Embrace the paradox by Stéphane Buisseret (AIR) <i>Brel Room</i>	Influencer marketing trends today & tomorrow by Katrien Devos (efluenz) <i>Magritte room</i>
	Positive Impact Tourism, what does it stand for? <i>Iris room</i>	Positive Impact Tourism, what does it stand for? <i>Atomium Room</i>
	Cultural venues, news 2023-2024 <i>Magritte room</i>	Cultural venues, news 2023-2024 <i>Zinneke Room</i>
14:00 - 15:00	GDS : Global Destination Sustainability index no progress without collaboration <i>Zinneke Room</i>	visit.brussels welcomes the city of Bordeaux, awarded European Capital of Smart Tourism 2022 <i>Zinneke Room</i>
15:00 - 16:00	Networking Drink <i>Salle des guichets</i>	
16:00	-	«Transfer from the BIP to the Tour & Taxis site by Tootbus (optional)»
16:30 - 18:00	-	Sales Action Plan Leisure & MICE 2023 @ Gare Maritime