



BRUSSELS ON AN INTERNATIONAL SCALE:

SERVICES AND INITIATIVES THAT RAISE THE PROFILE
OF THE DESTINATION

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INTERNATIONAL DEVELOPMENT TEAM

Prospection for the MICE sector
and International Associations



Sarah



Thierry (*Manager*)

Prospection for the Trade sector



Dorian



Pieter

visit.brussels representatives abroad - Prospection MICE & Trade



Hans



Laetitia



Nuria



Ursula

HANS





URSULA

My name is Ursula Jone and I'm Italian, but I'm also a citizen of the world because I lived in Africa until I was 25.

I've been representing visit.brussels on the Italian market for 8 years and my mission is to promote the city of Brussels and its most secret places to tourism professionals



LAETITIA

My name is Laetitia Leroy, and I'm an ancestor on the French market: 13 years with what used to be called OPT Wallonie-Bruxelles and 8 years with visit.brussels.

Some of you may have known me as the person responsible for trade fairs for B2B and B2C, or even for school customers. I now represent visit.brussels on the French market, working with professionals in the group leisure tourism and professional events sectors.

My mission is to help them plan or propose our destination to their clients, so that they can enjoy a typically Brussels experience.





NURIA

I'm Nuria López, from Barcelona. I worked for Wallonie Bruxelles Tourisme for 11 years and since 2017 at visit.brussels as a representative for the Spanish market.

My job is to promote and introduce Brussels to tourism professionals (travel agencies, TOs, press, etc.) and encourage them to sell Brussels to their customers.



ABROAD



THE BRUSSELS HOUSES

Display of Brussels

A "Brussels House" is a place, opened in certain cities around the world, which brings together Brussels players present on the spot and whose mission is to **promote Brussels abroad**.

It is an **economic, tourist, creative, cultural and academic springboard** for the region. It's the perfect place for networking events and business meetings.

The Brussels Houses would be **little pieces of Brussels recreated elsewhere**, where guests and visitors would feel immersed in Brussels.



THE CONCEPT

4 areas for Brussels talent and know-how

The living room

Focus on cultural & creative industries

The office

Focus on startups & tech

The kitchen

Focus on food & the arts of entertaining

The bedroom

Focus on fashion & design





ARTY BRUSSELS

Brussels House of Milan
07 March 2023

- A collaboration: press department, Industry Coordination, Attaché in Milan
- B2B event for networking (cultural partners + press)
- Presentation of 11 highlights not to be missed in 2023
- New spot in Milan: the Brussels House!
- The support by a press agency based in Milan
- Key words: conviviality, networking, information, «teambuilding»





BARCELONE

**22
SEPT
2023**



OUR COMMERCIAL ACTIONS

What's in it for you?

- Visibility
- "Podium" for novelties
- Networking (clients & partners)
- Loyalty
- Opportunities
- The collective power of the destination

International Tradeshows

Stand visit.brussels

Pre-scheduled meetings with key players in the MICE & Trade sectors





Workshops

Events abroad to meet potential new clients

Sales Missions

Meetings with a personal approach of potential new clients abroad, in their offices

Brussels On The Road

Networking events in our priority markets, highlighting Brussels' DNA (local craftspeople, hot topics, sustainability, etc.)

Road Shows

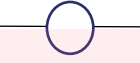
A way to meet several potential clients at the same time



OUR COMMERCIAL ACTIONS

Your involvement

PREPARATION



Choosing the right action



Budgeting

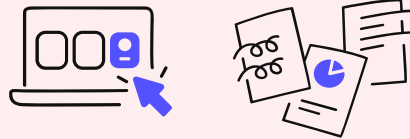


Organise your agenda



Promote your participation

PRESENCE



Plan your communication tools



Taking care of your presentation



Assess

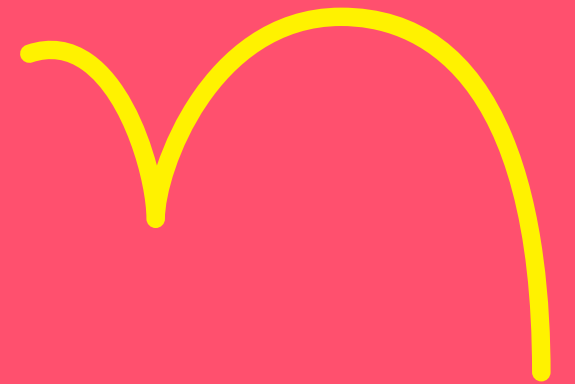


Feed back



Following-up with prospects/clients you met

IN BRUSSELS





FAM TRIPS



What's in it for you?

- Visibility
- Opportunities



Familiarisation visit organised in Brussels to introduce the destination to a group of potential customers (MICE and Travel Trade)



PRESS TRIPS

What's in it for you?

- Visibility
- Advertising in International media



Stays organised in Brussels for journalists

- individually, at the request of journalists or partners
- in groups, according to a schedule drawn up at the end of the year, in consultation with partners, to coincide with major events or exhibitions. Séjours organisés à Bruxelles pour des journalistes

STRATEGY OF ACTION PLAN 2024

- Analyses results/leads based on feedback partners
- Choice related to positive impact tourism
- Potential for the image of Brussels

RESULTS...

See you at the presentation of
the Action Plan 2024 tonight!

Salle des Guichets, 17h00



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'.