

ACADEMY

QUALITY



**PROFESSIONAL WELCOME, DESTINATION
KNOWLEDGE AND INCLUSIVITY FOR ALL**

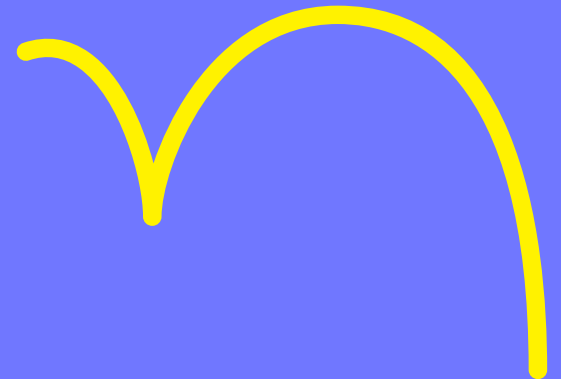
visit.brussels 



CELINE BATTEAUW

Key sector advisor
Head of Quality Academy

Industry Coordination Department



PARTNERS MEETINGS CALENDAR

4 Major Large Partners Meetings:

Quarterly: March – June – Sept. – Dec.

Multi-sectors sessions for MICE , Culture & Leisure

Inspiration – Information – Networking – Co-creation

Themed Meetings:

Variable calendar according to the VB's actions & activities

Multi-sectors sessions

Co-creation

Sector Meetings:

Recurring meetings

Sectorial gathering

Listening – Knowledge sharing - Co-elevation

Quality Academy:

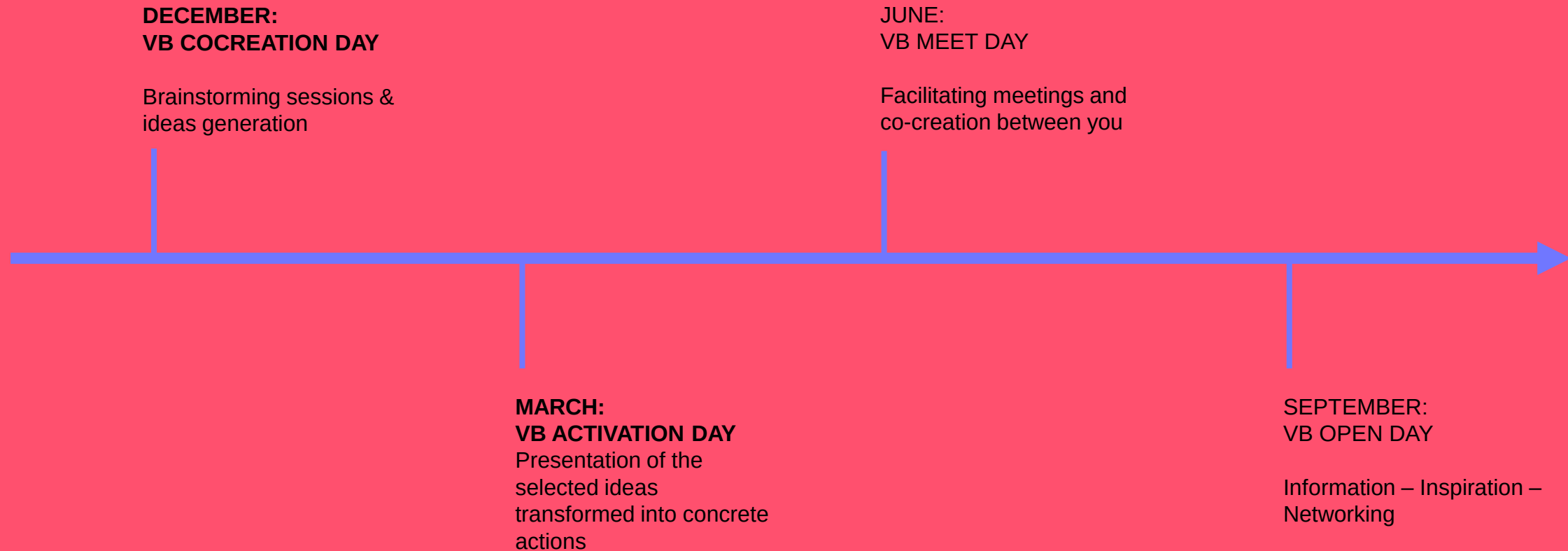
Variable calendar

Sector/multi-sector sessions

Training – Building Expertise - Cocreation

4 MAJOR PARTNERS MEETINGS

Fostering the collaboration and co-creation

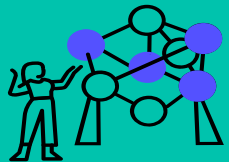


QUALITY ACADEMY

The tourist experience in Brussels is everyone's business

What?

- Thematic Workshops
- Training modules
- Knowledge sharing
- Destination expertise
- Cocreation



For whom?

- If you are a Brussels professional who works with tourists, you are invited to participate !
- Participating makes you a proud promoter and supporter of the region.
- Sessions for various functions



How?

- It's free of charge!
- [Subscribe](#) to the Quality Academy Invitations !

SCAN ME



BRUSSELS DISCOVERIES

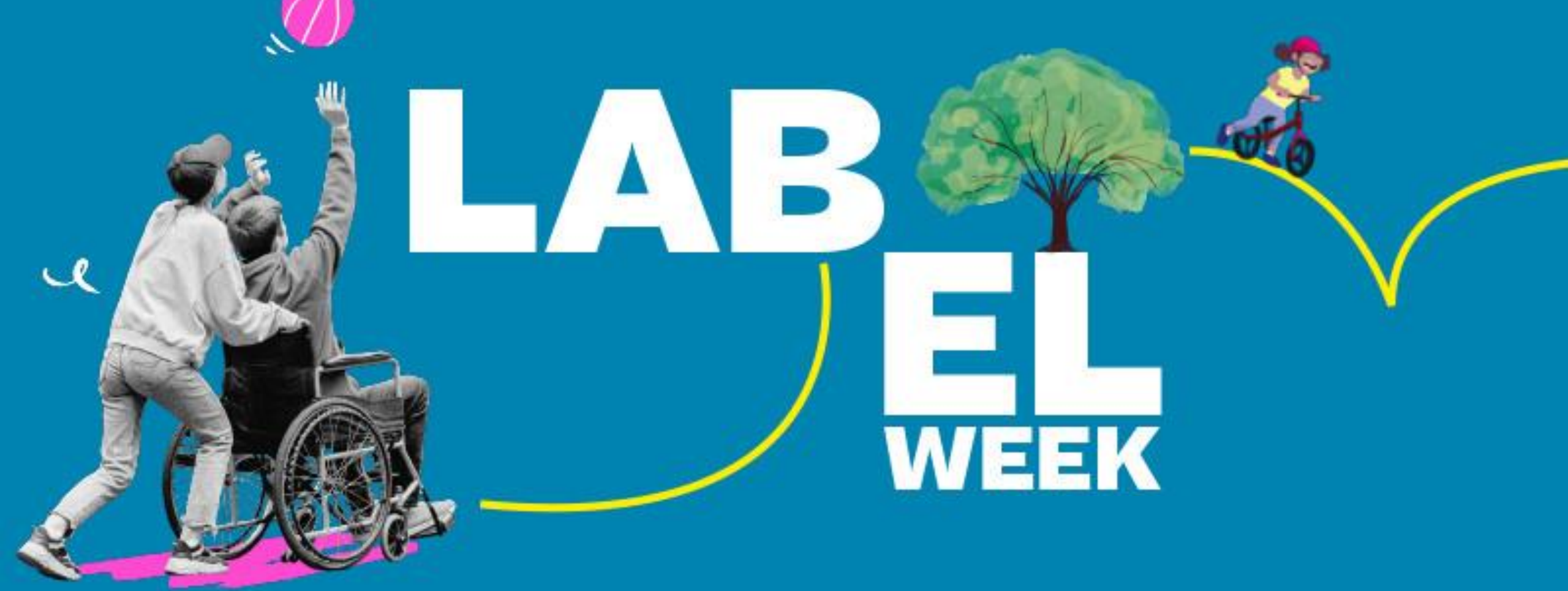
- Periodic training sessions
- Highlighting either a tourist theme in Brussels, or a visit to a place, a new exhibition, etc...
- The agenda is variable, depending on current events and visit.brussels' action plans.
- For everyone: if you are a Brussels professional dealing with tourists, you are invited to take part!



BRUSSELS EXPERTS

- 5-6 months training program, 1 full day training per month
- Exclusive for the welcoming functions
- Program based on the neighbourhood strategy





Awareness week for tourism reference labels

How familiar are you with the tourism reference labels in the Brussels-Capital Region? Quality Academy organised a week-long online course to introduce you to these labels.

February each year.



HOSPITALITY MEETS DIVERSITY

Early 2024

- Training leading to a certificate aimed at improving the reception of LGBTQIA+ people in the HoReCa sector.
- Queer Destinations, which already works with tourist destinations and hotel chains, was selected as the perfect match for visit.brussels and equal.brussels.



OUR EDUCATIONAL PROGRAM:

Hospitality meets diversity

Awareness-raising is the most important requirement to obtain the distinction. It consists of an educational program through our e-learning platform that includes up-to-date statistical data, interviews and case studies to create a safe environment for discussion and training about the LGBTQ+ community, their consumption habits and how to welcome them appropriately.

☰ 6 modules

👤 50 lessons

🕒 180 minutes



EXTRANET VISIT.BRUSSELS

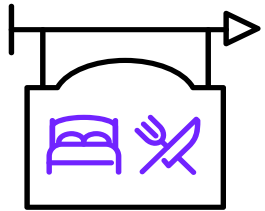
Strengthening relations between destination partners

- **Centralised information:** all information relevant to partners on a single platform, making it easy to access.
- **Efficient Communication:** an effective communication channel for updates, announcements, news, etc
- **Document Sharing:** download and share documents, guides, marketing res, etc.
- **Real-time access:** real-time access to essential information, so you can keep abreast of the latest news and important changes.
- **Customisation:** A well-designed extranet can be tailored to the specific needs of each partner, providing a tailored experience for each user.
- **Training and events calendar**
- **Better Collaboration:** foster collaboration to build closer and more productive relationships.
- **Business Development:** facilitate the integration of new partners, accelerating business expansion.



DON'T MISS OUT ON THE OTHER TYPES OF TRAINING

Available to you free of charge



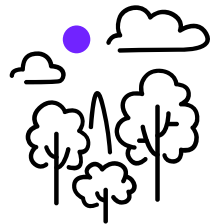
HORECA FORMA

Do you work in HoReCa?
Take advantage of
HoReCa Forma's free,
unlimited [training courses](#)



BRUXELLES FORMATION

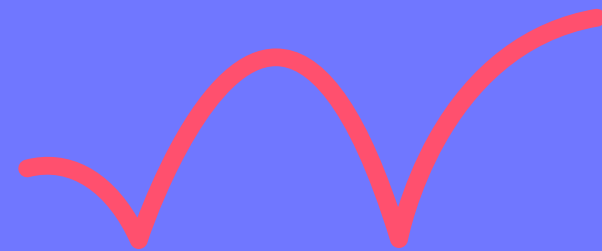
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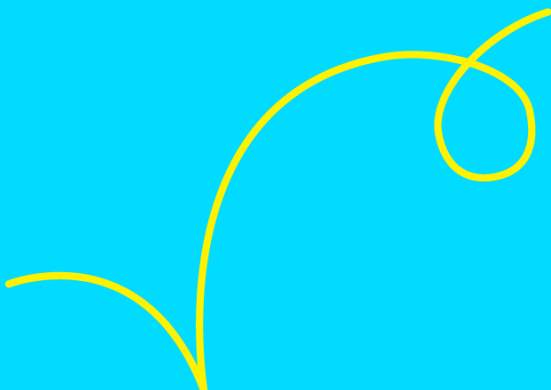
HUB.BRUSSELS

[Find out more](#) about hub.brussels
events, training and services in
Brussels and elsewhere over the
coming months.

Q & A



THANK
YOU

A yellow decorative swirl or flourish that starts near the top right of the word 'THANK' and curves upwards and to the right, ending in a small loop.