

be associations
be.brussels 

visit.brussels 

#Brusselscares4Associations

visit.brussels

Associations' life made easier



Visit.brussels' team cares...

Whether you already managing your international association in Brussels or planning to organise an associative event in Brussels, **visit.brussels is your single point of contact!**

- We offer **free and impartial** first-hand information
- We help to reach stakeholders and make the **right connections**
- We offer opportunities to **meet and discover** the city
- We create tailor-made networking & educational **associative events**
- We create links with other **strategic sectors** (Ambassadors Programme / Key industries)
- With the Convention & Association team, we also **support associative meetings**
- Finally, we also accompany the **installation and relocation** of AISBLs in Brussels

#We make you love Brussels!





Convention and Association Bureau

HOW MUCH DO YOU KNOW?

Creating a whole new role

A short-term strategy for the long run!

- Listen to **all the voices**
- Open doors to **International Associations**
- Align partners and Convention Bureaus on the common interest: **welcome as many people as we can!**
- **Act as a federating body** to represent the industry at an institutional level.



Creating a whole new role

The future is now!

- **More consultative** – Never like in the last 2 years, the event actors in our destinations looked at us as a first reaction to the crisis.
- **More partners-centred** – Supporting venues, hotels and Destination Management Companies in their investments in innovation.
- **More... noisy!** – Convention Bureaus are the industry's voice in local and sometimes national institutions.





Convention and Association Bureau

MAKING YOUR LIFE EASIER

Making your life easier

Funds to support your projects during the crisis

SUPPORT FUNDS

- **5 support funds**
- Total amount of €5,000,000
- Specific Eligibility criteria and deadlines
- First come, first served
- Collaboration with the Brussels Capital-Region

2020

B2C & B2B FUND

Specific support for B2B events

Equipment and costs related to :

- Hygiene and protection
- Managing the flow and counting of visitors
- Security/guarding, stewards, volunteers
- Implementation of digital touchless ticketing solutions
- Financial contribution up to 50% of the venue rental

2020



Making your life easier

Support and Loyalty Program

What is it?

In-kind services support provided by visit.brussels for the organisation of international professional events in Brussels.

Objectives:

- **Promote** the event internationally and locally
- **Boost** the number of attendees & stakeholders
- **Enhance** attendees' overall experience

How does it work?

1. Candidate fills in a **request form**
2. Evaluation of the form carried out by the **selection committee** composed by: Innoviris, Hub Brussels, Febelux and visit.brussels
3. Official communication of **eligibility**
4. Choice of the services to be delivered for a **max. amount of 10 000€**
5. Signature of the **partnership agreement**
6. **Delivery** of the chosen in-kind services in the terms defined by the agreement



Making your life easier

Practical tools at your service

ONLINE TOOLKIT FOR EVENTS

Supporting planners with challenging questions such as :

- *Do I have to pay VAT?*
- *What insurance should I take for my event?*
- *Should I create an entity in Belgium for the time of the event?*

Find all the answers via our toolkit available online !



Making your life easier

A single gateway platform

Dear Association, welcome to Brussels!

As part of visit.brussels' mission to promote and reinforce the image of Brussels as the capital of 500 million Europeans, we focus on its unique ecosystem of international associations. With more than 2,000 international associations based in Brussels, the sector is of strategic importance for the number 1 international organisation city in the world (2019). In our pursuit to strengthen its role as an international capital and European gateway to Europe, we have set up a variety of free resources and services addressed to your specific needs, to help you establish, manage and develop your association in Brussels. [www.visitbrussels.com](https://www.visitbrussels.com/en/associations)



→ <https://visit.brussels/en/lists/association-bureau>

<ul style="list-style-type: none"> ▪ General FAQ 	<p>a-b-c information in the form of a collection of frequently asked questions & answers on how to establish and run an association in Brussels</p>
<ul style="list-style-type: none"> ▪ <u>Factsheets library</u> 	<p>Information sheets produced by business partners, highlighting the specificities of Brussels = what is important to remember in their respective sectors</p>
<ul style="list-style-type: none"> ▪ <u>Providers listing</u> 	<p>Non-exhaustive and evolving directory of contact details of “association-friendly” business suppliers and brief descriptions of their USPs</p>
<ul style="list-style-type: none"> ▪ <u>Events calendar</u> 	<p><u>Visit.brussels & key partners’ regularly updated events calendar</u></p>



Making your life easier

Flagship events

Why ?

- Promote Brussels as the "**hot spot**" for the **AISBLs**
- Reinforcing the **added value** for AISBL's already based in Brussels
- Supporting the **professionalisation** and growth of the sector
- Encouraging meetings and the **creation of synergies**

How ?

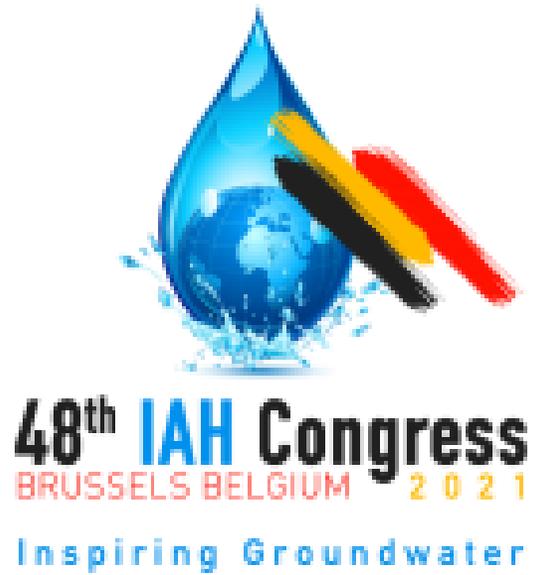
- Rediscover the city with us - We make you love Brussels 😊
- Benefit from our unique expertise – meet the suppliers & learn about new trends
- Link with the ecosystem and expand your community !



Making your life easier

Discovering new venues!





EACS
European
AIDS
Clinical
Society



We helped them !



FINTECH
BELGIUM



IECON 2022

48th Annual Conference of the
IEEE Industrial Electronics Society
October 18-21, 2022 | Brussels



Convention and Association Bureau AMBASSADORS PROGRAMME

The ambassadors

An honorary programme



It's a set of **activities, tools and support services** designed to assist individuals in attracting and organizing professional meetings in Brussels.



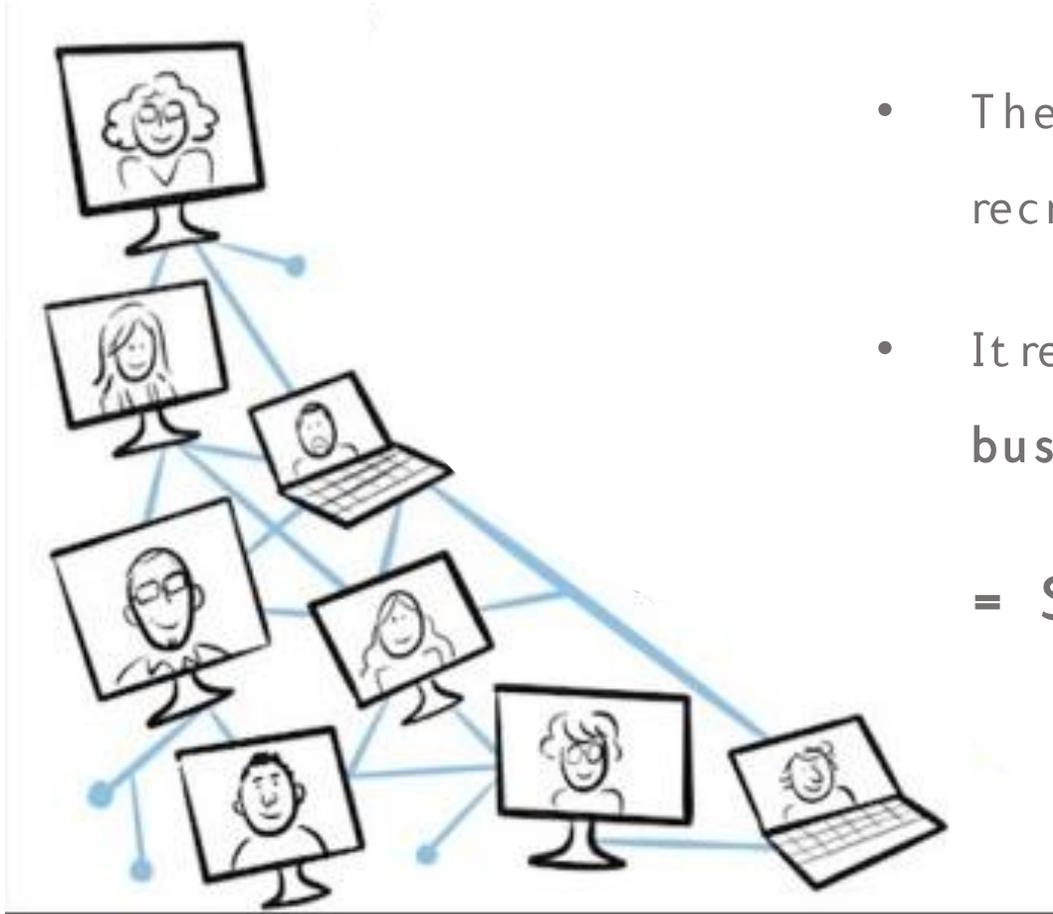
The objective is to **identify and bring together local specialists** to support the bidding process of large/rotating international conferences.



By establishing **greater collaboration** between visit.brussels, local experts and event suppliers, it will serve to **create competitive bids**.

The ambassadors

An exclusive network



- The program aims to building an **expert network** through recruitment and support of existing Ambassadors
 - It reflects the calibre of **Brussels' intellectual, academic, business and cultural life**
- = **Strong force as a group !**



5-year anniversary... and some convincing figures

- +1 50 people involved
- +80 secured events
- +500 000 delegates welcomed
- +60 potential future events



It's your moment

Questions & Answers

How and when to contact us ?

Different channels for different uses

- YOU have a question/request about :
 - How to operate an international association in Brussels ?
 - Business related questions (legal, finances, accountancy, etc)
 - How to set up an international association in Brussels ?
 - visit.brussels specific services (online resources & annual events)

Contact : associations@visit.brussels

- YOU have a question/request about :
 - Event organisation and bidding support
 - Event Support Program (in-kind services)
 - Search of venues & MICE providers
 - Organisation of site visits

Contact : meetings@visit.brussels



How and when to contact us ?

A dedicated team at your service



Industry Coordination = partners

- Milena Zandonà
- Mathilde Dugautier



MICE Development = prospection

- Thierry van Eyll
- Edoardo Guglielmino



International Attachés = promotion

- Hans Kremer (DE)
- Hélène Visser (NL)
- Laetitia Leroy (F)
- Nuria Lopez (SP)
- Ursula Jone Gandini (IT)
- Consultants: BRICs, US, UK



Account Managers = event support

- Sandrine Plantoir
- Margaux Huvelle
- Natacha Duchesne
- Kjell Materman



Incoming = general enquiries

- Filippo Ardito



Manager = Convention & Association Bureau

- Virginie Lurkin



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