



Flanders
State of the Art



COVID-19 USHERS IN
FUTURE-PROOF CONFERENCES



**LET'S TURN
THE TIDE**

VISITFLANDERS



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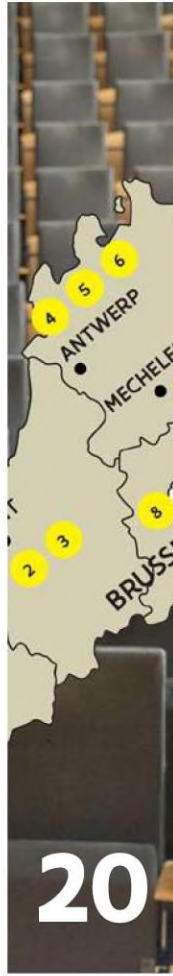
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TOGETHER WE MADE THE RIGHT CHOICE



BY **EVELYNE BARDYN**
Head of Convention Bureau

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IN SPITE OF THE DIFFICULT CIRCUMSTANCES, THIS CRISIS BROUGHT OUT THE BEST IN US.

There are two options when you're riding into the wind. You can either stop pedalling and hang your head, or you can stand up on your pedals and try to turn the tide while battling the gusts.

The conference industry as a whole has clearly chosen the second option, which was the right decision to make. In spite of the difficult circumstances, this crisis brought out the best in us.

In recent months the entire industry has shown incredible resilience and creativity. Innovative initiatives were developed and in many cases, strong lasting partnerships were forged. The headwind of the past months has thus become a source of hope for the future. A future that we'll build together, as associations, PCOs and convention bureaus. Or as we like to say in Flanders: together we will create tomorrow's heritage.

As a foundation stone, I would like to share this e-book with you, which is full of inspiration and insights about the present and future of the world's best profession – your profession and mine. On behalf of all the employees at the **VISITFLANDERS** Convention Bureau I hope you'll find this a riveting read.

WITH THE SUPPORT OF ICCA & IAPCO

Since March 2020, when ICCA launched its first ever global webinar to address the COVID crisis, we could hardly imagine that we would still be experiencing the crisis 7 months later.

However, through these hard times, we have witnessed great strength, adaptability and unity within our ICCA community.

We believe that the hard times have also shown us the way to be creative and the ability to persevere.

With new formats and models coming into play, such as hybrid meetings, virtual platforms and many more, we are proud to see

ICCA members utilising the tools and knowledge we have provided, as well as the community coming closer and staying highly connected, more than ever.

ICCA values the unique partnerships with our Association Relations Partners such as Visit Flanders, who have strongly demonstrated their ongoing support to their local community in the meetings industry, as well as taking part in global conversations within the ICCA community.

We hope to keep inspiring each other and look forward to continued partnership in the future.



SENTHIL GOPINATH
CEO ICCA



The rough waters came suddenly and hit the industry hard. However, the sailors, all event professionals around the world, are skilled in dealing and planning for sudden weather changes.

While our industry has always been operating closely, this situation has brought us closer together, dealing with the circumstances and providing value to our clients and their participants.

We showed that we are innovators in the industry. While the digitalisation process was accelerated in

many sectors, we had many of the tools ready, and those that were not, we created in a timely fashion.

At this stage, we should all communicate with one voice, advocating for the return of business events. This will be one of the key factors for economic recovery around the globe.

What's left for us to reach a safe harbour and to dwell there is to upskill our teams, now that time permits, in order to face and create the future that we dream of.



ORI LAHAV
President IAPCO

THE CONFERENCE INDUSTRY HAS THE POWER TO TACKLE A CRISIS



BY **TUYA BEYERS**
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INTERVIEW WITH JAN VAN DEN BROECK,
ASSOCIATION AND PCO EXPERT

“The legendary American president John F. Kennedy famously said, “In the Chinese language, the word “crisis” is composed of two characters, one representing danger and the other opportunity.”

The coronavirus pandemic is no different. While navigating troubled waters, the conference industry is forced to tap into new opportunities. The existing solutions are no longer sufficient, which is why we must think out of the box and reinvent conferences as we know them, together with all the stakeholders. In Flanders this process gave rise to a groundbreaking instrument, which garnered interest from industry professionals around the world.

CONFIDENCE IN A MORE COVID-PROOF CONFERENCE

This instrument is called the COVID Event Risk Model, or CERM for short. As an association or PCO you gain a better insight in the risks associated with your conference by answering a questionnaire. You then find out how to adjust your approach to COVID-proof your conference, ensuring you delegates can attend your conference with every confidence.

The CERM was developed in consultation with scientific experts, specialised researchers, and the Alliance of Belgian Events Federations. The tool was also enthusiastically received outside the sector, by policy-makers among others. The Belgian Government welcomed the initiative and recommended its use at the National Security Council, which announces all COVID measures. We even received requests for information from other countries. To date, Canada, Croatia and Norway have said that they will adopt the CERM.

THINKING OUT OF THE BOX IS KEY

According to Jan Van den Broeck, PCO and DMC Manager at Event Masters, the tool does more than just COVID-proof conferences. It is also a great sales tool. “Associations and PCOs can also use the CERM to convince potential delegates that they can safely attend the conference. This scan gives conference attendees peace of mind. In early September, we organised a conference for dermatologists. By sharing the results of the CERM scan, we were able to convince 150 dermatologists to register within 3 weeks. Without



JAN VAN DEN BROECK
Event Masters

the scan, many of the participants wouldn't have come."

The coronavirus pandemic forced the industry to think outside the box, and the CERM is a good example of this. According to Jan Van den Broeck, every aspect of the conference concept has been rethought. "We said to ourselves: right, so this is how we used to organise a conference. Now how can we do the same thing, but safely? We now give presentations twice, for example, so that we can split the delegates. Instead of networking over lunch, exhibitors follow a rotation system, which allows them to safely meet with all the participants. Delegates no

longer hand out business cards but exchange information using their smartphone and Bluetooth.

"COVID-19 has changed everything we know, so we have to change tack. The same applies to travel. Do you really need to fly halfway around the world to attend every single conference? In the future, conferences will be organised on a continental rather than on a global level. We will attend conferences at the other end of the world virtually, to limit flights."

VIRTUAL AND HYBRID EVENTS REQUIRE A DIFFERENT REVENUE MODEL

Virtual and hybrid conferences will thus become more important. Van den Broeck notes, however, that the cost of such events is still quite high. "Your streaming quality must be excellent, so you need a very good Internet connection. You can't use your home connection for this. If your speaker's stream goes offline in the middle of his presentation, you have a huge image problem as a PCO or association. Add the cost of the



HYBRID FORMATS CAN GIVE ASSOCIATIONS AND PCOS AN OPPORTUNITY TO ATTRACT LARGER AUDIENCES.

expensive equipment to this such as a camera, lighting... You need a complete installation for streaming.

You also need to account for the fact that you will lose out on sponsorship revenue. As a sponsor, the ROI of a virtual conference will never match that of a physical conference because you can't engage with the people that are relevant to you, namely the delegates. A sponsor will meet more people in half a day at a physical conference than in 2 months of individual visits. Pure sales are very difficult at a virtual conference.

So we need to devise a different revenue model for virtual and hybrid events. People who attend a virtual conference won't pay to spend 8 hours peering at someone speaking on their computer screen. We need to rethink the format. And every-

one's role in this new format, including that of the association and the PCO, will be different. In Flanders we are already working towards this and the results are very encouraging. A physical conference can be perfectly combined with a digital format, even giving associations and PCOs an opportunity to attract larger audiences."

THE POWER OF AN INDUSTRY

As we already mentioned, this crisis has forced the industry to tap into new opportunities. Jan Van den Broeck finds this encouraging, mainly because of the new, noticeable dynamic. "As a result of this crisis, people who previously would have never worked with each other are now gathered around the table. People in sport, culture, and events are searching for

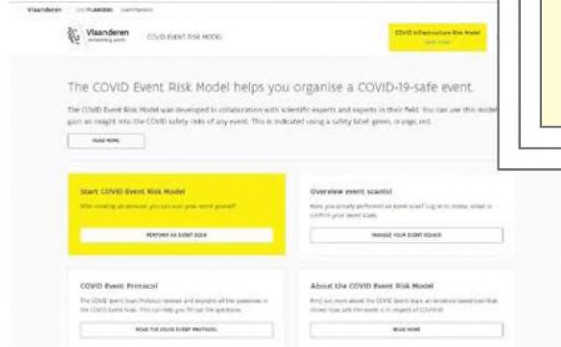
solutions together. Everyone has the same objective in mind: to be able to organise conferences again. People are now even collaborating at the highest political level. These collaborations must definitely continue in the future."

"The development of the CERM was a turning point. It gave us an opportunity, as an industry, to demonstrate that we have the power to tackle this crisis head on and find a solution together, with all the stakeholders. Consequently policy-makers realised that the conference industry is very professional, giving us the freedom to develop other initiatives, to make conferences possible again. The next tool that we developed, the CIRM, even makes it possible to organise large conferences again."

BY SYLVIE LEJOUR
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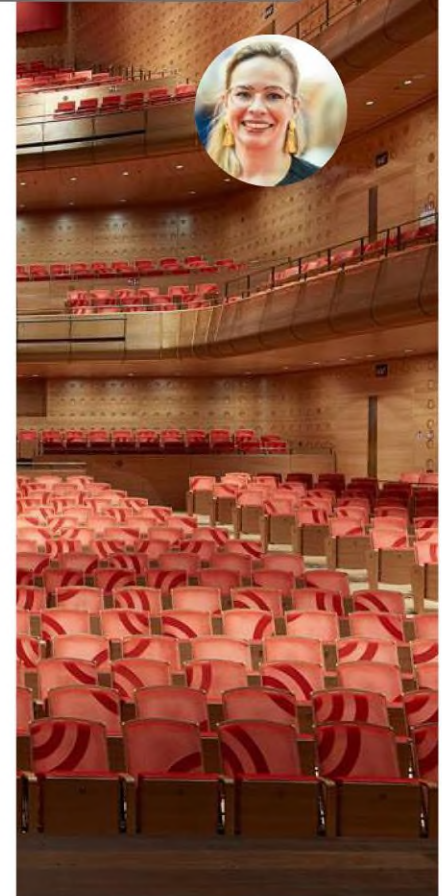
COVID-PROOFING LARGER CONFERENCES

The CERM was developed for professional conference organisers. It tells you whether you can organise a COVID-proof conference. But venues are all grappling with the same question: “How COVID-proof is my venue? Can I safely organise a conference with my current infrastructure as is? And if not, how do I reorganise myself to receive associations and PCOs?”

The answer to this question is different for every venue. It goes without saying that a fixed infrastructure with the space for 1,200 people is better equipped to apply social distancing – and accommodate more delegates – than a venue for 50 pax.

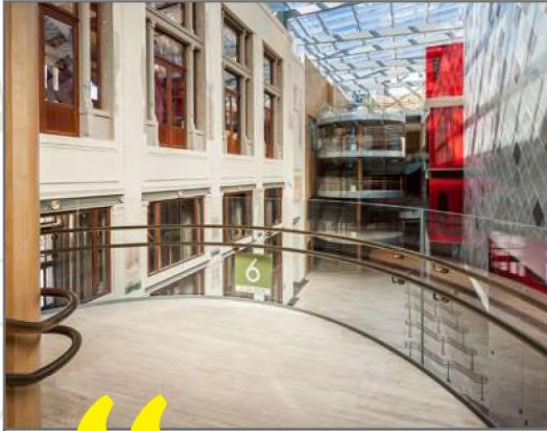
In response to the demand of these venues, Flanders developed the CERM’s twin sister, i.e., the COVID Infrastructure Risk Model, or CIRM for short. By ticking off crucial parameters, the venue can check whether it can guarantee a safe conference to associations and PCOs. The CIRM scan takes every possible detail into account, even including transport to the venue.

Various leading venues in Flanders already apply the CIRM. And they have good reason to do so. A successful scan means their infrastructure can receive more people than prescribed under the legal COVID measures in Flanders. In other words: thanks to the CIRM you can organise larger conferences in Flanders. In other words: thanks to the CIRM you can organise larger conferences in Flanders. Of course, always in consultation with the authorities.



THE CIRM SCAN
TAKES EVEN
TRANSPORT TO
THE VENUE INTO
ACCOUNT.

ECHOES



“The FMCCA has a very efficient HVAC ventilation system, comparable to that of planes. Moreover, our infrastructure has seven different entrances, guaranteeing social distancing at all times. The CIRM scan showed that we can organise conferences for up to 2,384 delegates.”

JIL VANREUSEL
 Manager Events, FMCCA



“Your venue is only COVID-proof if everyone sticks to the guidelines. Clear and pleasant communication is crucial for achieving this. That is why at Thor Central all our communication about COVID measures is presented in our own house style to blend in harmoniously with our venue. This is reflected in the smallest details, down to the dispensers with hand sanitiser.”

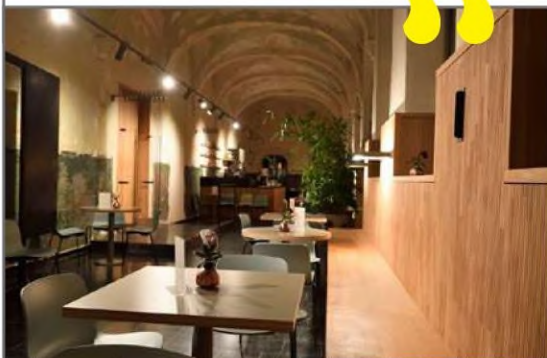
ANNICK JAVOR
 MICE Manager, Thor Central

“Investing in the hybrid approach is worth your while. We have a professional studio, which association presidents can use to address their members. You can live stream events from anywhere in the building, from the smallest meeting room to the large auditorium. Obviously we are very scrupulous when it comes to applying all the precautionary measures. We even monitor CO2 levels daily in all our meetings rooms.”

JAN SIMONS
 Manager Lamot Convention and Heritage Centre

“Venues have a crucial role to play in these strange COVID times by reducing the hassle for their clients. ICC Ghent takes operational and administrative duties off their hands where possible. Filling out the CERM, contacts with the local authorities, the lists of visitors and suppliers, making everything COVID-proof - we do all this and more so conference organisers can focus on their job.”

NICOLAS VANDEN EYNDEN
 Managing Director, ICC Ghent



10 TIPS FOR COVID-PROOFING A CONFERENCE

BY **MILO VERGUCHT**
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- 1 Show yourself to be a solid partner, who takes its duty of care seriously and who is doing everything possible to safeguard health and safety.
- 2 Take a person-centred approach to communicate the measures to the visitor in a positive way; use a reassuring and clear tone of voice.
- 3 Provide all necessary tools to visitors and staff to allow them to respect personal hygiene measures.
- 4 Create a circulation plan which allows for a physical distance of 1.5 metres as much as possible.
- 5 Agree on roles and responsibilities about safety measures with the organiser.
- 6 Make sure for each event a risk analysis is done, e.g. by means of the COVID Event Scan.
- 7 Adapt your existing emergency procedure and event manual to the extra COVID-19 measures.
- 8 Ensure that your staff are skilled at welcoming guests in a friendly, spontaneous way, and can correctly inform them about the measures.
- 9 Collect data and document activities in an event log so you can report after the event, if needed.
- 10 Make use of standard documents and templates provided by the federal and regional governments.



These tips were taken from the **Guidebook for Meeting Locations**, which was drawn up in consultation with the conference industry. These measures will prove just as valuable post-pandemic. Because your delegates' health will continue to be a central theme when organising any conference.



BY **GEMMEKE DE JONGH**
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THE GOVERNMENT CAN PLAY A CRUCIAL ROLE FOR THE CONFERENCE INDUSTRY IN THE FUTURE



TWO EXPERTS ON THE GOVERNMENT'S ROLE IN FUTURE-PROOF CONFERENCES

While a sector can be inventive in how it tackles a crisis, it must always operate within the law. Fortunately the legal framework leaves plenty of margin for remarkable initiatives, as the CERM and the CIRM prove. Better yet, the government can even play a stimulating role, offering indispensable support to a future-proof conference industry. So which roles can the municipal and national authorities play in this? Two experts share their views.

Many sectors are experiencing upheaval as a result of the COVID-19 storm. In fact, the uncertainty about the relaunch is such that the financial sector can no longer fulfil its role. Banks and insurers are so worried about the risk that they find it difficult to give the conference industry the financial wind it needs under its wings to grow or even survive. That is where the government should step in, says Bart Candaele. He runs the VLAIO Network Department at Flanders Innovation & Entrepreneurship, the government body that stimulates innovation and entrepreneurship.

THE GOVERNMENT MUST PROVIDE THE WIND UNDER ORGANISATIONS' WINGS

"Banks are loath to giving loans to companies in the conference industry because the risk that the event will be cancelled is simply too great. In which case they won't be reimbursed. That is why insurance companies refuse to cover the risk of cancellation due to COVID-19. To give the industry an opportunity to resume or continue its activities, the Government of Flanders has

temporarily stepped in to lend a hand."

"In Flanders a triple measure was put in place for the events industry, which includes PCOs. Firstly, the association or PCO can receive public financing for organising a conference. Secondly, the financing must not be reimbursed in the event of a cancellation due to COVID-19. Thirdly, companies that saw their revenue drop significantly are compensated for this loss thanks to the Flemish Protection Mechanism. These measures apply to all industries, including the conference industry."



BART CANDAELE
Department Head, Flanders
Innovation & Entrepreneurship



INGE MARSTBOOM
Manager Business Development
at Visit Antwerp



**THE GOVERNMENT
CAN PLAY AN
IMPORTANT ROLE BY
SUPPORTING THE
WAVE OF INNOVATION.**

**EVERY DOWNSIDE
HAS ITS UPSIDE**

Thanks to this triple measure, the industry can pick up where it left off and become profitable again. Bart Candaele: "The government's cost-benefit analysis must be different from that of the banks and insurers. The risk of a whole industry being unable to operate for an entire year outweighs the risk that a number of organisers will be unable to reimburse this financing. The government must ensure that the industry can overcome this crisis and can get the ball rolling again. Government measures can be lifted once the private sector regains ability to finance and insure conferences."

As the mythical Dutch star footballer Johan Crujff said, every

downside has its upside and Bart Candaele thinks that there's also an upside to this pandemic. It teaches PCOs important lessons for the future, in case the industry is hit by a new tsunami. "COVID-19 forced businesses to renew their business model. Whether they will survive the crisis depends on the success of their innovation. Often innovation is all about setting up new partnerships with different partners. The government can play an important role by supporting this wave of innovation. In Flanders, the innovation is definitely ongoing. More companies are applying

for innovation grants now, compared with before the pandemic.

**COLLABORATION ON
THE LOCAL LEVEL IS
JUST AS CRUCIAL**

The municipal authorities also play a crucial role, albeit on the local level, as a host city. Like Bart Candaele, Inge Marstboom – who works in Antwerp, which hosts 21,500 conferences each year, from very local to international – says that it's important to facilitate collaboration in the conference industry.

Want to know more about the support measures that the government has put in place for the conference industry?

Contact the VLAIO contact centre at www.vlaio.be

“During a crisis people and companies grow closer and join forces. Whereas previously the emphasis was on your own individual identity, we tend to look for allies in a crisis. A conference venue and a concert hall suddenly realise that they have much more in common than they thought. The city can bring these partners together, because they are stronger together. I hope that the various parties involved will continue to search for partnerships and cross-overs, as part of long-term collaborations. If a conference organiser partners with a concert hall during a crisis, there is no reason why this partnership shouldn't continue post-crisis. The partnerships that are being forged today will pay off in the long term.”

EVERYONE LIKES A POSITIVE MESSAGE

Marstboom thinks that the city has another important task, namely communication. “The city authorities must continue to promote the city as a destination to professional conference organisers, even in bad times. It's crucial to show associations and PCOs that the city is very much alive

and kicking, that it is still a nice and fun place to organise your conference. Obviously you need to explain that all the delegates will be safe because all the rules are adhered to. But that's not the key message, this won't make the difference. Cities must focus on a

CITIES MUST FOCUS ON A POSITIVE MESSAGE

positive message, or a humorous one, like Antwerp is doing this autumn. To give an example: conferences delegates no longer queue at the buffet because we have switched to table service.”

EVERY DOWNSIDE HAS ITS UPSIDE PART 2

Obviously cities can take specific measures, such as reducing or even cancelling the overnight stay tax for delegates. Visit Antwerp's Manager Business Development agrees with Bart Candaele that there are also benefits to this crisis.

“The business community and the city have been very flexible during this crisis. Instead of obstinately enforcing the rules and regulations, we realised that everyone would have to put on their thinking cap and start from scratch. I really enjoyed seeing this dynamic and being part of the experience. I truly hope that this flexibility will be maintained.”

“Another bonus: the city's service and that of service providers is much better tailored to the needs of the associations and the PCOs now. We are in a perfect position to play an intermediary role since the city stands between these clients and the providers. We know what clients want and can help providers with the practical translation. If an association or PCO prefers a hybrid meeting format, we know exactly whom to involve in this. Another example: we can help find conference sponsors thanks to our contacts with the business community. I truly believe that the authorities can play an important role for the conference industry in the future.”





BY **ZUHAL DEMIR**
Flemish Minister for Tourism

NEVER UNDERESTIMATE THE IMPORTANCE OF A CONFERENCE FOR A REGION

Every year, more than 200 international association conferences are organized in Flanders and Brussels, welcoming around 60,000 delegates into our region. I don't think there's any need to explain how valuable these conferences are on the economic level. But we need to look beyond the figures. Because Flanders increasingly values a sustainable balance between the interests of the association and PCO on the one hand, and the local population, the business owners and the soul of the destination on the other. That is why I have chosen to support a new vision for the future, as Minister for Tourism, that is founded on this balance. It offers all the conditions for creating a sustainable legacy in Flanders with your conference.



BY PETER DE WILDE
CEO Visit Flanders

WHY PHYSICAL MEETINGS WILL CONTINUE TO BE IMPORTANT



THE WORLDWIDE
GPS SYSTEM IS BASED
ON MERCATOR'S
PROJECTION
FROM 1569.

This may sound like a sweeping statement but I do think that it is appropriate in this context. During the past six months, our industry experienced what is perhaps one of the greatest catastrophes in its existence. Nevertheless I am convinced that physical conferences will survive this crisis – just like it will survive any other earth-shaking events that will hopefully never follow. Why? Because the conference as we know it has two exceptional assets. Like a double guarantee to lasting relevance.



Emmanuelle Charpentier and Jennifer A. Doudna, Nobel Prize winners in Chemistry 2020, began collaborating in 2011, after meeting at a conference.

THE POWER OF ENCOUNTERS

The conferences of the future will be more digital and hybrid. In the past few months, these formats demonstrated their added value. Zoom, laptops and video screens have become a fixture in our industry, and rightfully so.

At the same time, this evolution made it blatantly clear that encounters are at the heart of a successful conference. Getting to know colleagues and exchanging ideas is much easier and more pleasant when done face to face. A physical conference is also the best way to explore the conference venue, meet the locals, entrepreneurs and governments,

and visit local heritage. To broaden your horizon and return home enriched.

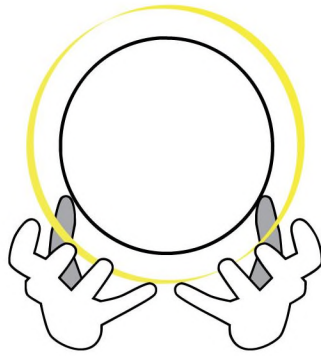
AN IRREPLACEABLE SOURCE OF LEGACY

But these encounters are not just enriching for the delegates. The destination also reaps the fruit of your conference, in the form of a lasting legacy that you leave behind. Your association or PCO does this in an irreplaceable way: thanks to the cross-pollination of economic development and an intellectual legacy. That is how you create tomorrow's heritage, as we like to say in Flanders.

In our region, the key economic sectors are rooted in phenomenal

heritage. There is a direct link, for instance, between the cutting-edge technology in geographic imaging and Gerard Mercator, the Flemish pioneer of cartography. Isn't it amazing that the worldwide GPS system is based on his Mercator projection from 1569?

This offers conference organisers a fantastic opportunity to increase the relevance of their physical conference even more: by choosing a natural habitat as a venue, where local experts, locals and businesses offer strong support. It is the most fertile breeding ground you could wish for to plant the seeds of your legacy.



LOOK INTO THE CRYSTAL BALL

5 INTERNATIONAL EXPERTS ABOUT FUTURE TRENDS IN THE CONFERENCE INDUSTRY

CLEAN WILL BE THE NEW GREEN

ROB DAVIDSON

Managing Director of MICE Knowledge, author of Trends Watch, the annual report about trends in the international conference industry



The COVID-19 pandemic will cast a long shadow over every aspect of the hospitality, travel and events industry, including congresses. For this reason, the clear priority for congress destinations and venues for the next few years will be hygiene and safety measures. 'Clean will be the new green', and congress organisers will be attracted to those destinations and venues that can clearly demonstrate that they are taking measures to ensure the safety of participants: cleanliness protocols,

the use of technology to enable social distancing, the use of outdoor spaces, where available, and so on. We will need to win back the confidence of congress planners and participants, and this begins with health and safety measures. Planners may also be naturally attracted to holding their events in destinations that can show that they have dealt most effectively with the pandemic in terms of limiting the number of infections.

THE RISE OF THE EXPERIENCE ECONOMY

REMI DEVE

Chief Editor of Boardroom, the global reference point for the world of associations



Millennials are projected to become the largest group of business travellers by 2024, and I strongly believe there will be significant changes and new demands created by Gen Y and even Gen Z. Those will include increased specific dietary requirements, hyper-advanced technology facilities and engagement, personal enrichment experiences curated to their individual interests, wellness (both

physical and spiritual), private time, community involvement, and responsible sustainability. It's the overall experience that will be searched for: the main trend is, to me, the rise of the experience economy, and I'm curious to see how it will be integrated in the so-called New Normal.

DELEGATES WILL APPRECIATE PHYSICAL MEETINGS EVEN MORE

Prof. ANNICK SCHRAMME

Lecturer in Culture Management, University of Antwerp



The coronavirus pandemic's impact on the conference industry will continue to have an impact for many years to come. On the one hand, this will result in more hybrid models for offline and online meetings. At the digital level, this crisis will promote technical progress and improvement of the existing digital platforms. These often still tend to fall short when it

comes to interactivity. On the other hand, delegates will value physical meetings even more. The main reason for travelling to conferences will not be the content, but the importance of personal networking, the need for a lively debate, and an introduction to the local culture and the local colour.

PEOPLE WILL TRAVEL

MORE WISELY

GIUSEPPE MARLETTA

Managing Director Europe,
Association of Corporate Counsel,
ESAE President



We should move away from the belief that the evolution of the meetings industry will solely depend on the development of COVID19 or other viruses we might get to know in the future. Health measures certainly represent a barrier, but I strongly believe the creativity of the professionals and stakeholders working in this sector will shape the future.

There is a lot of untapped potential on getting to innovative and accessible solutions which will bring people closer for educational or

networking reasons. COVID-19 has just accelerated the process of thinking out of the box and identify hybrid solutions which can accommodate people's meetings.

People will not necessarily travel less, but will certainly travel more wisely. This is the main reason why organisations (associations, corporates, destinations, meetings professionals in general) need to think thoroughly about their value add and why a meeting is being organised and proposed to delegates.

THE MAIN OBJECTIVE OF A CONFERENCE WILL ALWAYS BE TO CONNECT PEOPLE

JAN SAMYN

Owner at Seauton Group



When people ask me what Seauton does I always reply, we connect people.

In our industry, people often confuse means with objectives. While this may sound like a cliché, there is a certain element of truth to it.

Organising a physical conference is a means, not an aim in itself. Setting up a website is a means, as is setting up a digital platform. Webinars, exhibitions, seminars – whether physical or digital – are all means.

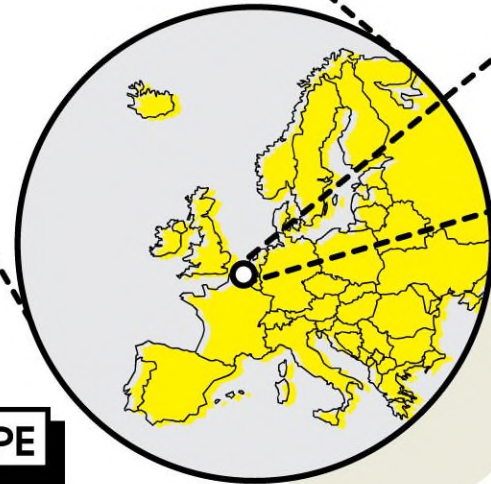
The aim is to connect people, to communicate, and to convey a message.

How this is done will always be different, and the methods will be continually developed. As a result of the current difficult circumstances, digital seems almost the only way forward. As industry professionals we have no choice but to investing in all the means that are available to us.

But one does not exclude the other. If there is one thing that became clear during this crisis, it is the fact that people miss physical conferences. The added value of meeting each other face to face, across boundaries and borders. To look each other in the eye.

Will we ever organise physical conferences again? Most definitely. Will this be at the detriment of digital conferences? Never. Will hybrid become the new normal? Perhaps. Even though I see hybrid as a means, only to be used if relevant for the intended objective.

Do we deserve this difficult period? Most definitely not. Did our industry – and the associations – experience a wake-up call because of this unprecedented crisis? I think so. Were we spoilt in recent years? I'm almost certain we were. Will the industry come out this crisis stronger? That is my wish for everyone. And I firmly believe it too."

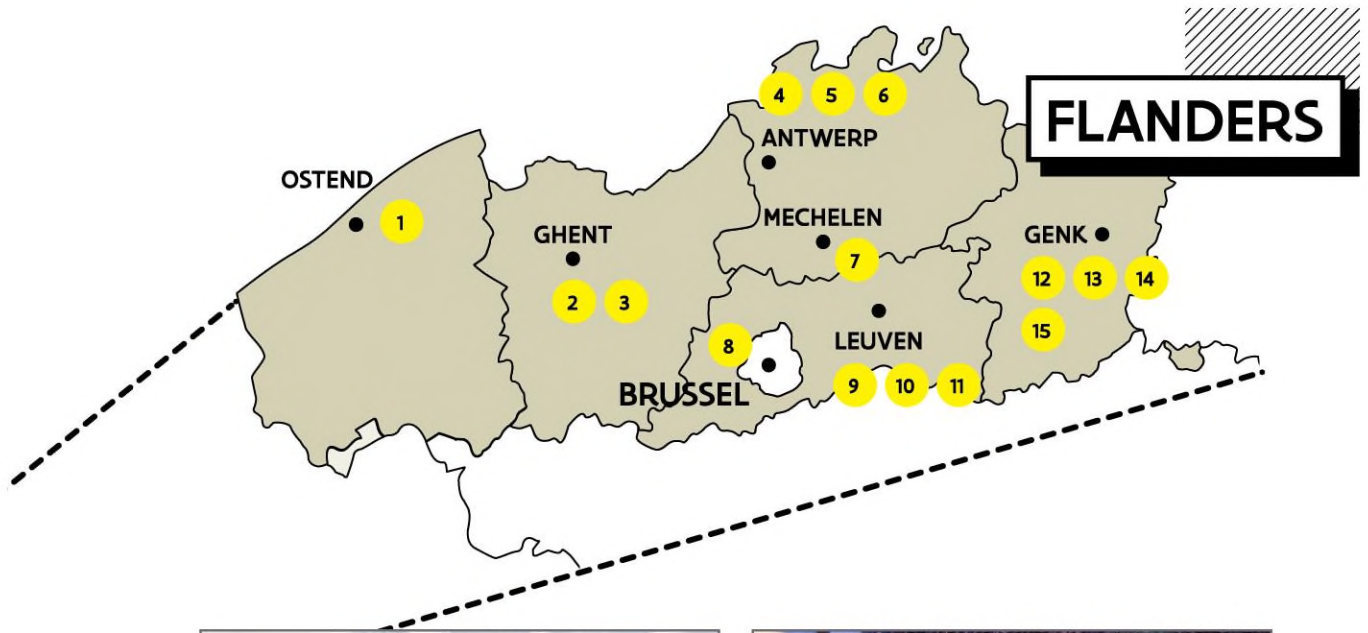


EUROPE

THESE FLANDERS HERITAGE VENUES ARE READY TO HOST YOUR FUTURE-PROOF CONFERENCE

Create the legacy of the future with your conference in the Flanders heritage venues. Welcome your delegates in conference venues with exceptional architectural value, in historic city centres, near all of Flanders' cultural, artistic and culinary assets, guaranteeing your delegates a unique - and COVID-proof - experience.





KURSAAL OSTEND

What makes this conference so unique is its location: you can step out onto the beach through one exit or into the city centre of Ostend through the other exit.

www.kursaaloostende.be

1

LOCATION: Ostend



DE BIJLOKE SITE

This conference venue is located in one of the most beautifully-preserved medieval hospices in Europe, dating from the 13th century.

www.bijlokesite.gent.be

2

LOCATION: Ghent



ST. PETER'S ABBEY

The eye-catcher of this conference centre - which was the epicentre of knowledge and culture for many centuries - is the hillside abbey garden with herbs, an orchard and a vineyard.

www.visit.gent.be/st-peters-abbey

3

LOCATION: Ghent



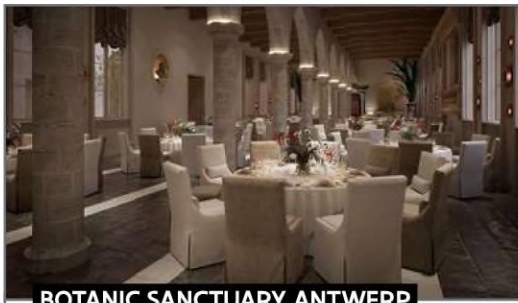
FLANDERS MEETING & CONVENTION CENTER ANTWERP (FMCCA)

All the revenue from the conferences that are hosted in this stunning Art Nouveau building goes to projects to protect endangered animals.

www.a room with a zoom.com

4

LOCATION: Antwerp

**BOTANIC SANCTUARY ANTWERP**

Health and vitality are the main themes in this conference centre in a former hospice from the 1400s.

5

www.botanicantwerp.be

LOCATION: Antwerp

**HET PREDIKHEREN**

The emphasis is on sharing knowledge and exchanging ideas in this former convent, which positions itself as a hub for meaningful stories.

6

www.hetpredikheren.mechelen.be

LOCATION: Mechelen

**LAMOT**

This restored beer brewery, which was founded in 1855, offers a stunning combination of industrial heritage and modern architecture.

7

www.lamot-mechelen.be

LOCATION: Mechelen

**MAISON DE LA POSTE**

You can choose from 15 conference rooms in this former post office, five of which were designed by famous designers.

8

www.tour-taxis.com

LOCATION: Brussels

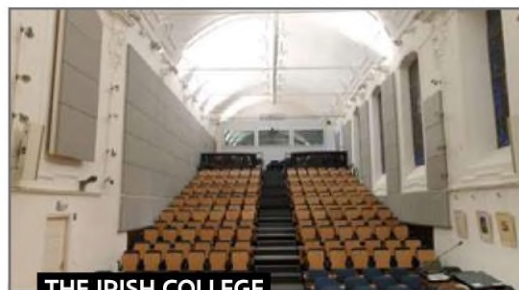
**DE HOORN**

This is where the very first Stella Artois was poured in 1926. The former brewery has since become part of a pioneering project that focuses on innovation and creativity.

9

www.dehoorn.eu

LOCATION: Leuven

**THE IRISH COLLEGE**

The Leuven Institute for Ireland in Europe is Ireland's home away from home.

10

www.irishcollegeleuven.eu

LOCATION: Leuven



FACULTY CLUB

Welcome your delegates in Leuven's Great Beguinage, which is a UNESCO World Heritage site.

11

www.facultyclub.be

LOCATION: Leuven



BOKRIJK

This 550-hectare open-air museum is a living lab of classic and modern craftsmanship. Your delegates can even cycle through the water here!

12

www.blcb.be

LOCATION: Genk



THORCENTRAL

The motto of this venue in a former coal mine - "get energised" - is expressed in every aspect, including the healthy and energising catering.

13

www.thorcentral.be

LOCATION: Genk



C-MINE

This conference centre in a former coal mine positions itself as a creative experience site.

14

www.c-mine.be

LOCATION: Genk



GRAND COMMANDERY OF ALDEN BIESEN

Can you think of a more impressive venue than this conference centre in a magnificent 16th century water castle?

15

www.alden-biesen.be

LOCATION: Alden-Biesen



More information about your conference in a Flanders Heritage Venue?

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WANT TO KNOW MORE ABOUT YOUR FUTURE-PROOF CONFERENCE IN FLANDERS?

OUR GLOBAL EXPERT TEAM IS AT YOUR SERVICE.



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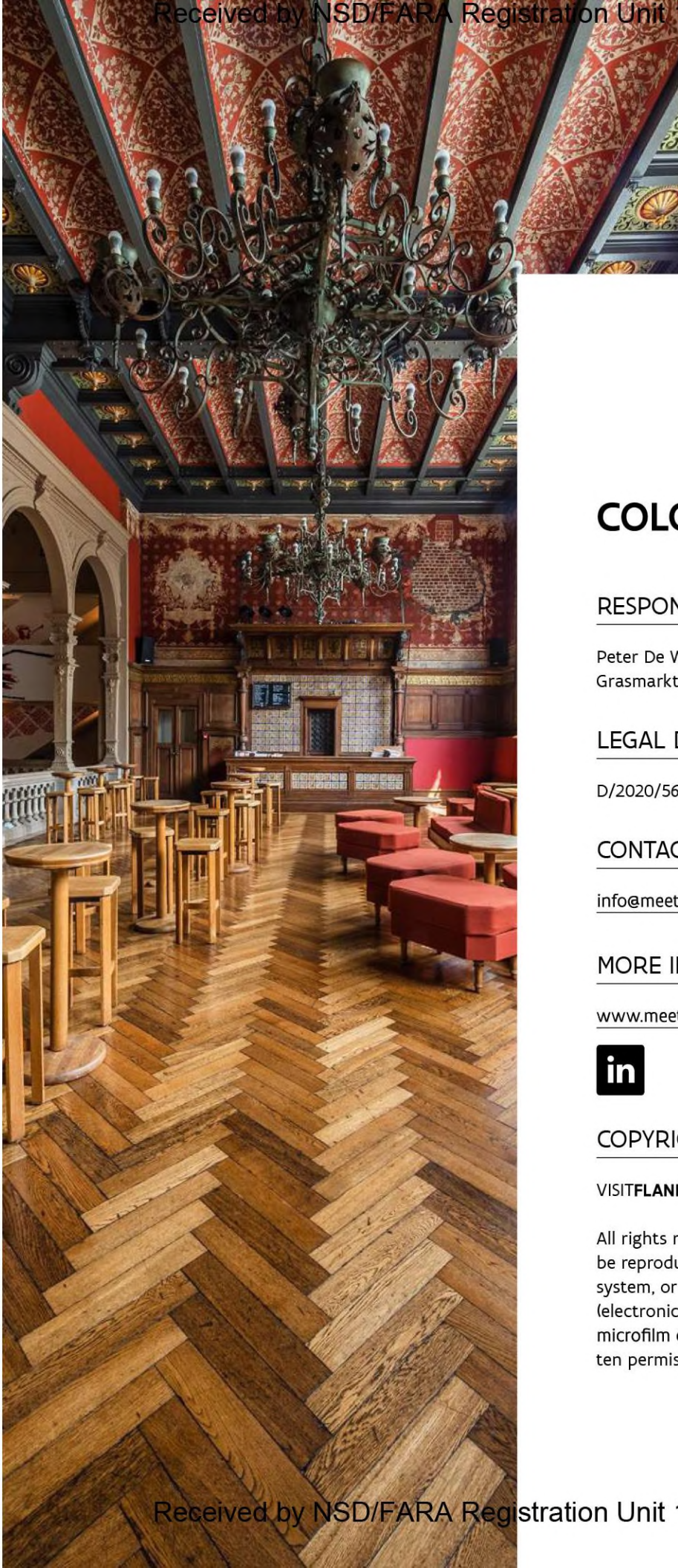
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