



**Switzerland.**

MarketingActivities SCIB

## Belgium - SCIB Planning 2023

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| 01/01/2023 –<br>12/31/2023 | <b>Belgium: Associations Event by Meeting Matters</b><br><br>For 6 years SCIB and some partners such as Atout France and the German Convention Bureau have participated in the Meeting Matters event. In total 10 countries and 25 CVB's hosted an average of 70 participants. During the last edition in March 2022 the organisers noticed that it was very difficult to acquire new clients and there were many no-shows. They have therefore decided not to hold it in this format in 2023. They are currently working on a new concept either as a business lunch with up to 5 destinations or a networking cocktail. More details will follow. Dates and prize to be confirmed<br>Instead of a unique event , we could also organise several lunches throughout the year. | <b>Comments</b><br><br>In order to have a good balance between the numbers of suppliers and guests the number of suppliers/Swiss partners will be limited depending on the format.<br><br>In case of business lunch:<br>Max 1 Swiss partner each, 10-15 guests expected.<br>Prize to be confirmed between 1'500 and 2'000 CHF   | <b>Cost CHF</b><br><br>1'800<br><br>In order to have a good balance between meeting planners and suppliers, the participation will be limited. Price not including travel cost, nor accommodation nor VAT. First come, first served. Only for destinations or Congress Centers. Prize to be confirmed between 1'500 and 2'000 CHF   |
| 05/01/2023 –<br>05/31/2023 | <b>Luxembourg: Business Dinner in Luxembourg</b><br><br>SCIB Belux will invite corporate clients for dinner in Luxembourg City. Swiss Partners will have the possibility to join. Event will take place at a special venue or in a famous restaurant and if possible in the presence of the Swiss ambassador in Luxembourg.  | <b>Comments</b><br><br>A short presentation during the aperitif will be followed by a 3 courses menu with a Swiss touch. We expect ± 20 corporate clients mainly from Switzerland or companies with affinity for Switzerland.<br>Possibility to be represented by a local partner. Local partners are welcome to join depending on the total number of partners. Max 5 partners. Priority to the destinations. First come first served. | <b>Cost CHF</b><br><br>1'500<br><br>Possibility to be represented by a local partner. Local partners are welcome to join depending on the total number of partners. Maximum 5 partners. Priority to the destinations. Price not including travel cost, nor accommodation nor VAT  |
| 10/09/2023 –<br>10/20/2023 | <b>Belgium: Annual Networking Events in Brussels.</b><br><br>Organization of our traditional Networking Event for our clients and new potential clients. First evening dedicated to corporate & association meeting planners, second to the incentives houses & PCO's. Number of participants expected: 80<br>Dates & theme: tbc<br><br>Event could be live, hybrid or virtual depending on the situation  | <b>Comments</b><br><br>- Local partners are welcome to join depending on the total number of partners in order to maintain a balance between suppliers and clients. If a destination could not make it and is interested to take part, there will be a possibility to be represented by a local partner<br>- Number of local partners : max one local per destination   | <b>Cost CHF</b><br><br>2'500<br><br>Open to Subpartner<br>Local partners are welcome to join depending on the total number of partners in order to maintain a balance between suppliers and clients. If a destination could not make it and is interested to take part, there will be a possibility to be represented by a local partner.<br>Maximum one local partner per destination. Price not including travel cost, nor accommodation, nor VAT |

| 01/01/2023 –<br>12/31/2023 | <b>Belgium: eNewsletter</b>  | <b>Comments</b>  | <b>Cost CHF</b>   |
|----------------------------|--|--|---|
|                            | 6 eNewsletters are planned through the year. Short and attractive new ideas sent to 1200 clients of our database. eNewsletters will be sent out in January, March, May, September, October and December.   | News and original ideas from the Swiss partners are always welcome! Content is king.   | 0   |
|                            |  |  | News and original ideas from the Swiss partners are always welcome!<br>Content is king!   |
| 01/01/2023 –<br>12/31/2023 | <b>Belgium: Stand alone-eNewsletter</b>  | <b>Comments</b>  | <b>Cost CHF</b>   |
|                            | Special Edition of eNewsletter in SCIB Belgium format about your destination. Content provided by partner and edited by SCIB. Goes out to approximately 1500 buyers.   | Content provided by partner and edited by SCIB. Max 2 partners/year. First come, first served.   | 500   |
|                            |  |  | Content provided by partner and edited by SCIB. Max 2 partners/year. First come, first served. Price not including VAT.                                     |
| 03/01/2023 –<br>03/31/2023 | <b>Belgium: Study Trip: “Winter” study trip</b>  | <b>Comments</b>  | <b>Cost CHF</b>   |
|                            | Organization of a study trips for Belgian PCO’s and incentive houses. Participation of 8-10 meeting planners from PCO’s and incentive houses in a winter destination. Duration: 3 days/2 nights. Idea is to combine if possible a city and a mountain destination close to the city.   |  | 0   |
|                            |  |  | Partners to cover the costs for the land arrangement. Total 8 -10 people, 3-4 nights. If possible, combination of 2 destinations: city+ winter destination. |
| 01/01/2023 –<br>12/31/2023 | <b>Belgium: Communication package(Print &amp; Online): Focus on Associations</b>   | <b>Comments</b>  | <b>Cost CHF</b>   |
|                            | SCIB Brussels always tries to get media coverage in the Belgian magazines and to integrate the partners where it’s possible. With this “communication” package, we will provide the interested partners a detailed annual communication plan featuring their destination and key selling points through different specialized media in the meetings or congress business.  | - Detailed annual media/communication plan at the beginning of the year and complete reporting at the end of the year. Content delivered by the partner. | 4'000   |
|                            | Media Package with focus on associations<br><br>•Advertorial 2 pages in Boardroom Magazine(printed edition) circulation 8'000 (you will pay for 1)<br>•Insert in the e- Zine of Boardroom sent to 16'000 contacts<br>•Insert in the Associationplanner.eu e-news sent to 1'995 contacts and online content on the website<br>•Insert in the Corporatepanner.be e-news sent to 2'000 contacts and online article on the website |  | Content delivered by the partner. Price not including VAT   |

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| 01/01/2023 –<br>12/31/2023 | <p><b>Belgium: BBT : Speed dating workshops</b></p> <p>BBT will organize a B2B event, speed date workshop for the Belgian meetings and incentives agencies. 80 suppliers and 80-100 planners are expected. Speed date workshop followed by walking dinner. Mainly agencies. Good opportunity to meet the major agencies.</p> <p>Most of the time there are 2 editions per year: a summer edition in June and a winter edition in December. TBC</p>  | <p><b>Comments</b></p> <p>Possibility to book a table. Local partners are welcome to join. Please note</p> <ul style="list-style-type: none"> <li>- This event attracts mainly incentive and event agencies, few corporates and almost no associations,</li> <li>- A lot of visitors are interested in Belgium and neighbouring countries</li> <li>- is the only “MICE” platform and one of the cheapest, apart from scib events.</li> <li>- It is not possible to make appointments in advance (no online appointment system) and you will not meet all the participants.</li> </ul> | <p><b>Cost CHF</b></p> <p>1'600</p> <p>Open to Subpartner<br/>Possibility to book a table. Cost between 1475 € and 1575 €. Local partners are welcome to join. Special price as from 5 tables/Swiss partners through SCIB. Not including VAT.</p> |
| 01/01/2023 –<br>12/31/2023 | <p><b>Belgium: Communication package: Digital package: focus associations</b></p> <p>SCIB Brussels always tries to get media coverage in the Belgian magazines and to integrate the partners where it's possible.</p> <p>With this “communication” package, we will provide the interested partners a detailed annual communication plan featuring their destination and key selling points through different specialized media in the meetings or congress business.</p> <p>Digital Media Package with focus on associations</p> <ul style="list-style-type: none"> <li>• Article with pictures during one month on the website Meeting Media Company (2 weeks visit: 1500)</li> <li>• Insert in the HQ e-news sent by Meeting Media Company targeting 17'000 contacts worldwide (11'000 in Europe)</li> <li>• Banner one month (average monthly clicks 5000)</li> <li>• Banner in HQ news</li> <li>• Insert in the Associationplanner.eu e-news sent to 1'995 contacts and online content on the website</li> </ul> | <p><b>Comments</b></p> <ul style="list-style-type: none"> <li>- Detailed annual media/communication plan at the beginning of the year and complete reporting at the end of the year. Content delivered by the partner.</li> <li>A light version of the package is also possible without the 2 banners for 2'500 CHF</li> </ul>  | <p><b>Cost CHF</b></p> <p>4'500</p> <p>Content delivered by the partner. Price not including VAT<br/>Full package 4'500CHF ; light version without 2 banners: 2'500 CHF</p>   |
| 01/01/2023 –<br>12/31/2023 | <p><b>Belgium: Communication package: Digital package: focus on corporate/agencies meetings and incentives</b></p> <p>SCIB Brussels always tries to get media coverage in the Belgian magazines and to integrate the partners where it's possible.</p> <p>With this “communication” package, we will provide the interested partners a detailed annual communication plan featuring their destination and key selling points through different specialized media in the meetings or incentive business.</p> <p>Digital Media Package with focus on corporate meetings and incentives</p> <ul style="list-style-type: none"> <li>• Article on the website of Mice-magazine.com : 800 visitors/day. Shared on Facebook, Twitter, Instagram</li> <li>• Insert in their eNewsletter sent to 45'000 contacts and link to online content o the website</li> <li>• Insert in the Corporateplanner.be e-news sent to 2'000 contacts and online content on the website</li> </ul>  | <p><b>Comments</b></p> <ul style="list-style-type: none"> <li>- Detailed annual media/communication plan at the beginning of the year and complete reporting at the end of the year. Content delivered by the partner.</li> </ul>   | <p><b>Cost CHF</b></p> <p>3'000</p> <p>Content delivered by the partner. Price not including VAT</p>  |

01/01/2023 –  
12/31/2023

**Belgium: Study Trip: “Thematic” study trip**

**Comments**

**Cost CHF**

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The idea is to organise a study trip on a specific theme: could be the Swiss cities, sustainability, corporate volunteering... depending on the destinations interested in hosting Belgian meeting planners. Let's discuss a specific programme either for agencies or for corporates in collaboration with an agency. Participation of 8-10 meeting planners. Duration: 3 days/2 nights.

Partners to cover the costs for the land arrangement. Total 8 -10 people, 3 nights. If possible, combination of 2 destinations: 2 cities or city and a mountain destination close to the city