



CONFERENCES
IN FLANDERS

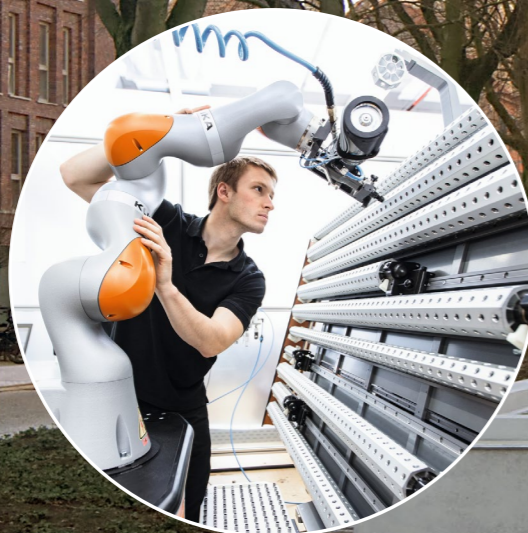


Flanders
State of the Art

**CREATE
A MILESTONE
WITH YOUR
CONFERENCE**
in your domain
and for society.

A GUIDEBOOK FOR ASSOCIATIONS AND PCO'S

ON THE FIRST STEPS TOWARDS GENERATING POSITIVE IMPACT



Create impact with your conference

As a conference organizer, you can be of greater importance to society than you realize. You can create a positive, long-term impact. Not just in your domain, but for all of society.

Your conference can be a game changer. You bring experts together, exchanging ideas and creating milestones for society.

Flanders, the northern region of Belgium, attaches great importance to the impact of your conference. We facilitate your positive impact on society with a unique methodology, the support of city convention offices, a unique network of experts in your field and all possible partners. You can read more about in this brochure.



your event can create sustainable change in the community.



PREFER WATCHING TO READING?

This film explains the principle of impact in a clear way.





A real-life example of a conference with impact

Thanks to the organization of an important international conference on cycling

- a city created additional bike lanes (from 3 kilometers to 200 kilometers).
- the city encouraged its residents to bike more for short distances.
- the university in that city is doing more research on smart mobility.
- local businesses are gaining knowledge for new innovations and new jobs are being created.



IMPACT OFFERS ADDED VALUE FOR PCOs AS WELL

Not only associations benefit from impact, so do Professional Congress Organisers. After all, impact generates more support from local stakeholders and partners. This makes the conference more interesting in terms of content, which attracts additional participants and sponsors.

How Flanders supports the impact of your conference

VISITFLANDERS Convention Bureau - the official convention bureau of Flanders - developed a unique methodology. In this process, our experts support your association to capture, measure and stimulate the impact of your conference. This service is completely free when your conference takes place in Flanders.

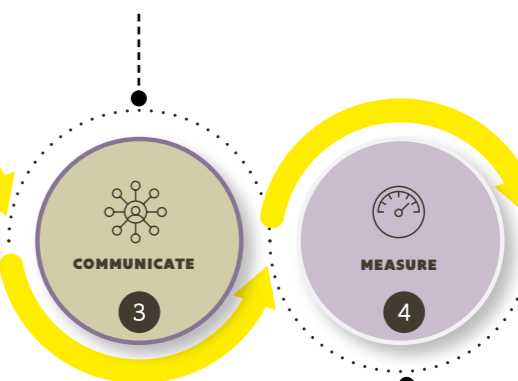
PHASE 1

Together we define your impact. What positive effects can your conference have for society?



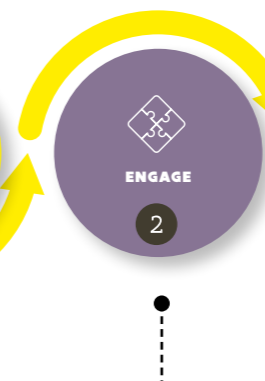
PHASE 3

We communicate the impact you want to create with your conference. You find out what messages you need to spread through which channels.



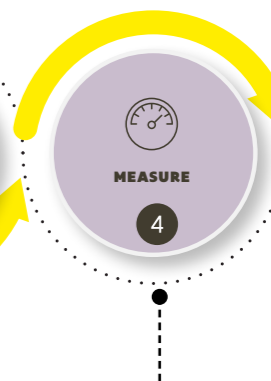
PHASE 2

We jointly look for partners - in government, education, business and local civil society organizations - who can support your conference. This way we create a strong local support base, which increases the chances of a positive and sustainable impact. We also very concretely define the specific activities that will generate your impact.



PHASE 4

We measure the impact your conference has achieved. We process the figures in an impact report, from which you draw valuable lessons.



You also get support through our Impact Support Package

Flanders and your host city join forces to boost the impact of your conference. Together, we help your Local Organising Committee (LOC) with a package of sustainable measures.

Which ones exactly? That is discussed with you in advance, ensuring your conference receives tailor-made sustainable support.

Want to know more about the support package or methodology?

The experts of Visit Flanders Convention Bureau will gladly give you all the information. You can find their details at the end of this brochure.



FLANDERS PLAYS A WORLD-LEADING ROLE IN CONFERENCES WITH IMPACT

Flanders has a global leading role in the pursuit of impact. We took the initiative for the foundation of the International Alliance for Impact, in which convention bureaus unite to exchange knowledge.

VISITFLANDERS Convention Bureau's leading role is also receiving worldwide recognition. For example, we received the IAPCO Collaboration Award, and were nominated for the ABPCO Excellence Awards, each time within the "Legacy & Impact" category.



Experts in your domain help create the impact of your conference



You don't create impact alone. You do it together with experts in your domain, and Flanders has an abundance of them. VISITFLANDERS Convention Bureau brings these experts together in a unique partnership: **the Legacy Makers**. This network of scientists, entrepreneurs and government decision-makers ensures a rock-solid support base for your conference.

Legacy Makers in Flanders are at the top of the world in no fewer than 12 domains:



CIRCULAR ECONOMY



ART AND HERITAGE



SMART ENERGY



CYCLING



LIFELONG LEARNING



SMART MOBILITY & LOGISTICS



FOOD, GASTRONOMY & BEER



FLANDERS NATURALLY



CARE AND HEALTH



INDUSTRY 4.0



SMART & SUSTAINABLE LIVING



CLIMATE & ENVIRONMENT



HOW DO OUR LEGACY MAKERS THINK ABOUT IMPACT?

Discover their milestones in a series of fascinating interviews. [Click the link](#) or scan this QR code to learn more about inks that save lives, chocolates that let people with throat cancer experience taste again and innovative ways to feed 10 billion people in a healthy way by 2050.



Get inspired by the impact of these conferences in Flanders

The European Academy of Childhood Disability (EACD) is an international non-profit organization that promotes research and education for people with childhood-onset disabilities.



Every year, the EACD organizes the largest scientific congress in the world in this field. With its conference in Bruges, the association pursued the following **impact objectives**:

- give people with a disability more opportunities in life in terms of sports and leisure activities.
- improve the health of these people based on improved, science-based clinical practice.
- give people with a disability access to new technologies that improve their quality of life.

“The EACD conference, the largest worldwide focusing on neuromotor and childhood onset disabilities, has achieved a significant milestone by creating an impact task force involving all stakeholders, including individuals with disabilities, their parents, policymakers, medical professionals, and industry representatives.”

ELEGAST MONBALIU, Meeting President



The European Federation of Food Science and Technology (EFFoST) promotes the exchange of knowledge and technology among food professionals.



With its conference in Bruges, EFFoST aims to achieve the following **impact objectives**:

- introduce new ideas and insights about processed foods into society.
- continue to build food science into a respected and important field.
- stimulate cross-sector collaboration to achieve more tasty, affordable and healthy processed foods.
- encourage policymakers to actively invest in food science projects.

“The EFFoST conference aims for a sharp focus on dialogue and collaboration, also with the world beyond science and even beyond industry. Our conference is the ideal place to find and establish new collaborations. A network is a catalyst for achieving impact.”

TARA GRAUWET, Conference Chair



YOU CAN ALSO CREATE IMPACT WITH YOUR EVENT!

In 2023, for example, the World Breaking Championship took place in Flanders. The organising World Dance Sport Federation wanted not only to promote urban sport, but also to increase the well-being of young people by getting them actively involved in hip-hop culture.

Want to know more about impactful events?
Contact Kevin McMullan on kevin.mcmullan@eventflanders.com



From left to right Alexandra Zehrlaut \ Melanie Van Oevelen \ Tuya Beyers \ Brecht Putman \ Evelyne Bardyn (Head of Convention Bureau) \ Paul Swain \ Sylvie Lejour (Team Leader) Sam Versele \ Alexandra Freeman \ Milo Vergucht



Want to know more on how to generate positive impact with your conference?

Contact the expert in your domain or region.

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THE FLANDERS HERITAGE VENUES WELCOME YOUR CONFERENCE WITH IMPACT

The Flanders Heritage Venues are a unique network, where historical heritage meets state-of-the-art conference technology. All of these 32 venues – from the world's oldest trade fair and beautifully restored castles to the only conference venue in a zoo – guarantee impactful events that leave a lasting impression to your delegates.

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