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**CONFERENCES
IN FLANDERS**



| Invitation The Impact Day | 14 October 2024

Two years.

That's how long the Wright brothers worked on their first motorized flight.

That's how long Dr. Jonas Salk searched for the polio vaccine.

And that's how long VISIT**FLANDERS** Convention Bureau dedicated itself to co-developing a groundbreaking impact methodology through a series of carefully selected pilot projects. These impactful congresses served as test cases, allowing us to rigorously test and refine our approach. Through each event, we gained invaluable insights and made continuous improvements, ensuring that our methodology is both robust and effective in measuring and enhancing the impact of future conferences.

This methodology will be introduced to you during the Impact Day on Monday, 14 October.

From 'more' to 'better' Visit Flanders Convention Bureau co-developed a new methodology with many partners and experts on how to generate a positive impact with a congress or event. Moreover, by working towards this new methodology, we shifted towards a new business approach.

IMPACT DAY

PROGRAMME

The event will be divided into two parts:

- **Morning Session:**

We're excited to share our story about how we co-developed this

methodology in an interactive, dynamic, and experiential format! Get ready to become a changemaker too!"

- **Afternoon Session:**

We will explore the future of impactful congresses by delving into a new topic: Funding of impact. This session is co-developed with #Meet4Impact and GDS-Movement.

More details will be provided in September.

The Impact Day is also one of the training sessions provided by the [BEFuture project](#). This project aims to shape the future of Business Events in Europe by making the industry more sustainable, resilient, and digital.

Do you want to know more about the programme and venue? Would you like to confirm your attendance? Please click on the button below.

[More info & register](#)

We sincerely hope you can attend. Because the more professionals like you, the more positive impact. And that is exactly where our future lies.

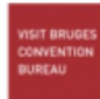
Kind regards

On behalf of the VISIT**FLANDERS** Convention Bureau

This event will be organized in the most sustainable way possible. Located in the heart of Bruges, it is easily accessible by public transport and surrounded by hotels that hold The Green Key certification. Additionally, we will be measuring our CO2 emissions to ensure environmental responsibility. More details will be provided in our official invitation in September

IMPACT DAY takes place on Monday 14th October

You might also be interested in [joining the GDS Forum and/or CityDNA](#) – also taking place in Bruges that same week!



Questions?

[Contact Gemmeke De Jongh](#)



Flanders
State of the Art

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