

Subject: Newsletter Conferences in Flanders

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**FLANDERS
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Flanders
State of the Art

Newsletter #4 Conferences in Flanders

Whether you're dreaming of your next event or your next holiday, we've packed this newsletter with ideas that go way beyond the conference room. Expect ancient roots, futuristic tools, greener venues — and maybe even an invite to Flanders. Let's dive in.

Climbing the ICCA ladder, thanks to you

Modesty is highly valued trait in Flanders. So why do we pat ourselves on the back about Flanders' steep climb on the ICCA ladder? Because it's not about us. It's about you. More precisely: the impact of your conference. Curious?

[Read more](#)



Your job goes back to the 15th century

Okay, it's not the world's oldest profession – thankfully. But did you know that something very conference-like was already happening in 1430? Professor Maximiliaan Martens explains how your role fits into a centuries-old tradition of knowledge-sharing. [Read more](#)

You won't believe what's powering your next event

From AI that finds your perfect match during an event to solar kits and compost toilets that make your conference cleaner – Flemish innovators are thinking ahead, so you don't have to reinvent the wheel. [Read more](#)



Can going green make your venue shine?

Sustainability and experience don't have to clash — in fact, they can boost each other. Behavioral expert Wannes Van Giel shares 4 tips how smart, green choices can make your venue more memorable and meaningful. [Read more](#)

Enjoy your summer! By the way, any plans for afterwards?

Summer's around the corner, and so is your well-deserved break. But because planning is second nature to you as a conference professional... how about an inspiring visit to Flanders this fall? Just one click away — we'd love to welcome you.



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