



"Set up of a city convention bureau"

Hugo Slimbrouck

Setting up a city convention bureau is a responsibility of both the private and public sector. In 1995 Hugo Slimbrouck presented a business plan to hoteliers, the convention center and the city officials in Bruges. Six months later, the "Meeting in Bruges" was officially created with a 50/50 sharing of costs and efforts by the public and the private sector. Today Meeting in Bruges is still striving and flourishing on the basis of this concept. Its markets are both domestic as from the neighboring countries as well as including long haul incentive business from the US. This interactive session will look at possible future projects in Greece