



LEUVEN  
CONVENTION  
BUREAU

A unique  
collaboration:  
A city - university alliance





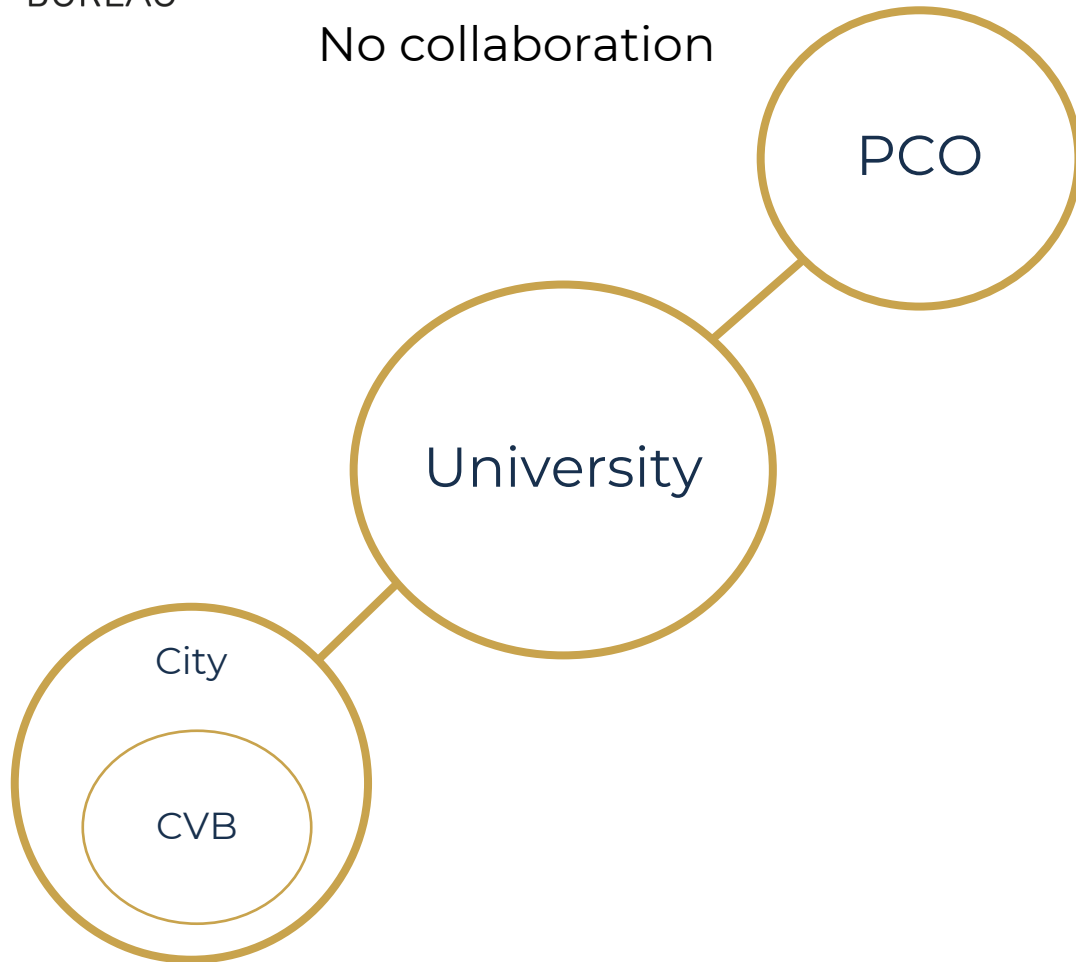
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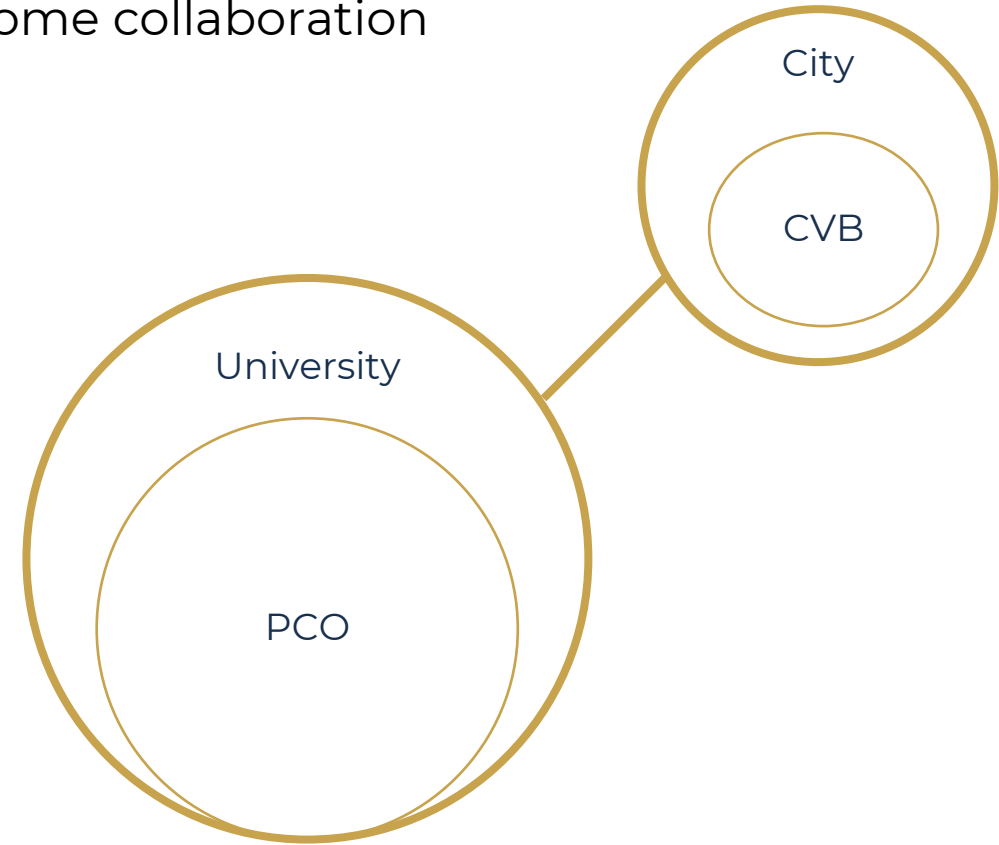
ICCA

# Structure

No collaboration



Some collaboration



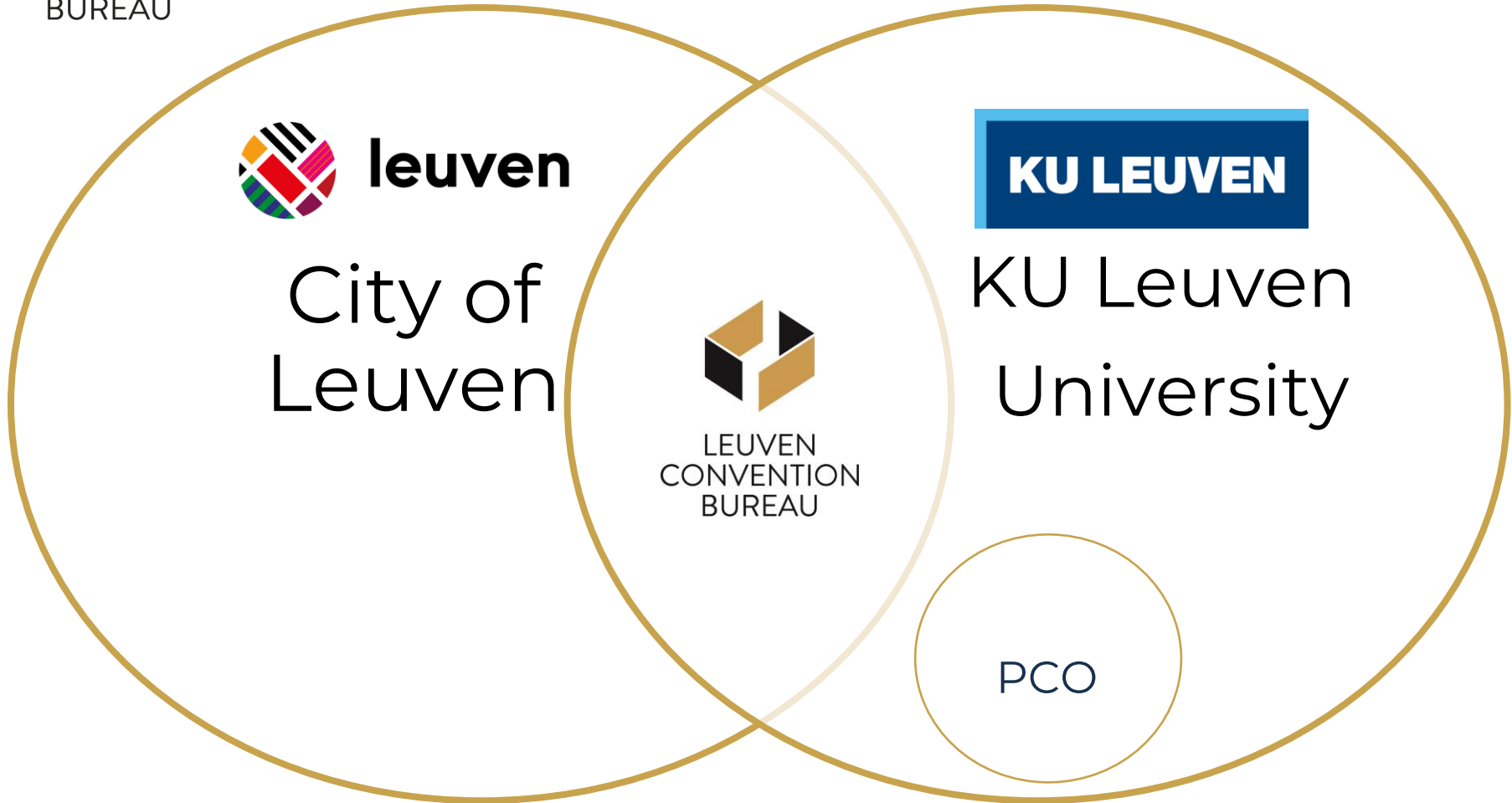


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# Our structure



ICCA



City of  
Leuven



KU Leuven  
University



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A COOPERATION OF

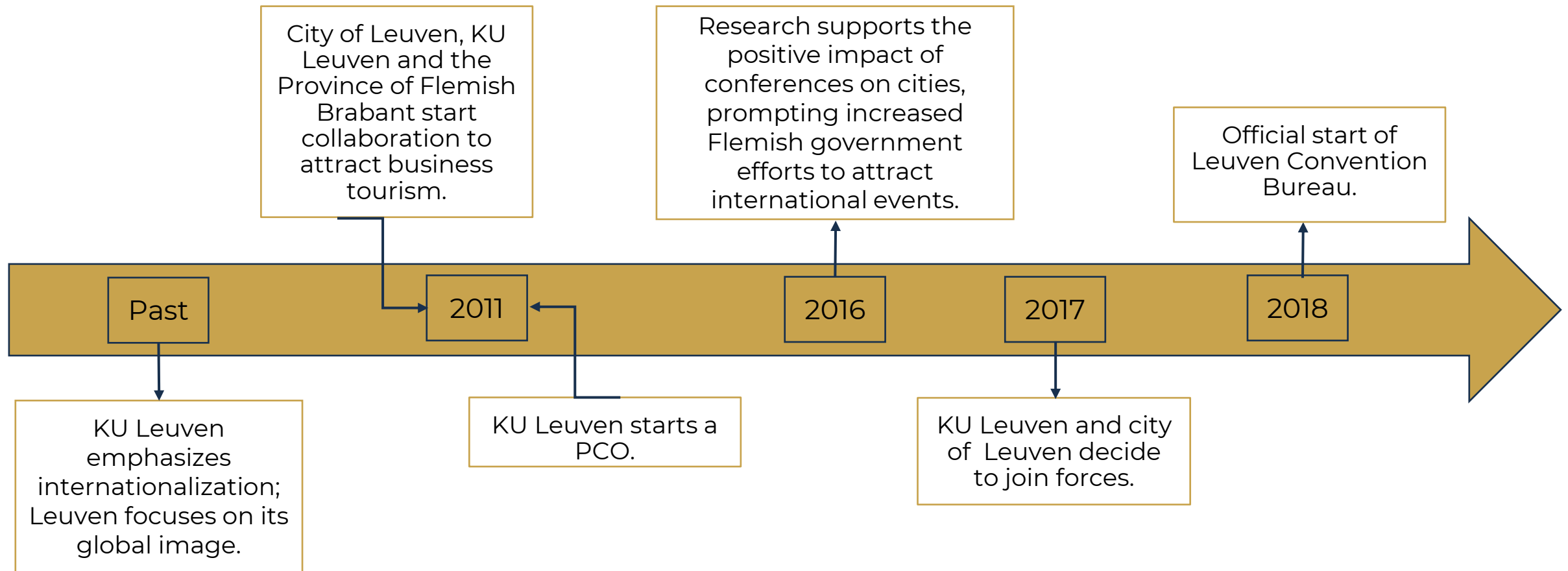


leuven





# How did this come about?



# Practical terms

How did we address this in practical terms:

- Both City of Leuven and KU Leuven contribute financially.
- Collaboration is ensured through one staff member from each organization.
- Yearly reporting to an advisory board.
- LCB team is responsible for marketing, lead research, proposals, website, inspiration visits ...



# Today's focus

Why is it beneficial to have a CVB embedded in both the operations of the university and city?



# Advantages for the university

- Strengthen the academic reputation of the university.
- Support for academics, researchers and students.
- Conferences attract talent.
- Professionalisation of the organization.





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# Advantages for the city

- Strengthening the international image of Leuven as a conference destination.
- Developing the city as a conference destination.
- Efficient utilization of people and resources.
- Building a strong network.
- Focus on leisure tourism and conference tourism.





# Advantages for PCO

- Time efficient:
  - No need to do lead research.
  - No need to write proposals.
- Focus on conference management.
- CVB with academic community experience.
- Build long-term relationships and manage CRM system.
- Sharing and preserving expertise.





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# Advantages for partners

- Single point of contact for the university and city.
- Bringing partners together with the city and academic network.
- Advise on strategic considerations, guide them forward.
- Keep track of trends.
- Building long lasting partnerships.



# The result

- CVB aligns strategic planning with city and university.
  - Consideration of growth sectors: Health, High Tech, Creativity, and Sustainability.
- Access to university resources.
- Optimization of daily operations.
- Extensive network.
- Optimizing bleisure tourism.
- Efficient use of spaces and conference periods.
- Bottom-up approach rather than a top-down approach.





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# Questions



Would you consider  
initiating this conversation  
with your university or  
knowledge centers?

Do you have questions?

