

MEET EUROPE

3 - 4 February 2027 | Brussels, Belgium

Policy Leadership. Collective Presence. Global Evolution.



Two connected days linking European policy priorities with the practical skills needed to represent the association meetings sector more effectively.

DAY 1 | 3 FEBRUARY

Policy in Action

A focused exchange with European institutional representatives on the contribution of international association meetings to European priorities.

- 1 The European policy context**
Sustainable tourism, competitiveness, regional development, research, innovation and talent attraction.
- 2 From policy to implementation**
Where implementation gaps exist, what evidence is needed and where cooperation can help.
- 3 Business events as a European asset**
The role of congresses in attracting knowledge, research networks, investment and professional communities.
- 4 A practical destination test**
How cities can use business events to address visitor pressure, seasonality and regional balance.
- 5 The sector contribution**
Agreed findings and recommendations will inform a documented outcome for relevant European Commission services.

DAY 2 | 4 FEBRUARY

Advocacy in Action

A practical day on European decision-making, institutional engagement and the preparation of a credible advocacy case.

- 1 How European decisions are made**
The roles of the Commission, Parliament, Member States, regions and advisory bodies.
- 2 Finding the right point of entry**
Who is responsible, when input is useful and which level of government to approach.
- 3 Building an effective case**
A clear objective, credible evidence, a specific request and language that reflects political priorities.
- 4 Lessons from practice**
Experiences from associations and destinations, including what worked and what did not.
- 5 European Parliament**
A visit and exchange on how political decision-makers receive and assess external policy input.