



ICCA France-Benelux Chapter Summit 2020

The Art of Reinventing

Monday, March 23, 2020

Venue: **Holiday Inn Hasselt**
Kattegatstraat 1 - Hasselt

- 11:00 – 12:00** First Time Attendees Session
- 12:00 – 13:00** Registration and Network Lunch
- 13:00** Departure to afternoon program at Open Air Museum Bokrijk

Venue: **Open Air Museum Bokrijk (Castle Bokrijk)**
Bokrijklaan 1 - Genk

- 13:30 – 14:45** Destination Sessions at Castle Bokrijk
- 14:45 – 18:00** Networking Afternoon at Open Air Museum Bokrijk
- 18:00** Back to hotel Holiday Inn Hasselt
- 19:30** Walk from Holiday Inn to:
- Het Smaaksalon**
Maastrichterstraat 61 - Hasselt

19:30– 22:30 Dinner

Tuesday, March 24, 2020

Before or after breakfast it is possible to:

- use the gym, swimming pool, and sauna in the Holiday Inn (only for Holiday Inn guests)
- Get energized during a morning run for which we'll provide a printed route

Venue: **Z33 – House for Contemporary Art**
Zuivelmarkt 33 - Hasselt

- 09:00 – 10:00** Welcome en Keynote
- 10:00 – 11:00** Interactive Session*
- 11:00 – 11:30** Coffee Break
- 11:30 – 12:30** Interactive Session*
- 12:30 – 14:00** Lunch and museum visit
- 14:00 – 16:00** Interactive Session*
- 16:00** Evaluation and end of Summit 2020

***Interactive Sessions today are:**

- Fucked Up Bids 2.0
- Working with your local ecosystem,
- The SaaS Sales Method- Sales as a Science