

28 NOVEMBER 2025
THE STANDARD BRUSSELS

INSPIRATION **BRUSSELS**

SURPRISING AND ORIGINAL VENUES & EXPERIENCES
FOR MEETINGS, INCENTIVES OR EVENTS IN BRUSSELS

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Programme 28 November 2025

09:30 - 10:00 Welcome drink & networking

Hosted at The Standard Brussels, this event kicks off with a stylish welcome drink and meaningful networking between top Brussels MICE suppliers and carefully selected buyers from Belgium & The Netherlands.

10:00 - 10:45 MICE keynote - part 1

Central to this MICE event is a keynote bursting with 100+ original ideas for meetings, incentives, and events in Brussels. The first part is sure to surprise you with fresh inspiration and new & original meeting venues in the capital of Europe!

10:45 - 11:45 Coffee break & networking

Recharge with coffee and connect with fellow participants during this informal networking break. It's the perfect moment to meet Brussels MICE suppliers and continue the conversation in a relaxed setting.

11:45 - 12:30 MICE keynote - part 2

Get ready for part two of the keynote, packed with Brussels-based inspiration for unforgettable meetings, incentives, and events.

12:30 - 14:00 Walking lunch & networking

Time for a walking lunch prepared by the chefs of The Standard Brussels. As you enjoy a variety of delicious dishes, you'll have the opportunity to network and discover even more of what Brussels has to offer.

14:00 - 14:30 Site inspection of The Standard Brussels

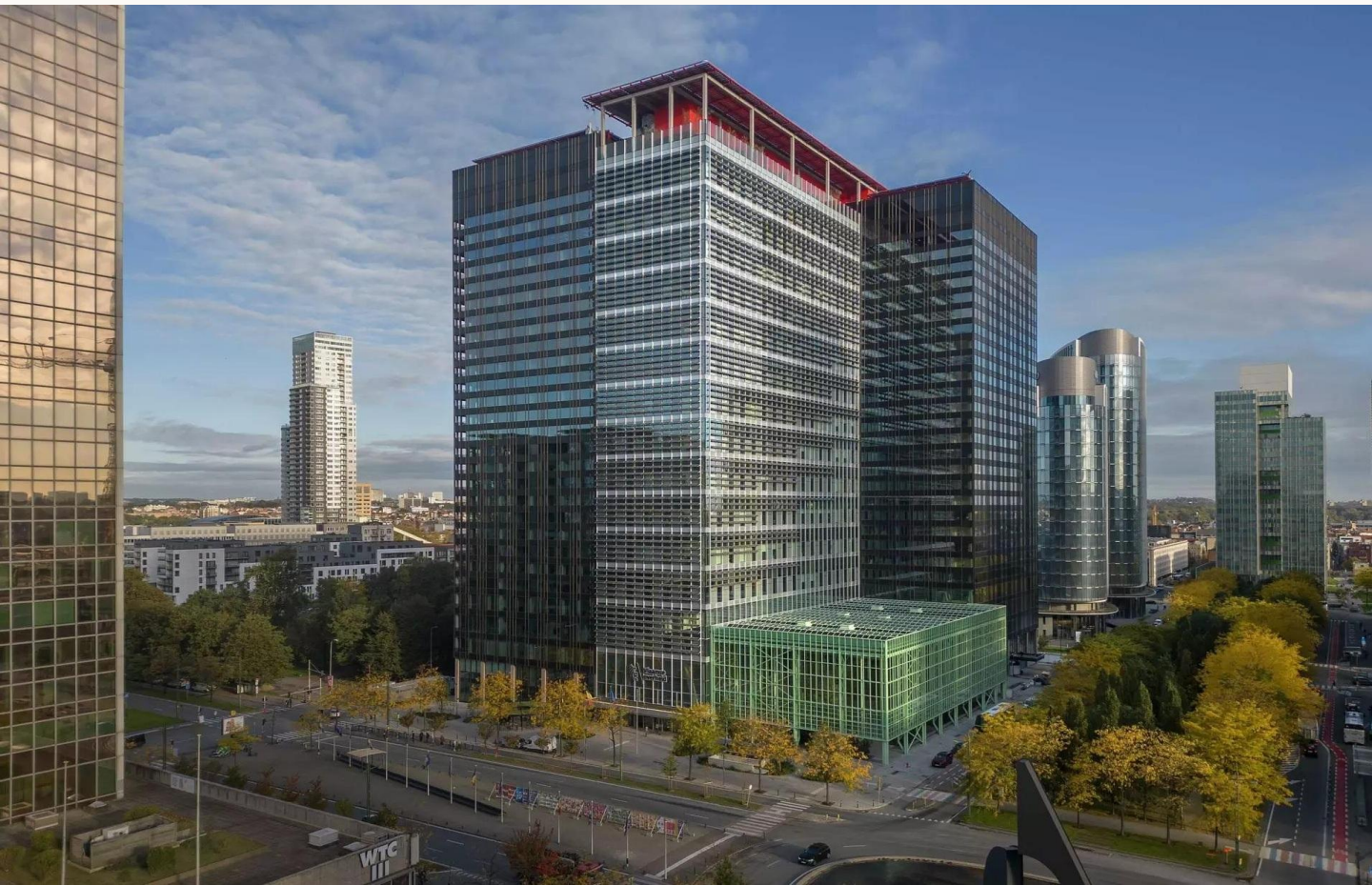
After lunch, you'll have the opportunity to explore The Standard Brussels — a brand-new hotel that's reshaping the city's hospitality scene and offers great potential as an event venue.

The Standard Brussels

Beyond waffles and Art Nouveau, Brussels is one of Europe's most international cities — home to diplomats and expats from over 180 nationalities. This vibrant mix of language, culture, and ideas now finds a new home at The Standard Brussels. Located in the city's dynamic Northern Quarter, The Standard rises 28 stories and features 200 stylish rooms, suites, and apartments.

On the ground floor, Double Standard serves up a playful mash-up of American and Belgian bar food, paired with a top-notch beer list, right next to the buzzing mid-century-inspired Lobby Bar. Head to the top floor for a Spanish brasserie with sweeping views and indulgent shared plates, infused with Iberian flair. From food and drinks to curated programming, The Standard Brussels is a vibrant meeting place for visitors, business travellers, and locals alike.

www.standardhotels.com



Contact

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