



Organizational Change for the Brussels Office announced by AIM Group International

Associaties

02 november 2017

Aim International are excited to announce that Wim Desloovere is assuming the role of Country Manager for the Brussels Office. Wim will lead AIM Belgium's ongoing strategic initiatives to provide innovative event services for top companies/associations and develop an expanding portfolio of regional and international accounts in the country.

Wim has 20 years of experience working in various positions linked to the meeting industry and this wealth of knowledge and expertise is the key to Wim's leadership. He brings inspiration, an outstanding mix of operational experience and a passion for customer care. As Country Manager he will seek to drive local business and develop international clients by supporting strong customer relations all while developing the team and leading in terms of financials and KPIs.

"I am looking forward to contributing to the further expansion of the AIM Group in Belgium. I hope to bring my past experience to help leverage AIM Group's existing strong international network" says Wim Desloovere.

Patrizia Semprebene Buongiorno, Vice President of the Group added: "New leadership announced today will further develop and evolve our business in Brussels. This city is more and more becoming a reference point as a major regional hub for international associations. I am confident that Wim will play a key role in providing and implementing new solutions and innovative approaches for our clients."

AIM Brussels Office was established in 1999 becoming one of the best-known event management organisations in Belgium. Working on both local and international events, it has a wide range of clients including international associations, pharmaceutical groups as well as IT, financial and insurance companies. The office provides PCO services, Association Management (AMC), Destination Management (DMC) and the organisation of corporate events.

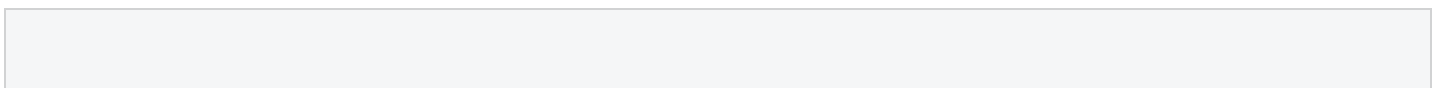
AIM Group International:

Berlin, Brussels, Budapest, Florence, Hamburg, Lisbon, Madrid, Milan, Munich, New York, Paris, Philadelphia, Prague, Rome, Sofia, Vienna

At AIM Group International we have worked in the meeting and event management industry for over 50 years committed to helping clients reach their goals, to personalising their event experiences, to providing an innovative environment, and to making a difference.

Professional Congress Organiser (PCO) - Association Management (AMC) - Communication - Destination Management (DMC) - Events - Education - Healthcare and Pharma Meetings

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Wallonie-Bruxelles Tourisme



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Vraag nu uw gratis exemplaar van de nieuwe MICE brochure "Wallonië, de bestemming voor uw meeting" aan! In dit onmisbare...

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Spotlight



What Marketing Channels Do Really Influence Marketers?

When developing a marketing and channel plan for their product or service, marketers face the challenge of resource allocation across a range of touchpoints. When asked which marketing channels Belgian marketers devote the most resources and attention to, they name digital and social media as the undisputed champions (32%), followed by customer events (24%) and content marketing (22%). But, what are the media that influence marketers themselves both as consumers and as marketing and communication professionals? In the research The Oval Office conducted with more than 900 Belgian marketing and communication professionals we asked them the question.

[Lees meer...](#)