

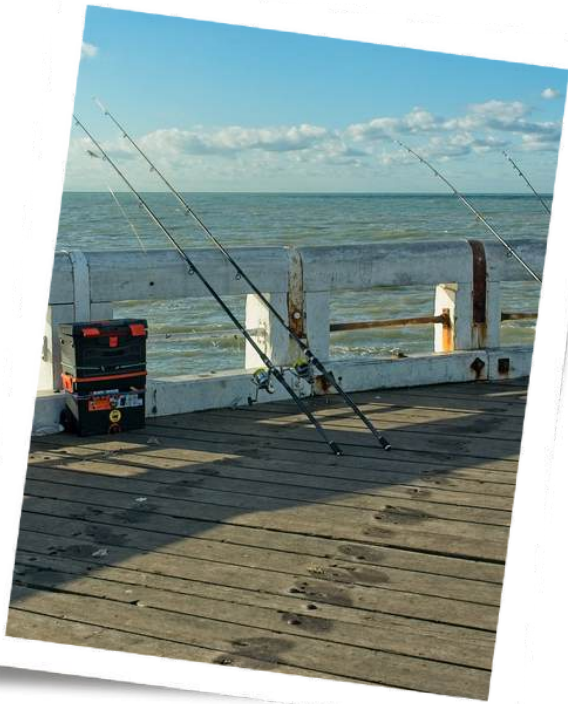
Explore Belgium

BIP AIRIS

AUTHENTIC INVOLVEMENT THROUGH REGIONAL INNOVATIVE STORYTELLING

MARCH 2025



**Objectives:**

- Explore and analyze the marketing potential of Belgian cities (Ghent, Ostend, Antwerp).
- Identify and craft compelling stories about each city.
- Deliver polished creative products that meet professional standards.
- Present final works to an expert jury and reflect on the experience in a follow-up session.

Learning Goals:

- Master the fundamentals of city marketing and advanced storytelling techniques.
- Develop creative storytelling skills tailored to a young audience (ages 20-25).
- Collaborate in teams to create impactful multimedia products (photo series, videos, blogs).
- Gain insights into the cultural and historical uniqueness of Belgian cities.

**Reason to Participate:**

This project provides a hands-on opportunity to deepen your understanding of storytelling and city branding while exploring Belgium's vibrant urban culture. You'll enhance teamwork skills, grow your creative portfolio, and receive valuable feedback from professionals.

Fun Factor:

Experience the thrill of travelling by train to iconic Belgian cities, uncovering hidden stories, and transforming them into unique creations. The week concludes with an exciting showcase, celebrating everyone's hard work and creativity!

PROGRAMME

ONLINE

INTRODUCTION

Session 1:

- Meet and great
 - Introduction of the project
-

Session 2:

- Fundamentals of city marketing and storytelling.
 - Using AI to tell a story
-

OFFLINE

INTENSIVE WEEK March 31 - April 4

Monday:

- City marketing and advanced storytelling
- Learn storytelling techniques and apply them to city branding.

Ghent

Tuesday:

- Guided tour of Ostend
- Identify unique city stories, developing creative concepts

Ostend

Wednesday:

- Deep dive into Ghent's legends
- Refine storytelling approach based on insights from the city

Ghent

Thursday:

- Seeing Antwerp differently
- From a concept to a story

Antwerp

Friday:

- Closing event
 - Team presentations and feedback
-

Ghent

ONLINE

EVALUATION

Closing session:

- Learning from the best cases
 - Peer evaluation
 - Insights from the intensive week
-



Department Communication, Media & Design - Office at Campus Leeuwstraat
International coordinator: Nicky Malfliet - nicky.malfliet@arteveldehs.be
ERASMUS CODE B-GENT39