

# ESPORTS AND CITY MARKETING



THE CITY OF BRUSSELS AND  
THE BRUSSELS-CAPITAL REGION  
ARE INVITING YOU TO THE 1ST

# BRUSSELS ESPORTS SEMINAR

ORGANISED BY THE EUROPEAN GAMING ORGANISATION

IN COLLABORATION WITH ULB - VUB  
& THE VUB EXPERT CLASS IN ESPORTS MANAGEMENT

October • Thursday 14th • 2021 • 1:30pm - 5pm  
Trade Mart - C lounge 1  
Place de l'Atomium 1 - 1020 Brussels  
Parking 1 Trade Mart (Free)

UNIVERSITÉ  
LIBRE  
DE BRUXELLES



VRIJE  
UNIVERSITEIT  
BRUSSEL



EXPERT CLASS  
ESPORTS MANAGEMENT  
[WWW.EXPERTCLASS.BE](http://WWW.EXPERTCLASS.BE)



2020-2021  
Citoyennetés  
numériques



1.15 : Doors open  
1.45 : Welcome by the Mayor of the City of Brussels : Mr P. Close  
1.55 : Alderman of Sports - City of Brussels : Mr B. Hellings  
2.00 : Minister of the Brussels-Capital Region  
2.05 : Esports in an academic setting : V. Feipel & R. Meeusen (ULB - VUB)  
2.20 : Artificial Intelligence & Esports : C. Truzzi & H. De Canck (FARI)  
2.40 : Esports & Social Research : Prof. T. Scholz (University of Siegen)  
3.05 : Network Break  
3.20 : Intro Sports and Esports Management : J. Verschueren (VUB)  
3.25 : Esports and City Marketing : Case Rotterdam  
3.55 : President of the Belgian Esports Federation : S. Bessi  
4.15 : Head of Esports at ISFE : S. Mesonero  
4.35 : Q&A  
4.45 : Social Networking

Contact : M.Schasny +32 (0) 476/73.18.21



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