

UCLL

UNIVERSITY OF
APPLIED SCIENCES

#MovingMinds

UCLL
UNIVERSITY OF APPLIED SCIENCES

Welcome in Leuven

… the student city of Flanders



Leuven…

… with a vibrant student life

… because of the more than 50 000 students

… together with 100 000 inhabitants

… a historical city center

… with its Old Market Square

… the longest bar in the world

… hosting the headquarters of AB InBev where you can taste a Stella



UCLL
UNIVERSITY OF APPLIED SCIENCES

BIP Creative Branding

21 - 26 March 2027



Develop your skills

- Marketing communication and branding
- Multimedia skills
- Copywriting
- Intercultural teamwork
- Pitch your ideas



#MovingMinds

BIP Creative Branding

- Online session on Thursday 25 February 2027, from 6:00 PM until 7:00 PM
- Online pre-assignment; work with team members prior to the week in Leuven
- Leuven – Belgium: 21 - 26 March 2027
- 3 ECTS
- 5 students per institution

This project is developed as a **competition.** Several teams will develop a branding strategy for a client. The outcomes will be judged by a professional and a student jury. The winning teams will get a prize.

#MovingMinds

Preliminary Programme

Sunday 21 March

- Arrival day
- Welcome evening

Monday 22 March

- Opening ceremony
- Briefing by client
- Workshop
- Teambuilding activity in Leuven
- Reception



#MovingMinds

Preliminary Programme

Tuesday 23 March

- Guest lecture
- Workshops
- Ice skating

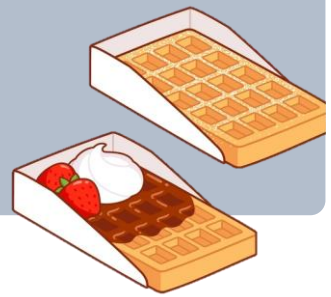


#MovingMinds

Preliminary Programme

Wednesday 24 March

- Workshop
- Company visit
- Visit to Brussels





#MovingMinds

Preliminary Programme

Thursday 25 March

- Guest lecture on pitching
- Workshops
- Round-up of assignment
- Closing dinner

#MovingMinds

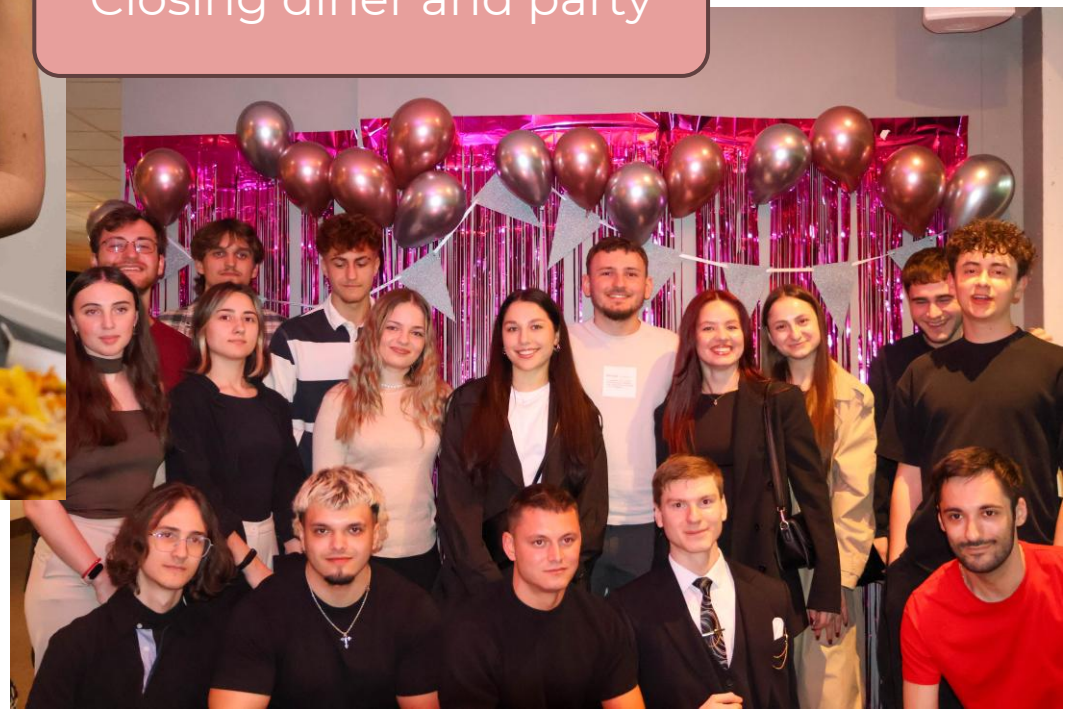


Guest lecture on pitching





Closing diner and party



Preliminary Programme

Friday 26 March

> Pitch your results
> Student & Professional jury
> *Frietkot*, enjoy the famous Belgian specialty
> Prize giving ceremony



#MovingMinds

Preliminary Programme

Teambuilding @ Leuven city center

No town in Belgium appeals so much to the imagination as this century old university town. Play the game and get-to-know your teammates!

Ice skating

Don't forget to bring your gloves! A visit to the ice-skating rink is organized to give you that well deserved break in between workshops.

Reception in Leuven

Taste Leuven's pride such as Stella Artois or Leffe in the gothic city center of Leuven.



#MovingMinds

Preliminary Programme

Company visit

You will get the opportunity to visit a company producing typical Belgian specialties.

Dinner

To celebrate the end of the project week, a dinner & party is organized. Share a unique moment with your new international friends and afterwards you can enjoy the Leuven nightlife.

Visit to Brussels

Discover Brussels with your team. Explore the city, do some shopping, visit Brussels' famous 'Grand Place' or stroll along the comic strip murals and enjoy a Belgian waffle.



#MovingMinds

“Good food; Collaboration with companies and their great people; Making intercultural teams.”

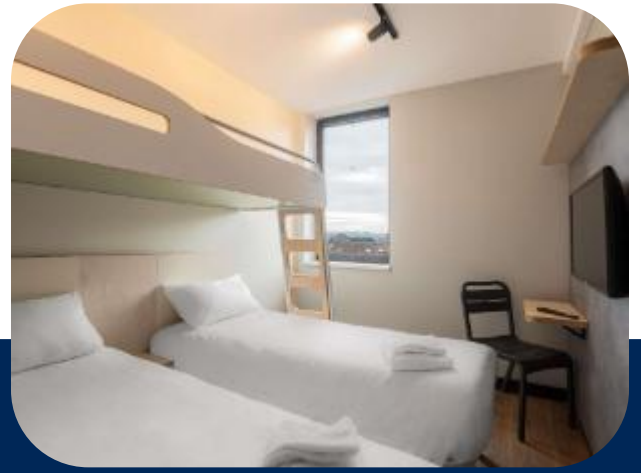
“The organisation was really good ! There was enough time during the workshops. The activities were fun to do !”

#ThirstyForMore

“I really liked the gala. I also liked that there was a very ‘chill’ atmosphere and a lot of moments where we could meet a lot of new people.”

“Visit to Brussels with waffle and ice skating, I think these 2 activities were really fun for every students, especially incoming ones.”

All the activities were very interesting, so you have to keep them for next year !





The participation fee is **€ 300**

Included:

- Accommodation (Ibis Budget Leuven) and breakfast for 5 nights (arrival Sunday, departure Friday)
- Local transport
- Lunch each day
- Reception
- Dinner & party on Thursday
- Ice skating
- Company visit
- Programme with guest lectures

Registration for students…

If you want to participate as a student:

- After nomination by your international coordinator, you will receive further instructions to register
- Deadline nominations: 1 December 2026
- Pay the participation fee to your international coordinator or by yourself during registration

- Any further questions? marketingweek@ucll.be

Online payment

There will be **2 general registration links**

→ one for **students** (online payment)
→ one for **institutions** (online payment or invoice)

Participants will select their BIP from a drop-down menu.

The registration deadline is 1 December.

How to reach us

Leuven

From Brussels Airport (Zaventem)

There is a direct train connection between Brussels Airport and Leuven. On arriving at Brussels Airport take the train to Leuven.

From Brussels South Charleroi Airport

On arriving at Brussels South Charleroi Airport, take the shuttle bus to Brussels South (Brussel Zuid – Bruxelles Midi). In Brussels South take the train to Leuven (Please take care that you take the train to LEUVEN (Louvain) and NOT to Louvain-la-Neuve. Look for trains with end-destination either Luik (Liège), Verviers or Welkenraedt-Eupen (Keulen), Hasselt – Genk or Tongeren.

From Brussels train station

On arriving at Brussels South (Brussel Zuid – Bruxelles Midi) take the train to Leuven as mentioned above (see 'From Brussels South Charleroi Airport').

Ibis Budget Leuven

At Leuven station take the tunnel towards Kessel-Lo. You will see the hotel on left hand side when you exit the tunnel.

The Faculty of Management

At the bus station (next to the railway station) take bus 630 (direction Haasrode, Brabanthal), bus 4 (direction Haasrode, Brabanthal), bus 5 (direction Vaalbeek) or bus 6 (direction Neervelp – Meldert). Get off at bus stop UCLL. Take the first street on the right . The faculty is at 100 m on the left side.



#MovingMinds

UCLL
HOGESCHOOL

We look forward meeting you!

21 - 26 March 2027
Leuven, Belgium

