



From Logo 2 Branding

A challenge for creative European marketers

21th edition of the International Marketing Week in Leuven - Belgium
26 March – 31 March 2023



UCLL
UNIVERSITY OF
APPLIED SCIENCES



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UCLL



- One of the major universities of applied sciences in Flanders
- 30 higher-education, profession-oriented study programmes
- Over 14 000 students
- 9 campuses





UCLL

Professional bachelor programmes
in 5 faculties:

- **Management**
- Technology
- Teacher Education
- Health
- Welfare





Management

Campus Proximus - Leuven



Bachelor in Business Management

- Accountancy and Taxation
- Finance and Insurance
- **Marketing**
- Law
- Small Business Management
- Creative Media Management

Bachelor in Organisation and Management



Management
Campus Proximus - Leuven



Programmes in English

- Exchange students (Fall and Spring semester)
- Bachelor in International Business Management – option Marketing
 - Track in Belgium
 - Track across Europe
- Continuing education programmes:
 - Advanced Business Management: Design Thinking & Innovation
 - Advanced Business Management: International Management
 - Advanced Bachelor Global Citizenship and Development

www.ucll.be/international



Welcome in Leuven, the student city



Leuven...



... the student city of Flanders

with a vibrant student life

because of the more than 50 000 students

together with 100 000 inhabitants





Leuven...



... a historical city center

with its Old Market Square
the longest bar in the world





Leuven...

- European Capital of Innovation

iCapital 2020
EUROPEAN
CAPITAL OF
INNOVATION
LEUVEN



- Hosting the headquarters of ABInBev
where you can taste a Stella





**Welcome @ International
Marketing Week Leuven**



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This project is developed as a **competition**. Several teams will create a logo and design the ultimate branding for Het Anker. The outcomes will be judged by a professional, an international and a student jury. The winning teams will get a prize.





The client: Brewery Het Anker



Brewery Het Anker started brewing beer five generations ago in the Great Beguinage of Mechelen. It dates back to 1471 and is one of the oldest breweries in Belgium.



The speciality beers Gouden Carolus Classic and Gouden Carolus Tripel, which have won several awards, are still brewed here in the authentic brewing room with copper kettles. The brewery has gained an international reputation and exports to more than 40 countries.

In the whisky distillery the brewery is working on the Gouden Carolus Single Malt, which is the perfect combination between the family traditions of brewing and distilling.

The on-site brasserie and hotel guarantee a unique tasting experience of the famous beers of Mechelen.

www.hetanker.be/en



The client: Brewery Het Anker



Assignment for the IMW:



Batteliek is a microbrewery, microdistillery and lemonade factory established in a former church in Mechelen.

It's a marvellous place where alchemy and industry intertwine. The experimental cuisine and drinks, developing innovative tastes, are sure to excite your senses.

<https://www.batteliek.be/en/>





Develop your skills



Graphic design

Copywriting

Marketing communication and branding

Intercultural teamwork

Pitch your ideas





Programme



Sunday 26 March

- > Arrival day
- > Welcome @ De Blauwput hostel

Monday 27 March

- > City game @ Leuven
- > Opening ceremony
- > Guest speaker on branding and logo
- > Workshops
- > European Aperitif





Programme



Tuesday 28 March

- > Workshops
- > Ice skating
- > Reception @ Leuven City Hall
- > Team-building activity





Programme



Wednesday 29 March

- > Company visit
- > Visit to Mechelen
- > Students' evening





Programme



Thursday 30 March

- > Workshops
- > Round-up of assignment
- > Dinner





Programme



Friday 31 March

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





Programme

City game @ Leuven

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

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 @ Leuven City Hall

Taste Leuven's pride such as Stella Artois or Leffe in one of the best-known gothic city halls worldwide.

European Aperitif

It is the tradition that students of the participating institutions bring some food and drinks that are typical for their country. These are shared during the European Aperitif with the other participants. Consult with your coach and fellow students to decide what you will bring.



Programme



Company visit

The visit of Brewery Het Anker gives you the opportunity to really understand your client for the project. And of course you will get a taste of their Gouden Carolus.

Visit to Mechelen

During your visit to Mechelen, hometown of Het Anker, you are free to explore the city. Discover the St. Rumbold's Tower, Kazerne Dossin, the beguinage and many more historical sites. Do some shopping or discover the culinary hotspot, De Vleeshalle.

Dinner

To celebrate our International Marketing Week, a dinner is organized. Share a unique moment with your new international friends and afterwards you can enjoy the Leuven nightlife.





Get a taste



If you would like to get a taste of a past edition, have a look [here](#)



Accommodation



De Blauwput hostel

- UCLL will book accommodation from Sunday 26 March till Friday morning 31 March (5 nights). You can book extra nights directly at the hostel.
- Dorms

De Blauwput hostel

Martelarenlaan 11 A, B-3010 Leuven

www.jeugdherbergen.be/en/leuven





Registration



The registration fee is € 260.

Included:

- Accommodation and breakfast for 5 nights (arrival Sunday, departure Friday)
- Local transport
- Lunch each day
- European aperitif
- Reception @ City Hall
- Dinner on Thursday
- Ice skating
- Company visit
- Visit to Mechelen

If you want to participate in this International Marketing Week:

- After nomination by your international coordinator, you will receive further instruction to register.
- Deadline nominations: 16 January 2023
- Pay the fee of € 260 to your international coordinator.
- Any further questions?
 - Hilde Evers (hilde.evers@ucll.be)
 - Inge Verstraete (inge.verstraete@ucll.be)



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

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

BLAUWPUT HOSTEL LEUVEN

At Leuven station take the tunnel towards Kessel-Lo. You will see the hostel in front of you when you exit the tunnel.

THE FACULTY OF MANAGEMENT

At the bus station take bus 630 (direction Haasrode, Brabant), bus 4 (direction Haasrode, Brabant), 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.





And for coaches...



Registration for coaches

If you want to participate as coach in this edition of the International Marketing Week, send an email to Hilde Evers (hilde.evers@ucll.be), before March 1st, 2023.



Recommended hotel

Pentahotel Leuven

Alfons Smetsplein 7, 3000 LEUVEN
tel. +32 (0) 16 31.76.00

 info.leuven@pentahotels.com

 www.pentahotels.com

Contact Hilde Evers or Inge Verstraete for a booking at a discount rate



We look forward meeting you!