

West Flanders set up '**spearhead groups**' in order to prepare a communication campaign on the three central challenges (top region for recreation, enterprising region, quality region). This structure enables directors of different services (f.i. for recreation : sports, culture, tourism) to discuss about their communication strategy and plans for the future and focus on the plans they want to put on top in these communication campaigns.

At the start of the regional marketing project in 2003 West Flanders set up :

a/ a steering group : communication dept, deputy of communication and directors of the provincial organisation, external consultant

b/ spearheadgroups to prepare communication campaigns

All were representatives of the provincial government, there were no external stakeholders involved.

Spearhead 'Enterprising region'

In 2008, in order to prepare a communication campaign on the spearhead 'enterprising region' , external and subregional organisations were invited in the spearhead groups 'enterprising region' in different regions within West Flanders (Bruges-Ostend; Kortrijk, Roeselare-Tielt, Westhoek) to discuss about the central themes of the campaign and to find a balance between the regional (West Flanders) and subregional identity in this campaign.

Spearhead ‘Enjoying. It’s us’

To ensure horizontal participation, we set up a spearhead workgroup ‘Enjoying. It’s us’ with the departments of tourism (Westtoer) , culture and sports to discuss about the central themes of the campaign and to find a balance between the regional and the subregional identity in this campaign. Westtoer (tourist department), until now, focussed in their tourist marketing on the subregional identity (Kust (Coast), Brugse Ommeland (Greater Bruges), Leiestreek and Westhoek) and in 2010 made an engagement to co-finance a mediacampaign that focusses on our regional identity (West Flanders). The Westtoer coördinators of Kust, Brugse Ommeland, Leiestreek and Westhoek participated strongly in this spearhead group.