EUROCHAMBRES
ACADEMY



13 → 14
APRIL 2027

Ghent · Belgium
Vlerick Business School

Chamber Business Model Innovation in a Digital & AI-Enabled World

A strategic and practical learning journey for senior chamber executives

ORGANISER:

EUROCHAMBRES

STRATEGIC PARTNER:

mastercard

DESIGNED FOR THE CHAMBER OF TOMORROW

Rapid technological change, shifting member expectations and increasing competition from digital-first service providers are reshaping the environment in which chambers operate.

"Turn digital change into stronger services, smarter operations and new value for members."

To remain relevant and future-fit, chambers must rethink how they create, capture and deliver value through meaningful business model innovation.

The Eurochambres Academy helps senior chamber leaders explore how to innovate their value propositions, service portfolios and operating models, while leveraging digital transformation and AI as key enablers of that innovation.

Delivered in partnership with the Vlerick Business School

THE ACADEMY

A HIGHLY APPLIED LEARNING EXPERIENCE

Grounded in the realities of European chambers and built around practical frameworks, peer exchange and real cases.

What the Academy will help you do

This learning journey is structured to provide return on investment for your chamber:

- ✓ Modernize your operations to build digital foundations across your data, processes, workflows and culture.
- ✓ Reconfigure your value proposition, uncover new revenue streams and explore scalable, hybrid service delivery models.
- ✓ Demystify artificial intelligence, learning where AI adds real organizational value.
- ✓ Map your digital maturity through the exclusive Vlerick Digital Maturity Scan.

Learning that mirrors your reality

The Academy combines targeted expert input with experiential, relational and applied learning. Participants work through peer reflection, practical frameworks, group exercises and chamber-specific challenges, translating insights into actionable next steps.



Start from your digital baseline

Before the Academy, participants may be invited to complete the Digital Maturity Scan Survey. The Digital Maturity Scan itself takes place during the Academy and provides a structured baseline of strengths and gaps across strategy, governance, process, talent, culture, leadership, technology, and data and analytics.

Who should attend?

Senior executives and decision-makers from the Eurochambres chamber network, particularly those responsible for strategy, transformation, innovation or service development.

1.5 DAYS BUILT AROUND STRATEGY, READINESS AND INNOVATION

ENGAGE (before)

WELCOME

Setting the scene via mail communication

PREPARATION

Digital Maturity Scan Survey (optional)

EXPERIMENT & REFLECT

DAY 1

Digital Maturity Scan

- Assessing Your Digital Baseline
- Mapping Digital Readiness

Chamber Business Model Innovation

- analysing existing models
- identifying opportunities

Digital Strategy

- Shaping Your Digital Direction
- From Purpose to Digital Priorities
- Designing Your Digital Roadmap

DAY 2 — MORNING

AI Readiness

- Becoming AI-Ready
- Unlocking AI's Practical Value
- Applying AI in Your Chamber

DAY 2 — AFTERNOON

Digital trends & innovation

- Exploring Digital Futures
- Innovation & New Business Models
- Reimagining the Chamber of Tomorrow

RIPPLE (after)

RETURN ON LEARNING

Programme impact evaluation

OPTIONAL

Take the Lead in AI Programme

DAY 1 *PM*

Digital Maturity Scan

To kick off the residential learning journey, participants will explore Vlerick Business School's Digital Maturity Scan, completed beforehand to assess their chamber's digital readiness across processes, data, systems, workflows and culture. This provides a shared baseline of strengths and gaps, highlighting the foundations needed for AI adoption and the diversity of digital maturity across Europe's chamber network.

Chamber Business Model Innovation and Digital Strategy

Building on the maturity scan, this session explores how business model innovation and digital strategy can help chambers remain competitive, relevant and impactful. Participants discover how digital technologies can modernise operations, enhance service delivery and strengthen member value. Through practical frameworks, they learn to align digital investments with strategic priorities, organisational challenges and leadership responsibilities, while reflecting on the future of their chamber's business model.

This session will enable participants to:

- ✓ Understand how digital transformation supports business model innovation in the chamber context.
- ✓ Build familiarity with key digital technologies and understand their relevance.
- ✓ Formulate a digital strategy that supports value creation, operational modernisation and member-centric service delivery.
- ✓ Identify opportunities to enhance existing services through digital or data-enabled improvements.

DAY 2

AI Readiness

This session introduces the practical foundations of AI, helping participants understand its potential to support chambers' operations and member services. Through a hands-on group exercise, they design a conceptual AI solution to a real chamber challenge, considering value, feasibility, data needs and organisational readiness, while exploring how AI can be adopted safely and pragmatically.

This session will enable participants to:

- ✓ Understand the practical potential of AI for chamber operations and services.
- ✓ Identify realistic AI opportunities aligned with digital maturity and organisational readiness.
- ✓ Recognise how AI can streamline workflows, improve data use and support more responsive member services.
- ✓ Translate AI insights into small, actionable concepts, reflecting responsible adoption and varied maturity levels across European chambers.

Digital Trends and Innovation

The afternoon explores key digital trends, including AI, automation and platform models, and their impact on chambers' roles and member expectations. Through the Digital Innovation Framework, participants examine how technology can enhance processes, member journeys and service models, while identifying opportunities for new digital services, partnerships and business model innovation. The day concludes with a tool to prioritise digital and AI initiatives based on strategic relevance, member impact and digital maturity, translating insights into actionable next steps.

This session will enable participants to:

- ✓ Apply the Digital Innovation Framework to value creation for members and internal teams.
- ✓ Modernise and redesign chamber services through scalable, hybrid and data-driven models.
- ✓ Envision future chamber business models, including digital service innovation, new revenue streams and potential platform- or ecosystem-based roles.
- ✓ Evaluate and prioritise digital or AI initiatives based on strategic relevance, digital maturity, feasibility and potential member impact.



MEET YOUR ACADEMY TRAINER

Steve Muylle

Professor of Digital Strategy and AI, and Business Marketing

Steve Muylle specialises in digital strategy & AI, and business marketing. He has worked in the digital domain since the mid-nineties and now engages with many firms on digital strategy & AI, digital innovation and transformation. His clients operate in various sectors - including energy, financial services, healthcare and pharmaceuticals, and industry.

Steve focuses on connecting digital strategy and innovation with business strategy and business models, focusing on the transformative impact of artificial intelligence and other digital technologies. He's also an expert in business marketing - from strategy to customer experience, customer value management, branding and marketing communications. His work has been published in leading scientific outlets, and he has received many academic awards for his teaching and research.

At Vlerick, Steve designs and delivers actionable learning journeys for executives across the globe. He directs the Digital Strategy & AI open programme and the Executive Master Class in Sales and Marketing. Steve also is Associate Dean Digital Learning Innovation and is a member of the Executive Committee of the School. He also serves on corporate and innovation boards.

Secure your place

The Academy is limited to 30 senior chamber executives to ensure an immersive, high-interaction environment.

PARTICIPATION FEE

€1,100

(VAT excluded)

The participation fee includes the complete Academy programme, comprising the Vlerick Digital Maturity Scan, all learning sessions and materials, 2-night accommodation, breakfasts, lunch, coffee breaks and networking dinners on 13 and 14 April.

Participants will also receive a certificate of participation and post-event access to the Academy presentations and learning resources.

DATES

13-14 April 2027

VENUE

Vlerick Business School, Ghent, Belgium

LANGUAGE

English

CAPACITY

Maximum 30 participants

REGISTRATION

https://bit.ly/ECHAcademyAI

Cancellation policy

Cancellations received before 13 March at 12:00 PM CET will be fully refunded. Cancellations received between 13 March at 12:00 PM CET and 30 March at 12:00 PM CET will receive a 50% refund. No refund will be provided after 30 March at 12:00 PM CET. Participant substitutions are accepted free of charge.

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Questions?

Contact Roxana Dediu, Events and Communications Manager.

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