



**Veerle Van Goethem**  
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Veerle Van Goethem (Ms) is a multi-disciplined lecturer at the Bachelor of Science in Communications Management at the Thomas More University College (Mechelen - Belgium). She gives language courses in French and Spanish. Currently, her focus also lies on courses in event strategy and experience communication. More than twenty years of experience in undergraduate education and the event sector have resulted in a strong expertise in both domains.

She is responsible for the coordination of the Event & Experience Program at Thomas More.

Furthermore, she serves on the board of directors of several profit and non-profit organisations in the cultural and event sector. As a member of EMA, the Association for Corporate Event Managers, she has served as a jury member at the Benelux Event Awards.

She gives in-company event trainings and has been a guest professor in several EU countries, such as Portugal, Germany and Lithuania.

In 1986 she obtained a Master of Arts degree at the University of Ghent and in 1987 an educational degree.

