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Changing the game at EMEC19 - Utrecht Region: the expansion continues -Go for the coast - Destination Brabant - SaaS for Event Managers

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Where square kilometers are concerned, the Netherlands may not be a large country, but regarding our beautiful landscapes we certainly count amongst the most attractive countrysides. On just 41,543 square meters you can find beaches, dunes, lakes, forests and heaths, but also vibrant cities connected to each other by extensive networks of roads and railways. In this edition of Meeting International we present some of the most beautiful coastal areas of the Netherlands.

Besides these, we also highlight two great destinations for you. A familiar feature in this magazine is Utrecht Region that is ever more promoting itself as international destination for businesses as well as congresses. In 2018, the province of Brabant reenters the MICE market; the province scores highly with innovation and design, the high-tech and automotive industries, as well as with the agro-sector and food technology.

Last but not least we break a lance for the very enthusiastic members of MPI The Netherlands Chapter. They have the honor of organizing EMEC19 next year. Special about this congress is that the chapter, contrary to earlier years, is not only hosting the event and assisting in finding a venue and hotels. The congress is organized completely under own management, including the responsibility for any losses. This choice is proof of the experimental and innovative character of the Dutch MICE sector. The MPI members will prove that innovative ideas and concepts can certainly contribute to the success of an event. So do not forget to register for this trail-blazing congress!

Sofie Fest Editor-in-chief Sofie@vanmunstermedia.nl

Let's make your event exceptional

We craft exceptional events with great partnerships, amazing food and inspiring surroundings. Above all, we aspire to create an atmosphere where everyone feels at home and can have an extraordinary encounter. We have been bringing people together for over 100 years; something which is now more relevant than ever. In a world that has become more and more digital, a personal handshake makes the difference. We believe, doing business is people's business. Meeting is looking each other in the eye. Celebrating is embracing each other. We are ready to make your event exceptional.



Meet Kris!

Kris is an Accountmanager at Jaarbeurs. You can meet her at IBTM at Holland Meeting Point F30 or visit **jaarbeurs.nl/ibtm** to see how she makes encounters extraordinary.



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Our venues will inspire you

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The coming years, Utrecht Region experiences an enormous growth. This not only concerns the number of inhabitants of the city of Utrecht, but also the number of companies that establish themselves in the region, and the hotel capacity. This gives a great boost to the knowledge development and the profiling of Utrecht Region as ideal destination for congresses and knowledge events.

26 VisitBrabant Convention Bureau on the move

As Convention Bureau we would like to present to you the wide range the province of Brabant has to offer and what we can add to your business meeting. For instance: historic 's-Hertogenbosch, Brainport Regio Helmond and Eindhoven, event city Tilburg or characteristic Breda. And not to forget our many 'green' locations: each and every one of these can make a significant contribution to your meeting, not only as a location, but also to your social program!

28 Go for the coast

The Netherlands have a coastline of no less than 250 kilometers, with beautiful beaches along the North Sea. For good reasons, the locations and venues situated by these beaches mention these facts as definite USPs for the organizers of business meetings. Meeting International asked the marketing and convention bureaus of The Hague, Noordwijk and the Frisian Wadden islands to name their specific advantages of meeting at the coast.



Hulleman, Marketeer Meetcentives at Merk Fryslân, page 28.





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COVER

Every year in November, Eindhoven is all about Light Art Festival GLOW. Photography: Bart van Overbeeke.

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36 Can Agile ease the disruption of change management?

Change happens. At some stage of their organisational cycle, associations go through change. Whether due to external shifts in the environment they operate in or stakeholder demand, associations often face incremental changes.

40 Events: What the SaaS?

When it comes to events, SaaS (Software as a Service) is a relatively unknown term. SaaS is software, offered as an online service. This business model is becoming more and more common for software developers. In this digital era, most organisations are looking for ways to automate their core processes - and find their solution in SaaS applications.

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MEETING CONFERENCE



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Changing the game at EMEC19

The European Meetings & Events Conference (EMEC) 2019 in The Hague is all about changing the game. What should you expect from this four-day learning experience? Here are three glimpses from the people behind the scenes.

> t took the MPI Netherlands Chapter three years to convince MPI International that EMEC19 could be – no, *should* be done differently. Too often conferences use the same design over and over: keynote speaker in a ballroom, followed by a panel discussion (yawn) and the usual networking break during which delegates stick together with their usual peers.

EMEC19 is about changing the way you meet, changing the way you experience and changing the way you learn. The event, to be held 9-12 February 2019 in The Hague, is best compared to learning to ride a bicycle, says MPI The Netherlands Chapter's executive director Gijs Verbeek. "You get on a bike, start to peddle, practise, maybe fall, get up and try again, until you get it. Experience is the best way to learn."

The program consists of four different tracks: risk management, design thinking, leadership and meeting perspectives. "It contains sixteen hours of interactive education, through learning journeys and scenario-based learning (see box Learning from journeys). We also offer over twelve hours of networking – excluding beer and cocktail time", he says with a wink. "EMEC19 is focused on matchmaking in a casual way. You will get to meet and really connect with lots of new colleagues in a way that they are sure to pick up the phone when you next call."

More info and registration

MPI European Meetings & Events Conference, 9-12 February in The Hague, the Netherlands www.emec19.com - seeyou@emec19.com - #emec19

MEETING CONFERENCE

"WE DARE TO EXPERIMENT"

"We started the design process with a quote from the Netflix hit Peaky Blinders: 'We do not want to play the game, we want to change it'. With sixty meeting professionals from home and abroad we designed a new format for EMEC. The Dutch meeting and event industry is doing well internationally. We dare to experiment with event formats, themes, revenue models and more. In February we can share this knowledge and experience with our international colleagues. We'll show who we are and what we stand for This is an international conference with a Dutch twist, organised by and for the meeting & events industry. Most important, it's an industry event, you don't have to be a MPI member to join." Sven Boelhouwer,

project manager EMEC19





LEARNING FROM JOURNEYS

"During EMEC19, we use a variety of venues for different parts of the program. The main program takes place at the World Forum The Hague in various unique settings. Additionally, over 50 per cent of the program takes place outside the conference centre, through the cross-industry learning journeys, during which delegates learn from experts that come both from inside and outside our industry. For example, mr. Krihna Taneja, Director of National Security of TNO (an independent Dutch research organization) takes us on a tour of the latest safety & security developments and applications. Last but not least, you are sure to be impressed by our spectacular closing on Tuesday morning... so don't miss out!"



CULTURE AT THE SEA

EMEC19 takes place in The Hague, located by the sea. From your hotel you reach an 11 kilometres long beach in less than ten minutes, ideal for a morning run. You can visit the Mauritshuis in the historical city centre of The Hague, located at an unique 17th-century palace. It houses the famous Vermeer painting *Girl with a pearl earring* and many more masterpieces from the Golden Age. At night you have a choice of bars and restaurants in the city centre or overlooking the harbour or the sea. *Eet smakelijk!*



CHANGING YOUR PERSPECTIVE ON DESIGN – BY DAAN

In this fast-moving world it is vital for our industry to change and adapt quickly as the rules of the game are changing rapidly. We must make opportunities out of challenges. How? At EMEC19 the famous Dutch artist and innovator Daan Roosegaarde tickles your mind how to design projects differently. And how to inspire people to embrace the projects you design. Roosegaarde, quoted by *The New York Times as* 'the new hippie with a business plan', has been selected as a creative change maker with, among others, *Forbes*. His journey *Changing your perspective on design* will broaden your view forever on how to develop your business ideas from tomorrow onwards.



Utrecht Region: growth continues

Large-scale internationalization effort

The coming years, Utrecht Region experiences an enormous growth. This not only concerns the number of inhabitants of the city of Utrecht, but also the number of companies that establish themselves in the region, and the hotel capacity. This gives a great boost to the knowledge development and the profiling of Utrecht Region as ideal destination for congresses and knowledge events.

> t is expected that the number of residents in Utrecht city alone will increase from 350,000 to 440,000 in 2030. This growth is already anticipated by means of the large-scale renovation of the area around the central railway station which will last until 2030. "On the side of the Jaarbeurs event location the station has been completely renovated and rearranged", says Business Researcher Liza Verkroost. "It forms a second access gate to the city where besides a completely new event square next to the Jaarbeurs event location, a mega movie theater was developed and where several offices were built. You will also find there a WTC with small-scale offices, shops and catering facilities which create more liveliness. On the right-hand side of the station the Hoog Catherijne shopping mall was completely renovated into a modern connection to the medieval city center."

INTERNATIONALIZATION

Partly responsible for this growth is the course towards internationalization set by the province of Utrecht.

Jointly by the Netherlands Foreign Investment Agency, the municipalities of the province of Utrecht, the knowledge institutions present and the corporate community efforts are undertaking the creation of an attractive international location climate. The objective is that foreign companies are attracted, foreign companies already established here are retained, and preconditions for an appealing international location climate are realized. "Utrecht region appeals to regional and foreign companies because of the groundbreaking research done here and the unique collaboration between the various parties", says Monique André de la Porte, account manager at Utrecht Convention Bureau. "A great example of this is the Princess Máxima Center, worldwide the third largest center for pediatric oncology. Here, the focus lies on integral treatment of children with cancer. At this location, all clinical care and clinic-scientific research as well as training courses taking place in the Netherlands is concentrated. This approach is pioneering in the international medical world. An other important player is the Hubrecht Institute which focuses on development biology and stemcell research. Here, work is done on pioneering fundamental research that can contribute to the treatment of cancer, diabetes and cardiovascular diseases."

PIONEERING RESEARCH

Education, research, entrepreneurship and healthcare, amongst other items, come together at the Utrecht Science

MEETING DESTINATION UTRECHT

Park. With its more than a hundred companies and institutions constitutes the largest Science Park in the Netherlands. Here, for instance, the UMC Utrecht does research, by means of mini-lumps, on brain tissue into the cause of brain diseases. MRIguidance is working on the development and implementation of BoneMRI. This is a software solution with which. with the use of conventional MRI scanners, unequaled 3D visualizations of bone structures can be made. The success of the special collaborations has led to a second location of the Science Park in the nearby village of Bilthoven. There, the focus is on product development, product improvement and production of vaccines. "As a congress destination we benefit greatly from these pioneering researches and developments", says Verkroost. "Because they enhance the profiling of Utrecht Region and form an appealing factor for international knowledge events in the areas of green, health and smart."

EXPATS

More corporate activity also attracts expats and vice versa. To take advantage



of this development, more and more information on residing, living and recreating in Utrecht Region is offered in English. "An increasing number of expats find their way to Utrecht, but also to the nearby picturesque city of Amersfoort", says Verkroost. "At the moment, more than 200 children are educated at the Internationale school Utrecht. The cultural offer shows consideration for the growing number of international inhabitants. In the framework of the national concept Language No Problem, various shows and exhibitions are offered with subtitles or without spo-



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ken language. At the same time, expats are immersed here in the authentic Utrecht atmosphere and stimulated to act like locals. Congress participants also get on very well here thanks to the helpfulness of the residents and items like city maps provided by the Utrecht Convention Bureau in various languages."

UTRECHT REGION PASS

What makes traveling and staying in Utrecht Region even more easy, is the Utrecht Region Pass that was introduced in 2017. "With this multifunctional mobility card the international business traveler can explore Utrecht Region and the rest of the Netherlands in a sustainable manner. Besides this, soon you can even pay the entrance fee to a number of regional attractions with it", André de la Porte explains. "The pass can be ordered online, you pick it up at Schiphol Airport and start your trip right away. The big advantage is it's a pay-as-you-go pass. Also, the card is linked to your creditcard. In fact, a statement of expenses will be sent to you once you are on your way home. The Utrecht Region Pass makes it even easier to organize your congress in the Utrecht region."

LOCATION OFFER

Not just the corporate community and the knowledge themes are getting a significant impulse, the hotel capacity is also extended considerably. "In the next few years, mainly in Utrecht city the number of rooms will increase by 1,500 rooms.

This makes a total of 4,200 hotel rooms we can offer", says Verkroost. "This development means a great deal to Utrecht Region as destination. We can not only host larger congresses, more knowledge events can also take place at the same time." "Organizers can choose between the compact center of the city of Utrecht, or opt for the woody environment of the Utrechtse Heuvelrug and the somewhat smaller city of Amersfoort", André de la Porte adds. "Particularly the guests who have stayed at a location in the region are pleasantly surprised by the tranquil, green environment and like to come back. It also offers options for social programs which make it possible to combine the

About Utrecht Convention Bureau

Organizers planning to organize a knowledge event in and around Utrecht, can count on the support of Utrecht Convention Bureau. The agency offers free of charge, independent and expert advice on the possibilities for congresses and informal program options in Utrecht. It also provides a bid fund, among other things. Initiatives like Hotel Service Utrecht, a free online reservation service via which congress and event participants can easily and safely make reservations and pay for their hotel rooms, also make it easy to organize international meetings. Besides, from Schiphol Amsterdam Airport the city of Utrecht can be reached within half an hour by train or car. Price-wise, the region has very favorable rates compared to other European cities.

bustle of the city and the quiet of the nature in one single program. You see that in all aspects, Utrecht Region is experiencing an enormous growth towards maturity."

Interested in the possibilities in the region of Utrecht? More information can be found at www.utrechtconventionbureau.com. Or acquire more information personally at the Holland stand (F30) during IBTM World 2018.





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Nestled in a picturesque city park on the outskirts of the historic city of Utrecht lies the luxurious Hotel Mitland.

green: thanks to a host of environmentally friendly initiatives the hotel has proudly held the coveted golden Green Key certificate – the premier eco label for the tourism sector – since 2012.

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Attractiepark Toverland showered with international prizes

In October, the Dutch Attractiepark Toverland was awarded no less than six international prizes. In Spain and Germany Toverland was acclaimed Best European Attraction Park and wing coaster Fenix received Italian and German awards for Best New Attraction. The new entrance area Port Laguna and the new theme area Avalon also received prizes. In total Toverland has already won nine awards this year. The Spanish Parks and Attractions Community especially made the trip to Toverland to present General Manager Caroline Kortooms two PAC Awards. Based on hundreds of reviews and the judgement of a jury of specialists, Toverland was elected Best European Attraction Park. Port Laguna and Avalon were also acclaimed Best New Attraction. Caroline is very proud of these awards. "It is marvelous that Toverland is appreciated far beyond the Dutch borders by the fans as well as the industry." In Germany, the recent extension of Toverland has not gone unnoticed. For the Parkscout Awards, an initiative of trade magazine parkscout|plus, Toverland was acclaimed Best European Attraction Park under 1 million visitors. No less than 35,000 readers of the website Worldofparks.eu also elected Fēnix Best New Attraction. Besides this, Toverland won second place in the category Best European Attraction Park for Children. A few weeks ago, Trade magazine Kirmes & Park Revue already awarded Toverland three European Star Awards for Best Attraction Park under 1 million visitors and for the rollercoasters Fenix and Troy. In Italy Fēnix also won some prizes. The spectacular wing coaster won the Parksmania Award for Best New Attraction. These awards are granted by the online magazine Parksmania.it and are considered the Oscars of the Italian leisure industry. www.toverland.com/en



Corendon Village Hotel opens Corendon Conference Center

In November the Corendon Conference Center of Corendon Village Hotel Amsterdam was officially opened. With the Conference Center, Corendon focuses on the Dutch as well as the international business market. Achmed Baâdoud, former precinct chairman of Amsterdam Nieuw-West, will assist the Corendon team with the acquisition and help in placing the focus on the national as well as international visibility of the Corendon Conference Center. The Corendon Conference Center of Corendon Village Hotel Amsterdam has eleven modern and flexible meeting rooms. These offer many possibilities: from holding a meeting in a private room with a maximum of eight persons to housing 400 guests in theatre setting and 600 guests in reception setting. Besides fully decorated rooms, Corendon offers personal service and a wide range of catering options. Of course, business guests can stayover in Corendon Village Hotel Amsterdam and enjoy various hotel facilities, such as dining in the all-inclusive restaurant, having a drink in the soon to be opened SKYBAR 747, exercising in the fitness room or relaxing in the Village Spa.

Corendon Village Hotel Amsterdam is conveniently situated on the Schipholweg in the village of Badhoevedorp, near Amsterdam Airport Schiphol, Amsterdam city center and business district Zuidas. By car or Corendon shuttle service it is a sevenminute drive to Amsterdam Airport Schiphol. www.corendonhotels.com

Convention Bureau Event Park Amsterdam officially launched

Early November the Convention Bureau Event Park Amsterdam was officially launched at restaurant Bij Qunis in the village of Lijnden. Alderman Adam Elzakalai, of Economic Affairs and Citymarketing, presented the first symbolic plaque to Floris Licht, one of the initiators and chairman of the Convention Bureau. The Bureau is established to promote the municipality of Haarlemmermeer as unique region for the planning and organization of (inter)national meetings, incentives, congresses, trade fairs and other events. At the start the platform already has 27 associated partners. All the participating partners will receive a plaque, which at their offices' facades will be mounted at a height of 1.5 meters (5 feet) above ground level. The accompanying fashionally shaped wave will be mounted at zero NAP, the level of the Nieuw Amsterdams Peil (New Amsterdam Level). This to visualize how many meters you are under sea level at the spot in question. Floris Licht, one of the initiators and chairman of the Convention Bureau, calls the establishment of the platform a logical step: "Compared to crowded Amsterdam, Haarlemmermeer is much better available, accessible as well as affordable, matching the pay-off of Event Park Amsterdam. By joining our forces, a powerful platform was created that because of the combined efforts, can send a clear message to the meeting market. It all comes together on the modern platform, where potential clients can find a very wide range of options for large, professional parties in the region." The Convention Bureau strives to expand in the coming years to grow into a powerful, independent organ with a respected national as well as international reputation as professional and reliable partner for congresses and meetings. The aim of Convention Bureau Event Park Amsterdam is to compile a clear survey of the possibilities for congresses and events in Haarlemmermeer by means of strategic collaborations presented on and bookable via an online platform. The Convention Bureau is independent advisor and helps prospects in the quest for one or more suitable hotels, meeting venues and/or suppliers located in Haarlemmermeer and supports, if so desired, the first phase of planning and organization of a congress or event. The organization will actively visit and organize trade fairs and events in order to effectively and personally reach its target group and to trigger them to have congresses and events take place in Haarlemmermeer in the future. www.eventparkamsterdam.com.



The Manor Amsterdam

The genuine Amsterdam feeling

Famous Dutch football player Johan Cruyff was born there and many people were nursed there. The former Burgergasthuis hospital which now houses The Manor Amsterdam hotel, is part of the history of Amsterdam. Cross the threshold of this remarkable location and you immediately experience the feeling of the city.

> I n 1991 the hospital closed its doors, after which it was used as Stadsdeelkantoor (City precinct office). That is why many inhabitants of the city of Amsterdam have a connection with the impressive building with the awnings, situated in the vibrant Amsterdam-Oost district. In 2011 the Dutch chain of hotels Eden Hotels (at the time still Hampshire) started the metamorphosis into a hotel. The renovation lasted eighteen months, during which even the attic floor was lifted. The decoration of the rooms, the lobby and the central foyer still breathes Amsterdam. The historic details are playfully reflected in the interior. Red Saint Andrew's crosses, the city symbol of Amsterdam, are very

The Manor for Business

The Manor Amsterdam has three inspiring meeting rooms, each with daylight and view of the garden. Two function rooms of each 55 square meters can be combined into a large hall of 110 square meters. If you are looking for a more compact room, you can choose one of the boardrooms. The function rooms are equipped with free wifi, a modern sound system, a beamer with screen and a whiteboard.

much in evidence; there even are sofas in the shape of a Saint Andrew's cross.

INNER COURT

In the old days, the building was open to everybody, and these days, people are still made welcome at The Manor. It is a coming and going of business people and

tourists, but many locals have also made The Manor their favorite meeting place. Although the hotel has a stylish look, you will immediately feel at home here. Everybody, from the lady behind the reception desk up to the doorkeeper, is hospitable and polite and puts you at ease. The hotel has 125 unique and modern rooms. A Junior Suite is reserved for us, which has, among other facilities, a separate sitting area and a desk. Our light and airy room with the high ceiling has a balcony with a view of the wonderful inner court. In this room we also find a clear link with Amsterdam: the head of our bed has a huge picture of the Amsterdam canal.

CULINARY HOTSPOT

In the evening we have dinner at the Italian restaurant Enoteca, which is located on the ground floor. The restaurant is real culinary hotspot, where people who are not staying at the hotel also like to come. The restaurant's menu shows, besides traditional regional Italian dishes, no less than 25 different wines which can be enjoyed per glass. An enoteca - an established feature in Italy – is originally a wine shop which, besides wine, also serves simple antipasti. For starters we choose a selection of antipasti you can share. For entremets we are served tagliatelle with black truffles and Parmesan buttersauce. Tasty thanks to the simplicity and pureness of the dish. The beef rib-eye with



a red pepper sauce is incredibly tender. For dessert we choose again for a selection, this time of dolci that not only look great but also taste great.

BREAKFAST

In the morning at breakfast we once again visit the restaurant. Although the breakfast buffet has a great many options, we can still order other dishes from the menu, like eggs benedict or scrambled eggs. After our checkout we linger on to enjoy the city itself because there is a lot to be seen in the vicinity of the hotel. For instance, at a stone's throw, Het Tropenmuseum (museum of world cultures), but also various delicatessen, the Dapper market (affordable and multi cultural market) and nice pubs. In short: one night is really too short to enjoy everything The Manor offers.

www.themanorhotelamsterdam.com/en



MEETING AMSTERDAM VENUE



International positioning Postillion Hotel Amsterdam

"We offer an unique proposition"

Early November the new Postillion Hotel Amsterdam opened its doors. With this hotel and the Convention Centre already realized earlier the Dutch chain of hotels aims to establish itself definitively on the international MICE market. "Here we can take that deciding extra step", says general manager Marc Roebersen.

> he Postillion Hotel Amsterdam is situated in the Amstelkwartier, the final site within the ring of Amsterdam which will undergo a thorough metamorphosis in the coming years. In 2016 the Dutch chain of hotels already opened the Convention Centre in the former Maple Leaf chewing gum factory. According to general manager Marc Roebersen, the opening of the hotel has seriously increased the potential for meetings attended by between 300 and 1,000 participants. "In Amsterdam, the potential for medium-sized groups is limited. With the new hotel we offer 11 additional function rooms on top of the 20 function rooms in the Convention Centre, plus 252 fourstar rooms. Our guests have plenty of room and can opt for, for instance, the dinner or setting up a sponsored exhibition. The hotel and the convention centre is just steps away from the hotel, can accommodate 2,000 persons. Together with other hotels in walking distance we offer the necessary hotel rooms varying from three to five stars. What is

more, we are far better accessible compared to locations in the Amsterdam city centre, that do offer the same capacity but not the number of available hotel rooms. Via Station Amsterdam Amstel, subway stations Spaklerweg and Overamstel and the nearby motorways A2 and A10 you can easily reach us. Parking is possible in our own parking garage or at the nearby parking lots which we can easily rent additionally. With all this we can offer our guests a unique proposition no other location in the capital can match."

AMSTERDAM DELI

The hotel's lobby and restaurant are decorated in a Sixties retrostyle, just like the Convention Centre. This style is also found in the colorful furniture, varying from comfortable sofas to lounge chairs and high seats. Referring to the chewing gum factory, the hotel will not have a traditional reception desk, but three desks in the shape of a chewing gum ball. Other references to the former function are the 'do not disturb' lamps at the rooms which are also shaped like this piece of candy. Other facilities in the hotel are a fitness room and a restaurant with grill concept. At lunchtime the guests can enjoy the new deli concept. "For the lunch we wanted to develop a New York Deli concept for take-away lunches, be it with a touch of Amsterdam", explains Roebersen. "That is why we started a collaboration with sandwich bar Sal Meyer, the best deli in Amsterdam. Barbecue restaurant

MEETING AMSTERDAM VENUE



Cooper & Cecile offers delicious BBQ meals such as roast beaf, rib-eye and entrecote." The new complex with 11 function rooms sits next to the hotel and has its own entrance. The walls at the front of the building are clad with wood and form a large, continuing stairway that leads to a splendid roof garden.

CONTACT MOMENT

Roebersen stresses the fact that particularly in the new hotel in Amsterdam an extra effort was made to enhance the international character and to cosset the guests. "In two of our hotel rooms, all electronic facilities are voice-controlled. This Harman technology is part of Samsung. It concerns a smart computer that can interpret a voiced question and can execute an action within seconds. Think of controlling the light switches, the curtains, the television and the thermostat. This technology is unique in the Netherlands. In 2019 all of our hotel rooms will be equipped with this technology." The voice-controlled electronics is a fine

example of the increasing automation in the hotel industry. But that may unintentionally affect the personal service, says Roebersen. "As a guest you want to reach your room as soon as possible and when you leave, be able to check out as quickly as possible. This implies that the contact with the client gets shorter and shorter and this way, the reception desk loses its function as beating heart of the service. Nevertheless we want to offer our guests that distinctive, personal attention and service Postillion Hotels is known for. The breakfast offers an excellent moment to show this. By placing guests and serving a number of freshly-made dishes, we can still make contact with the guests. Because of this extra contact moment, you are remembered better as a hotel."

SERVICE

In order to maintain the high level of service at Postillion Hotels all the hotel chain's staff are trained extensively. "I believe in sincere attention and have set the ambition to give

that attention to everybody, every time", says Roebersen. "Here, employees move on easily. This offers great opportunities, particularly for the millennial generation. They want to try things and seek the adventure. This can be found in our use of technology like in the hotel rooms, but is also shown in our international campaign which is a bit bolder. To stimulate our staff to give their best, the company clothing is a bit less formal." With the high service level Roebersen wants to make a difference in Amsterdam. "Sometimes you hear that a location is very beautiful, but that the service is rather disappointing. With our well-equipped function rooms and top-level service we are well capable to facilitate an excellent meeting. The only thing the client has to do, is focus on the content of the meeting."

www.postillionhotels.com/Amsterdam



An event, but no attendants?

An event is far more than a fun party or a nice meeting, and has already been more for a long time. A good event helps you to, among other benefits, enhance mutual contacts, exchange experiences, surprise, activate and inspire people. It all starts with an effective invitation procedure. How can I ensure a good turnout from my target group?

KNOW YOUR TARGET GROUP!

Before you start inviting people, you have to know who constitute your target group. So do some research into the target group of your event. It is crucial that the interest of your target group plays central role in your invitation procedure. What will be the benefit of attending your event for your target group? A suitable title, a catching subject and a short but powerful explanation must provide the answer to this question.

PERSONALIZE

Give the invited persons the feeling that they are unique. You can do this by placing the name of the

MEETING EVENT ORGANIZATION



recipient on top of the (online as well as offline) invitation: addressing him or her by name. In case of an event with an expected large turnout you can divide the invitees in a number of groups. You could then write the first paragraph specifically aimed at one of the groups. What causes even more impact, is to let the invitees know individually that you really appreciate their attending. When you invite relations, make sure that co-workers who are the accountmanagers of the invitees play an active role in the approach. An invitation from someone they know personally works a lot better than an unpersonal, general invitation.

WHICH CONTENT SHOULD I USE?

The most important content is the program, the date, the time, the location and any costs. All this must be clear to the invitees. In the case that the event has earlier editions, it is advisable to use the videos, photos, quotes or recommendations from participants in an earlier meeting, as well as positive reviews. This The Sprekershuys is a contemporary and innovative speakers agency where expert knowledge, transparency, personality and thinking along are the core values. The connectors of the Sprekershuys are in close contact with clients as well as 'huysgenoten' (co-workers) and regularly attend events where the huysgenoten are booked. You can respond via info@sprekershuys.nl.

way, you create a clear picture of your event in advance.

Using an open guest list also works positively. The invitees can see who else comes and this can persuade them to come, too. The more interesting the network that will attend, the more interesting the event. Important in this: make sure that the invitees can choose to remain anonymous and not visible in the open guest list on grounds of privacy.

You can also invite key figures from your industry and make sure that they advertise your event by word of mouth. You can also enrol the speakers of the event by asking them to make a recommendation or to record a short video in which they explain why it is worthwhile to attend.

LOWER THE THRESHOLD

Each target group is different. But what goes for everyone, is that it must be simple to enter. By using a smoothly working online platform that is linked to your emails, contact moments and registration. This is easy not only for the invitees, but also for yourself; at all times you have the correct information on the registrations at hand.

DO NOT FORGET THE FOLLOW-UP PROCEDURE!

Stay in contact, also after the event. Trigger by, for instance, sending an aftermovie or a summary of the day with all important (learning) points. Do not forget the invitees who did not attend and show them what they missed, so they know that next time, they should really attend!



VisitBrabant Convention Bureau on the move

As Convention Bureau we would like to present to you the wide range the province of Brabant has to offer and what we can add to your business meeting. For instance: historic 's-Hertogenbosch, Brainport Regio Helmond and Eindhoven, event city Tilburg or characteristic Breda. And not to forget our many 'green' locations: each and every one of these can make a significant contribution to your meeting, not only as a location, but also to your social program!

> t is our goal to attract good meetings to our province, but as VisitBrabant Convention Bureau we also aim to provide a positive contribution to successful meetings.

A good example of this is the leading European ITS (Intelligent Transport Systems) congress hosted by Brabant on 3-6 June 2019. In order to create maximum awareness for this we make use of the world congress on this subject in Copenhagen. We do this by supplying content about our region and to inform the global community about 'our' congress in 2019. So people can reserve the date in their agendas, was our intention.

BRABANT: LITERALLY AND FIGURATIVELY OPEN

Tourists and daytrippers can easily find cities like 's-Hertogenbosch, Helmond and Eindhoven. Lately, organizers of business and corporate events also shift their focus more and more from the Randstad to the south of the Netherlands. And those from Belgium to the close-by north. "With good reason", says Saskia Holterman on behalf of VisitBrabant Convention Bureau. "In the last decades, Brabant has developed itself rapidly into the new centre of knowledge, innovation, and creativity. That, added to our typical hospitality and openness, makes this region the ideal MICE destination."

COLLABORATION: SHARED SUCCESS

Collaboration is something the people of Brabant are good at: "It is in their nature, in their genes." Working together and sharing knowledge between governments, knowledge institutions and companies. "Take, for example, the success of Brainport, Agrifood Capital, the hosting of the prestigious ITS congress or a Dutch Design Week. But also the collaboration between VisitBrabant Convention Bureau, cities in Brabant, venues, hotels and suppliers is a matter of course. This mentality leads to success. The power of a collective."

MANY STRENGTHS I UNIQUE LOCATIONS

Brabant has the smartest square kilometer of Europe, Eindhoven is leading in high tech, innovation en design, 's-Hertogenbosch with its historic city centre is the hub for the agro-sector and Helmond is leading in the field of food technology and automotive. Brabant has a great deal to offer!

The excellent price/quality ratio and accessibility – by road, by train and by aeroplane – count as USPs and contribute to the strategic proposition. In short: Brabant is a region that counts. The region offers several cities with each a unique own identity and possibilities. The province is also proud of the fact that Vincent van Gogh was born and raised in Brabant and that it has (amusement) parks of world renown within its borders. Apart from that, Brabant is mainly many-sided thanks to its mixture of history and innovation, landscape and urban areas, picturesque city centres and distinguishing architecture, forests and heaths.

It is for the VisitBrabant Convention Bureau to communicate these strengths optimally, as an answer to an inquiry or voluntarily. With confidence, more than 30 partners make use of the participation in the bureau to make their presence better known to the business market. "We present ourselves as the independent service organization where organizers can get support in finding the perfect location for meetings, incentives, conferences, events and stayovers. Whether it concerns a leading congress, an international knowledge conference, a product launch, board meeting, staff trip or stayover possibilities in 's-Hertogenbosch, Eindhoven, Helmond, Tilburg or Breda", says Holterman. The

advice is free of charge and the quality is high thanks to the large network and the detailed list of what is available in locations and regional suppliers.

So, to all meeting planners, PCOs and other professionals who require support in finding the perfect location for meetings, incentives, conferences and/or events: contact VisitBrabant Convention Bureau. Because from a board meeting in 's-Hertogenbosch to an international knowledge conference in Eindhoven or Helmond, Brabant offers endless possibilities as centre of knowledge, innovation, creativity and hospitality.

www.visitbrabant.com/conventionbureau



De Pier, Scheveningen

Go for the coast

The Netherlands have a coastline of no less than 250 kilometers, with beautiful beaches along the North Sea. For good reasons, the locations and venues situated by these beaches mention these facts as definite USPs for the organizers of business meetings. Meeting International asked the marketing and convention bureaus of The Hague, Noordwijk and the Frisian Wadden islands to name their specific advantages of meeting at the coast.

THE COAST OF THE HAGUE

The title 'best known Dutch beach' belongs to Scheveningen in The Hague, and this year it even celebrates its 200th anniversary as seaside resort with the theme Festival at Sea. Throughout the year various remarkable events are programmed, with the finish of the Volvo Ocean Race as the main event. In positioning the city, The Hague Convention Bureau makes good use of the possibilities the beach offers and its wide range of varied options for corporate meetings. "The Hague characterizes itself as City of Peace & Justice and as seaside city", says director Nienke van der Malen. "As much as possible we link the corporate meetings organized in The Hague and Scheveningen to one of the profiles. The big advantage of a seaside location is that you can combine the serious part of the meeting or congress with an informal, relaxing activity on the beach. Many of our partners, varying from Grand Hotel Amrâth Kurhaus and Paviljoen De Witte to the Beachstadium and the Zuiderstrand theater, make good use of the location. As an addition to business events beach activities are offered like kitesurfing, supping or riding an RIB boat. In combination with the locations and activity in the inner city, at the redeveloped Binckhorst site, on the former industrial estates and in the international zone you can offer a greatly varied and divers program. Besides all this we have a unique platform for events with the completely renovated Pier. A part of the program of the One Young World Summit will take place in Scheveningen, for instance." "Apart from that, the sea also offers quite a lot of inspiration and themes to follow up on", marketing manager Mandy Groenewegen adds. "A great deal of

MEETING DESTINATION

ALTERNATIVE LOCATIONS

The coast of Zeeland

In March, the coastal areas of Schouwen-Duivenland and Veere together with those of Goeree-Overflakkee and Westvoorne, all in the province of Zeeland, were acclaimed best international sustainable coastal destination worldwide. This puts these locations in first place of the Green Destination top 100 in the category coastal destinations. But the beaches of Cadzand, Zoutelande, Domburg, Renesse and Vlissingen are also very suitable as corporate destination. In and around these cities you can find various locations where you can hold meetings, or have team-building activities. The combination with a relaxing activity on the beach is easily made. Apart from that, Zeeland has a huge variation of regional products that are on the menus of the many restaurants. This may very well be the reason why in this province there are seven restaurants boasting one or more Michelin stars. Of course, the menu lists oosterschelde crab, oysters and glasswort.

Artists' colony

In the province of Noord-Holland you can also find several beaches. In Zandvoort aan Zee and Castricum aan Zee there are various locations at or in the vicinity of the beach. Leisure tourists contribute to the relaxed holiday atmosphere. Bergen aan Zee has a somewhat more easygoing ambiance, but with its extensive range of dunes is certainly not less attractive than other coastal areas. An extra USP is the fact that Bergen is known as an artists' colony. Early in the twentieth century artists took up residence here who would later form the 'Bergense School'. Their works can be admired in the museums in Bergen, amongst other places.

Texel and Den Helder

For years now, the seven villages on the island of Texel have been welcoming a steady flow of tourists. The Wadden island is popular thanks to the combination of dunes, white beaches, nature parks and pine forests and the peace and quiet you find there. In 2016, the Wadden island was deservedly acclaimed top destination for the summer by Lonely Planet. There are several large hotels on the island that can offer various corporate meetings as well as activities, be it in collaboration with the local activities and event agencies. But the smaller locations, the holiday parks and the beach pavillions also welcome the corporate guest. Out of the high season a ferry leaves from Den Helder to Texel every hour. A stay on Texel can also be extended with an anticipating day of fun in Den Helder. The marine city has several museums. You can also enjoy the nature or visit the old Rijkswerf (State wharf) and the marina.



innovation is taking place in, on and around the North Sea. Great examples of these innovations are the growth of seaweed at the Noordzeeboerderij, the developments in the field of sonar fishery, underwater wifi and many maritime innovations. The presence of these kinds of initiatives, knowledge institutions and the largest cyber security cluster in Europe, proves that The Hague has a great deal to offer and provides a huge number of opportunities to make every event a successful event."

SPACE TRAVEL

The cities of Noordwijk, Noordwijkerhout, Hillegom, Lisse and Teylingen

jointy labor for a distinct profile of the Duin- en Bollenstreek (Dunes and Bulbs region). In the coming years, the recently established Stichting (Foundation) Economic Board Duin en Bollenstreek will start several projects related to the themes of greenport, space, tourism and care. Noordwijk Marketing makes good use of the themes space and wellness & health for the promotion of the (congress)seaside resort in the corporate market. "Here in Noordwijk we have the European Space Research and Technology Centre (ESTEC), known as the technical and administrative heart of the European Space Agency ESA", says Sandra Nonhebel,





De Baak Seaside

www.debaakseaside.com

De Baak Seaside is located in Noordwijk on the Dutch North Sea coast just 30 minutes from Amsterdam Schiphol Airport. De Baak Seaside is an inspiring place where people gather to meet, learn from each other, and forge connections. The venue and the outdoor space are fully designed to accommodate these activities.



De Baak Seaside • Koningin Astrid Boulevard 23 • 2202 BJ Noordwijk • +31 (0) 71 369 01 79



product manager corporate market/MICE. "Thanks to the collaboration with the cities of Leiden, The Hague and Delft the Space Studies Program of the International Space University took place in Noordwijk. Partly because of this, Noordwijk has declared 2018 the theme year City of Space."

WELLNESS & HEALTH

Among other issues, the theme wellness & health takes up on the sportive nature of the inhabitants and the beautiful nature. The Noordwijk beach, for instance, rates 13th in the Top 21 chart of beautiful beaches worldwide compiled by National Geographic last year. Nonhebel: "Recently, Natuurpark de Hollandse Duinen was acclaimed National Park. In earlier days, in combination with the dunes and the beach Noordwijk was popular place of pilgrimage. A number of hotels take advantage of this and boast extensive wellness

facilities. In May this year, to even better promote this aspect of Noordwijk the Noordwijkse Ondernemers Vereniging (Union of Entrepreneurs) established a foundation aiming to obtain the 'Bathingstatus: wholesome sea bathing location'. In the case that this aim is achieved, the city will become a 'European Health Destination'. Besides this, since 2015 we have a fixed position in the Sustainable Destinations Global Top 100 of green touristic destinations worldwide." According to Nonhebel Noordwijk is a very popular destination, thanks to the combinaton of interesting themes and excellent facilities. "Noordwijk's big advantage is that all facilities are within walking distance of each other and that the beach is always just around the corner. Here, you will find four large congress hotels, various smaller locations, a Michelin-star restaurant and over one hundred restaurants, bars and beachclubs. It is no surprise then that jointly, our locations host more than 2,000 corporate meetings each year."

COMPANY FESTIVAL ON THE BEACH

Apart from the mainland the Wadden islands are also an excellent option for corporate meetings. These islands have jointly set themselves the ambition to be energy-neutral in 2020. Various sustainability projects are under way to realize this ambition. For instance test garden Lab Vlieland and Innofest are collaborating to test innovative prototypes during eight prominent Dutch festivals. Besides this, Urgenda stimulates various projects in the field of sustainable energy on the islands, including the disconnecting the houses from the natural gas mains and making them energy-neutral. "The nature plays an important role on the islands", says Yvonne Hulleman, Marketeer Meetcentives at Merk Fryslân. "Many locaibtm[®] WORLD **BARCELONA, SPAIN** 27-29 NOVEMBER 2018

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MEETING DESTINATION

tions and organization agencies make use of the nature to organize inspiring gatherings at which meetings or teambuilding sessions are given an exceptional form or combined with special activities. You can organize a company festival on the beach, or drive in Jeeps to the end of the nature reserve De Boschplaat on Terschelling to go on a guided tour with the local forester and enjoy the starry sky. On the island of Ameland you can climb the lighthouse where former lighthouse-keepers tell you what their lives were like. With the Vlielandexpress you travel to the 'Sahara of the North', a vast sand plain with breathtaking views. In all these activities a lot of attention is paid to sustainability and the role man plays in this. Sports activities are also very popular, like surf kayaking, blokarting and powerkiting." Corporate groups particularly opt for meetings lasting several days. Hulleman: "The choice is almost always for a meeting, seminar or congress in combination with an incentive or teambuilding activity. You are away from the office and find yourself in a completely different environment with a lot of nature and restfulness. This feeling starts the moment you step off the ferry. By the way, you can also make the crossing in an authentic sailboat with meeting and stayover facilities or in an RIB-boat. A great deal is possible here."



SECLUDED ENVIRONMENT

One of the organizing parties on the Frisian Wadden islands of Vlieland, Terschelling and Ameland is Island Events, part of WestCord Hotels. "Ever since our hotels have been here, we have been organizing extracurricular events. The demand for tailor-made programs has been there from the start", says Karen van der Leest, sales manager at Island Events. According to Van der Leest the main reason for choosing the Wadden islands for events lasting several days is because you have left the mainland behind you, literally. "You find yourself in a unique part of the Netherlands, for the Wadden islands are included in Unesco's World Heritage list. The wind is blowing through your hair and you feet rest in the sand. It is a secluded environment, the participants can not take the boat home in the evening. This enhances the team spirit." The Wadden islands are not too far away from the Randstad region. "From the town







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MEETING DESTINATION





of Harlingen you can reach Amsterdam within the hour and there are no traffic jams towards the north part of Holland. Besides, the event already starts the moment you step on board. That is something that appeals to the clients. The most popular part of a program is, of course, the beach activity."

OUT OF YOUR COMFORT ZONE

Karin Lodder, owner of Bureau Basalt, also makes good use of the advantages offered by the Wadden islands. "I organize training sessions in the field of leadership and organizational development. A part of the sessions is held on Terschelling. Almost every element of the island can be used as part of the training sessions. The session already starts on the boat. You travel together, you cannot be late and you are out of your comfort zone. At the same time, the crossing works relaxing, you are

away from the hectic and immersed in nature." For the compilation of a program with suitable locations and activities Lodder collaborates with the companies on the island. "The entire island forms one huge location, but it is advisable to collaborate with the islanders. They have first-hand knowledge of Terschelling and know exactly what is possible. Think, for instance, of a tailor-made camping at a unique location where you sleep in sleeping bags printed with the company logo. Or, guided by an expert, you can reap oysters and prepare these together, while learning more about the UNESCO World Heritage. At the Hogere Zeevaartschool (Higher Nautical College) you can even take a seat in a simulator and experience driving a big ship. The island makes a lasting impression on all participants, it does something to them and with each other. Everybody always takes a souvenir with

them. It is for good reason that each year in September, the three-day Spring tide Forum is organized. Some 500 executives from corporations, scientists, NGOs and government institutions gather to share knowledge and initiatives in the field of climate, natural resources, agriculture, nature and economy. For this, they use very special locations like a historic shed, a dip in the dunes, a church or the beach."

MEETING TRENDS

Can Agile ease the disruption of change management?

Change happens. At some stage of their organisational cycle, associations go through change. Whether due to external shifts in the environment they operate in or stakeholder demand, associations often face incremental changes.

> hese changes may impact their culture, stakeholder engagement or even morale. The true challenge is that no one really wishes to change. What people desire is progress.

> Committed change leaders should be progress ambassadors. Their focus should lay on inspiring members, and leading the way towards future-proof associations.

To navigate change and embrace its disruptive effects, association leaders must build flexibility and resilience into the organisation's DNA. "Welcome changing requirements, even late in development. Agile processes harness change for the customer's competitive advantage." - Agile Manifesto

IN COMES AGILE

In principle, Agile is an approach to project management. While originating from software development, at its core, Agile is based on the premise that conditions change as a project develops. That is why, within the duration of an Agile project, the phases of planning, designing, development, and testing are circular and subjective to adaptation. In line with performance and feedback, they continuously alter as the project takes form.

THE TRAITS OF A SUCCESSFUL CHANGE LEADER

A successful change leader is the one who shows clarity in the face of complexity. While change management may create obstacles, it is the change leader's role to smooth its disruption and manage resistance. The key to minimising turbulence is onboarding; using tactics to engage and involve the stakeholders in the rationale and benefits of change management from its early stages.

Leading by example takes change management a long way. Change leaders can build trust and confidence in
MEETING TRENDS

upcoming transformations through their own behaviour.

THE TRAITS OF AN AGILE MASTER

Like the change leader, an Agile master needs to boast adaptability, and a strong sense of inclusiveness.

EMOTIONAL INTELLIGENCE

This is where people-centricity takes centre stage. This trait is all about the ability to understand and relate to others, giving them confidence to explore possibilities and empower them to find solutions.

INTERACTION

Active listening and collaboration are at the core of Agile, as opposed to plain contact negotiation. Feedback and open communication channels across all project phases are at the forefront of the Agile approach.

COMMON OBSTACLES WHEN BLENDING CHANGE MANAGEMENT WITH AGILE

Looking at the interplay between transitioning to Agile and managing change, associations may stumble upon some challenges:

- Lack of understanding of the benefits and processes of change management
- Increased pace and high volume of radical change that can cause resistance
- Pre-established change management templates might no longer be applicable, as projects adapt and are constantly reformed



 Less room to standardise and formalise processes due to continuous adaptability

So, can association leaders ease the potential disruption?

FROM THE TRADITIONAL MODEL TO AGILE

Agile, like change, does not happen overnight. The transition to Agile must be gradual, not rushed. As long as the shift happens moderately, then all members have the time to adapt, understand, and increase efficiency. Hence, the impact of potential obstacles is minimised. After all, Agile is not about carrying out projects as quickly as possible; it is about completing projects in a way that

About MCI Amsterdam

MCI Group is a global leading provider of strategic engagement and activation solutions. The Amsterdam office has adopted the agile methodology and services both the institutional and corporate markets in the Benelux region. Since 1987, through association management, conferences, meetings and events, we help clients build unforgettable online and offline experiences that foster change, inspire, educate and enhance business performance.

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allows everyone to hop onboard and work smoothly towards value-driven goals.

Is Agile the answer for a future-proof association? This approach is indeed becoming one of the most popular strategic approaches to project management. It has proven to have successfully shaped the way tech organisations drive business results and impact. Can associations benefit the same way?

As long as the shift happens thoroughly and progressively, it can facilitate problem solving. Many organisations, in their effort to become Agile as quickly as possible, have fallen into the trap of hindering its benefits and being Agile in name only. It is crucial to take time and evaluate how Agile can add value to your association, and once that is established, gradually move towards its implementation.



MEETING SPORTIVE VENUES





Put some sport in your meeting

Attending a meeting between four walls, slumping in a chair all day? No exactly conducive to your inspiration and productivity. By combining a meeting with healthy exercise at a top sports location, your meeting will become a lot more dynamic. Meeting International highlights a number of Dutch options.

HOTEL PAPENDAL

At Papendal, the real top Dutch sportsmen train. But did you know that you can also stayover here, or organize a meeting, even if you are not a sportsperson? Here, you are not obliged to exercise, you can simply enjoy the beautiful environment. But if you are the sporting type, then this is the place to be for you. You can use a break in the meeting to attend one of the many clinics. You can opt for, for instance, a clinic BMX, archery, fencing, Tai Chi or boxing given by former Dutch boxer Arnold Vanderlyde. Are you not the super-active type? Then you can choose for, for instance, a workshop healthy nutrition, herding sheep with border collies or sculpting with ice (ice carving).

www.papendal.com

MEETING SPORTIVE VENUES



KNVB CAMPUS

The KNVB Campus is the beating heart of the Dutch football: the place where the national selections train, footballers recuperate and where coaches and referees are trained. But the KNVB Campus is also there for companies. Besides an inspiring meeting venue, the campus also offers various sportive clinics. Ideal as an enrichment for a meeting or as a motivating team outing. The possibilities are ample: from a football clinic, pilates and bootcamp up to the booking of a guest speaker. If you want to know more about nutrition, you are at the right place: during the Powerfoods the KNVB Campus' chef shows participants how nutrition can get you through the working day more vital and energetic.

www.knvb.com/campus

OLYMPIC STADIUM

The Olympic Stadium is the undisputed icon of the Dutch Olympic sports and the right spot for new inspiration. This stadium offers a plethora of possibilities for unique and sportive arrangements. Besides holding a meeting in the rooms that once were the home base of trainers and players, you can participate in all

sorts of clinics given here. This way, you experience a unique, sportive clinic at the location where in 2016 the EC Athletics were held, or enjoy a football match with friends or colleagues on the pitch where Ajax and the Dutch national football team have played. Are you not afraid of a bit of cold? Then visit the Freezlab. Here, for a maximum of three minutes you stay in a cabin cooled at minus 110 degrees Celsius, to give your body and mind a powerful boost. This concept is used by sport clubs like AC Milan and Bayern Munich, but also often applied as a treatment for, amongst other things, stress, rheumatism, chronic pain, burn-out complaints and skin diseases.

www.olympischstadion.nl/en

THIALF

Thialf is the foremost ice stadium for top sport ice skating in the Netherlands. Apart from the ice skating and the top sport facilities Thialf offers a special experience for businesses.

The function rooms and reception room can easily be combined with an activity on the 'holy grass' and the athletics track. This adds a certain style to a presentation for the press or team building event: put on a sprint on the track where the world's best athletes compete, or score a goal on the pitch where so many celebrities were successful. Have you ever considered a meeting, followed by an ice skating clinic given by a famous ice skater? You can also attend a clinic icehockey, icebyk and curling. With a backstage tour you can find out what goes on behind the screens, explore the renovated engine room and learn how to quickly make ice. www.thialf.nl

TOPSPORTHAL EDE

One of the most recently opened locations for top sporters is the Van der Knaaphal, the topsport hall in the town of Ede. Only just open the hall is a multifunctional complex where education, recreational sport and top sport meet and inspire each other. The complex has various function rooms that are available mainly in the evenings and weekends. They are well equipped for meetings, congresses and commercial purposes or as VIP room during (top) sport matches. www.topsporthal-ede.nl



Events: What the SaaS?

When it comes to events, SaaS (Software as a Service) is a relatively unknown term. SaaS is software, offered as an online service. This business model is becoming more and more common for software developers. In this digital era, most organisations are looking for ways to automate their core processes - and find their solution in SaaS applications. Examples are Trello, Slack, Salesforce and Momice.

Tekst Rutger Bremer/Fleur Oude Voshaar, Momice

SAAS FOR EVENT MANAGERS

Event registration can be time consuming and complex. As an event manager, you're looking for ways to save time and keep the overview. And yet, in many cases, the software used was not developed for events. Event professionals often use a combination of Outlook and Excel lists for registration, or, if more advanced, add MailChimp or Survey Monkey to their list of applications. Working with different systems makes the process more scattered, increases the probability of mistakes and leads to higher costs.

Appropriate event software enables you to automate event registration, mailings and surveys from one central point. Analysing the data of recurring events over time gives you valuable insights - while you're staying in control of both data and processes.

SAAS ADVANTAGES

SaaS offers a lot of advantages. The most obvious advantage is you don't have to purchase or develop software; you just pay a license fee to use it. According to Bynder, advantages of Software as a Service are:

- 1. Quick implementation
- 2. Scalability
- 3. No long term investments
- 4. Easy third party collaboration
- 5. Reducing IT expenses
- 6. Better support

LOOK BEYOND THE FEATURES

When you are looking for SaaS solutions, make a list of all must-haves and nice-to-haves for your event software. But hold on, selecting a good SaaS supplier goes beyond making a list of features. Consider these aspects too:

1. Security & privacy

You want to make sure your SaaS partner will do whatever it takes to secure the data. Request their security policy and security test reports, and find out how your SaaS partner processes and secures personal data. As of



May 2018, closing a Data Processing Agreement (DPA) with all your software suppliers is mandatory, according to the GDPR. Involve your colleagues of IT / Security / Legal department in this process.

2. SaaS license model

SaaS solutions often have a license model, with a monthly or yearly fee. In many cases, paying for a full year is more cost efficient. License models often consist of different packages, based on the number of users or features. Determine who will be using the software - and which features each person needs. Some software suppliers offer a freemium model. Keep in mind that most free versions are not white label and have limited features.

3. Terms and conditions

Terms and conditions are an important element of the SaaS contract. This document contains information about support, opening times, contact persons, maintenance and calamities. The terms uptime (online) and downtime (offline) are important when it comes to SaaS: when will the service be unavailable, for example due to maintenance activities? Services often guarantee 99,8% uptime. Calamities like cyber attacks and technical issues can influence the availability of the software. Look into the terms and conditions before signing the contract.

4. Service

The way the software is implemented in your organisation determines the success. Since every organisation is different, there is no 'one size fits all'. Therefore, it is important that your SaaS supplier is willing to create a custom solution for your company. A dedicated contact person or support team will make sure you get the most out of your software. Remember you are entering a long-term relation with your supplier - make sure it's a good match!

5. Connections to other SaaS solutions

Because SaaS solutions operate online, it is possible to connect different systems. Think about which other SaaS applications you would like to connect to your event software. For example, if you link it to your CRM, you automatically keep your registration data in the contact card of your relations, without importing and exporting Excel lists. Also, the Marketing- and Sales departments can access the event data - and use the insights for their own purposes.

CONCLUSION: EVENTS ARE READY FOR SAAS!

SaaS solutions can have a huge impact on the activities of an event manager. They are cost efficient, more effective and easier to manage than software systems that are not developed for event purposes. Besides a list of features, always keep security, privacy and license models in mind when selecting software for your events.

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Utilizing the internet infrastructure and catering

The meeting room of the future CREATE AN EXPERIENCE A growing number of meeting ot that within their for store

The MICE industry is rapidly developing. The requirements set to meeting locations follow the change. IACC asked over fifty international locations, experts and suppliers about their experiences and, based on these, published the report 'Meeting Room of the Future'.

A growing number of meeting planners indicate that within their function, they pay more attention to the creation of experiences. They also foresee that in the next five years, creating an experience will become more and more important. The new generation of professionals is a driving force behind this trend. With



the increasing influence of these participants, locations realize the necessity of anticipating on this trend. 93% of the interviewed locations is always or often involved in the creation of an experience at a meeting. They do this by offering various facilities, for instance by attuning the catering to the location or the city. Locations are well-advised to benefit from their role as strategic advisor in the field of experience and education design. To achieve this, smaller locations can collaborate with experienced design professionals. It is to be expected that internal and external experiences will become more and more entwined. Location must therefore assess whether and how their facilities and function rooms can complement the entire experience of the meeting.

LAYOUT OF THE ROOMS

Locations find that the rooms have undergone a transformation in the last three to five years, and that the meeting design element becomes more and more important. The trend is moving further towards creative rooms with a flexible layout. This flexible layout must not only be adaptable to the number of participants, but also to the need to create spots for individual as well as places for group activities. This makes it easy to switch from plenary to group sessions. What the interviewed locations noticed, is that these days, last-minute requests for the adaptation of the rooms is more rule than exception. An other fact is that rooms decorated in colors and provided with natural light that stimulate moving around function better in engaging the participants in the meeting and stir up more creativity. This contributes to the ROI of a meeting. As a consequence of this trend break-out rooms are also used more often and locations offer more and more often collaboration and network places apart from the meeting rooms. Spots that offer more privacy where one can, for instance, check one's email are also used more often.

The furniture that is deemed the most appropriate to facilitate collaboration and flexibility, are lounge seats (like sofas and armchairs), a variety in tables and chairs, furniture with castor wheels, foldable tables and light-weight furniture. In the end, what matters most is that the participant takes first place which means that their wellbeing and comfort is to be taken into account. With lounge spaces, accessories and plants locations create a pleasant homey feeling. Flexibility, however, also demands a well-considered layout with flexible light sources and acoustics, and an excellent access to broadband internet and power points. The exact location of the power points can sometimes hinder the moving of furniture. Charging sockets in tables and chairs offer a good solution. Maximum flexibility means an additional cost factor for locations, which have to purchase and store the furniture. Stackable, ergonomic furniture is gaining in popularity. Some locations even change over to the complete rental of furniture.

TECHNOLOGY TRENDS

In spite of the fact that the technology is constantly developing itself, locations consciously decide to purchase the new technological devices themselves. For the controlling and judging of the equipment locations rely on the knowledge and experience of their own technical staff. These persons are mainly concerned about the number of cables lying around in the function rooms. No wonder that built-in equipment is favored, just like good wi-fi and and portable technology or technology in the cloud. Hardware for videoconferencing and display technology are the most offered forms of technology. Experts, however, are less enthusiastic about these facilities and do not think they are worth the investment. They prefer videocommunication services via the cloud which require just a laptop and a good wi-fi connection. Smartboards also seem to fail to meet the expectations, according to the feedback the locations received from their guests. The market is reserved in the use, probably because of the lack of training to be able to use this technology in the proper manner. Ease of use is essential for sharing content. But smartboards are not as easy to control as other wireless collaboration solutions. Often external training or assistance is



necessary. Locations do keep on investing in technology in which knowledge is shared via displays and monitors. The advantage of this is that participants can easily and live share content via their smartphones, tablets and laptops. Also increasing are the investments in virtual reality. Of course, an excellent internet connection is then essential.

INFRASTRUCTURE ENABLING COLLABORATION

We are already annoyed when the wi-fi connection breaks down during the meeting. What is more: the success of meetings nowadays is partly determined by the quality of a location's internet structure. It is expected that in the coming years, good-quality internet will be the most important element of a meeting. As a result, meeting and event planners pay more attention to ensure this facility. A good internet connection is also essential for the increasing use of technology that enables collaboration and interaction. A good example of this are the many event apps with which participants can vote and pose their questions.

A moot point in offering wi-fi is whether, as a location, you add it to the cost price. More and more locations offer free internet as part of an arrangement. A good internet connection is not only considered a bonus, but is even a reason to prefer one location to one that does not have this facility. No wonder that 52% of the interviewed parties plans to invest in bandwidth the coming year.

INVESTMENTS AND INNOVATION

The facilities locations invest in to create an experience, is mainly determined by feedback from the guests. The competition is also watched closely. However, because of a shifting demography locations should also take notice of surveys, ideas and views concering the new generation of guests, as this generation will have a growing influence on the format of meetings. Research has shown that corporate meetings are the best platform for millennials for dedicated self-education, the extension of their network and planning their career. It is for that reason that millennials argue for more effective forms of meeting design and better ways to come into contact with each other, online as well as offline. A meeting's quality is more important than its length. In stead of extending a meeting, knowledge is more and more shared before and after the event.

CATERING

Meeting planners think that the format of breaks and meals should change. But there is disagreement whether the breaks should be shorter and more frequent, or longer. A number of locations takes advantage of this by offering catering service throughout the entire meeting. An other trend originating from the meeting planner is attention to sustainability in the drinks, snacks and meals served. Locations are well aware of the fact that the coming generation of meeting



planners will pay even more attention to this. Besides, the average guest's taste is becoming more and more refined, people get used to exotic dishes and extraordinary culinary creations. Healthy food is also gaining in importance. An increasing number of participants have specific (dietary) wishes. This makes it increasingly difficult to compose a menu that can take



into account so many different tastes and wishes. Fortunately, there are also culinary trends that can easily be integrated into a menu. One of these is the trend to let vegetables play the leading role on the plate, in stead of meat. By making good use of seasonal vegetables, chefs are inspired to create new dishes, although it remains a challenge to balance between a guest's wishes and the availability of certain products throughout the year. More and more often guests also ask for local ingredients and products that are not mass-produced, like home-baked bread. Besides this, eating is more and more often considered a social activity, in which people want to participate in the preparing, the picking and selecting of ingredients, and to learn directly from the chefs how best to prepare certain dishes. Could this be the reason why more and more farmers' markets and food festivals are organized?

The global MICE industry is rapidly developing and locations adapt to the changing demands of meeting planners and their guests. Anticipated is especially on the developments in the fields of internet infrastructure and food & beverage. The result is more options for the market in locations that offer a sepcial experience.

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The Netherlands has many meeting or conference facilities. It is in the interests of clients and the market for meeting accommodations, to become transparent. Who offers which quality and meets the requirements of capacity, accessibility, comfort and so on. The "Congres- en Vergaderclassificatie" is an excellent way to gain insight into what companies offer and is objective. Since affiliated companies are regularly inspected, the provided quality can be assured. You can recognize the classified companies by the logo shown here above, which is always accompanied by a number of gavers representing the classification.

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A qualified Convention organization agency (also called Professional Congress Organizer, PCO) is an independent company, specialized in the organization of (inter)national conventions and meetings on a professional basis. They supply high quality service and belong to the top in their field of expertise; they are audited on a regular basis by external inspectors.

Apart from that, the conditions are regularly tightened and extended to meet changing demands, react to information from clients and to keep up with technological developments. Qualified convention organization



agencies are explicitly in the forefront of the sector with high-grade service in the field of corporate meetings.

Only if a company meets all strict demands is it allowed to use the predicate 'Erkend Congresbedrijf' (qualified convention agency). Qualified convention organization agencies offer clients a great deal of consistency in every aspect. The preparation, the organization and management on the day of the event, the conclusion, clients can be sure that the event passes off without a hitch.



New campaign: Maastricht Conference City

Maastricht Convention Bureau has launched a new marketing campaign titled 'Maastricht Conference City'. In the period to come this campaign, by means of a catching image and innovative slogan, will charge the proposition 'Maastricht: City of Health & Materials', used by the Maastricht congress community to enthuse international congress organizers for the city. The campaign unites the excellent scientific ecosystem with the hospitable and intimate character of the city. A combination that guarantees a successful congress. Professionalism and the 'joie de vivre' that is typical for the province of Zuid-Limburg mingle and this mix ensures that more and more international congress organizers are incited to consider Maastricht as destination for their next congress. Since 2015, the congress tourism in Maastricht has increased considerably: in the 2015-2018 period the number of successful congress acquisitions has doubled. Regarding the year 2017, the congress tourism realized an economic spin-off of over 30 million euros for the city and its surrounding region. For this year it is already obvious that this economic impetus will increase even further. The new marketing campaign follows the recent news that the Maastricht council raises its financial contribution to the MCB by 110 percent for the next four years. With its additional investment the council has clearly confirmed that it recognizes the importance of business tourism as a relevant economic factor for the city. With the extra funds the Maastricht Convention Bureau will expand its organization and play an even more active role on the international congress market.



First Dutch circular congress location

One of the most iconic Dutch domes is given a second life in Amsterdam. It concerns the Amsterdome which houses the first circular congress location in the Netherlands. The venue is exploited by the TeKa Groep and opens its doors later this year. The event location will be located in the Amsterdam-West precinct, near the A5 highway. The Amsterdome will then have a large plenary hall which can accommodate groups of up to 1,000 persons. Also, 16 subrooms and modern catering facilities will be realized. The venue has a floor area of 5,000 m² which makes it suitable for trade fairs and congresses. The dome is remembered by millions of people as the home of the former aviation museum near Schiphol airport. At its opening in 1971, it was the first geodetic dome in Europe, with a span of 60 meters and a height of 24 meters it was the world's largest dome for a long time. In 2003, after the aviation museum closed, the dome was broken down and stored in sea containers. The rebuilding is considered a structural feat. The dome construction, weighing 70,000 kilograms, is hoisted up by a crane ring after ring, after which a total of 1,100 diamond-shaped aluminum panels are placed. The rebuilding of the Amsterdome is a piece of good luck for the municipality of Amsterdam, that has great plans for the surrounding area. In the years to come, the Sloterdijk industrial zone will be transformed in phases into a lively working area with iconic architecture and (recreational) facilities for personnel and visitors. With, if the municipality has a saying in this, new companies that play a leading role in the energy transition and the transfer to a circular economy. The area is to form a link between city and harbour and take a central place in the Metropole region. www.amsterdome.nl

Record number of visitors (6,000) to RDM premises Rotterdam

The interest for the Innovation Expo – the biannual stage for remarkable innovations in the area of, amongst other issues, circular economy, energy and water – is still increasing. The seventh edition of this event (IE2018) where entrepreneurs, scientists, NGOs and policymakers meet, took place in Rotterdam Zuid on 4 October and exceeded the earlier Expo in many ways. The number of 6,000 visitors was higher than ever, and the number of exhibitors also increased greatly, to more than 230. The importance of the meeting point for innovators and government was obvious from the list of keynote speakers, including Kajsa Ollongren (vice prime minister), Stientje van Veldhoven (Assistant Secretary for Infrastructure), Mona Keijzer (Asssistant Secretary for Economic Affairs and Climate) and mayor Ahmed Aboutaleb. The title this year was 'Global Challenges, Dutch Solutions'. Dutch solutions were presented for the enormous societal challenges in the areas of the circular economy, energy, water, mobility, built-up environment, health and nutrition and the necessary key technologies. This time, five Dutch ministries were involved (Economic Affairs and Climate, Infrastructure, Home Affairs, Agriculture, Nature and Food Guality and Foreign Affairs). In 2016 the quay of the river IJ in Amsterdam was the meeting place. This year, the RDM Onderzeebootloods and its Congress center in Rotterdam were chosen as venue. All the sheds and rooms of this former shipyard were used and alongside the quay two of the largest partyboats were also moored to accommodate all visitors and guests. Meanwhile the event has also acquired an attracting function. A large number of side events were hosted like the annual working conference of the Topsector Energie, the semifinal of the Accenture Innovation Awards, the Mobility lab and the Eurostars conference.



Dataleaks: who pays for the damage?

Not the business liability insurance!

The introduction of the GDPR has made us more aware of the importance of safe and careful handling of personal data and the prevention of cyberattacks and dataleaks. That the GDPR also involves serious (liability) risks against which many entrepreneurs are not (sufficiently) insured, is not commonly known.

RISKS

A lost USB-stick, a stolen laptop, a hacker who captures personal data or an email with privacy-sensitive data sent to the wrong person; all examples of dataleaks and an offence against the GDPR. The consequences of this vary from high fines (see box) and lost profits because of stoppage of operations to costs for crisis management, legal assistance and, last but not least, liability for damages.

LIABILITY GOES TOO FAR!

The main rule is that the 'causer' is liable and must fully indemnify for the damage. As Controller (process responsible) you can then be held liable for the damage incurred by, for instance, your client. For example reputation damage, fines, etc. But someone who has fallen victim to identity fraud because of your dataleak can hold you, as Controller or process responsible, liable for his damage.

CASE OF BUSINESS LIABILITY INSURANCE?

As a rule, a business liability insurance only covers loss resulting from an injury and (to third parties) damages to goods. That is not the case in the event of a dataleak. Besides it is unusual to exclude fines. Therefore a business liability insurance does not offer any cover in this case.

Fines

In the Netherlands the Autoriteit Persoonsgegevens (Authority Personal Data) can impose companies a fine that may run to 20 million euros or 4% of the annual worldwide turnover of the Controller. So if you, as event or congress organizer (i.e. process responsible) has caused a dataleak because of which personal data from clients and/ or employees of those clients is hacked, you are in serious trouble.

AND NOW?

You can try to exclude liability by contract. But that does affect the willingness of parties to do business with you. Limiting the liability is more common, you then prevent unlimited liability. That can be a limitation of the amount of the claim, of the maximum amount covered by the insurance or of specific costs; for instance damages but no fines. Your risk is then (more) limited, but still present. A cyber insurance offers a solution for this. These can now be taken out quite easily and are rather affordable.



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More info rotterdamconferences.nl