

Meeting

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Business Destination **Holland**

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A nighttime photograph of a city, likely Rotterdam, featuring a large body of water in the foreground with a marina filled with boats. The city skyline is illuminated with lights, and there are prominent light trails from moving vehicles or boats in the water. A tall, modern building is visible in the mid-ground.

**Find out why Holland should be
your next MICE destination**

Utrecht: beautiful, compact and ideal for business events - The Netherlands go red, yellow and blue - Unleashing creativity the sustainable way - The possibilities of event technology - Rotterdam: action instead of talk

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Going with the flow

There is a lot going on in the MICE industry. Many areas show rapid developments. Technological innovations make it more and more easy and interesting to register for and attend an event. Where in the old days the speaker mainly sent a great deal of information to the audience, the technology has now made far more interaction possible. Also the way in which the information is communicated to the audience of a congress or event is changing. The professor on the stage is no longer the common denominator. More and more often, alternative work forms are applied, like brainstorm sessions. Amongst others Ingrid Rip and Jan-Jaap In der Maur, two Dutch MICE professionals who have won their spurs in the industry, tell you more about this.

Of course, some things do not change. For instance the quest for that one, perfect destination where the staying is good and which also provides the necessary inspiration. In the Netherlands, besides the well-known city of Amsterdam, the cities of Utrecht and Rotterdam and the province of Brabant also offer a beautiful setting. And if you are an art buff, this year you can even 'decorate' your meeting in the Netherlands in the spirit of De Stijl. This year, this trend in art celebrates its 100th anniversary. On the occasion of this jubilee, various Dutch cities proudly present their elements of the De Stijl heritage, varying from museum objects to complete residential areas.

I trust you will be having a very good time at IMEX 2017. Let yourself be inspired by the many stands, but do not forget to visit the Holland stand!

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



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9 The Netherlands, a strategic choice for your convention

Does the Netherlands offer the best convention facilities for me? The Netherlands decided to scrutinize itself first before providing an honest answer to that question. Because what makes us such a popular convention destination? Which disciplines can be counted among the best in the world here? And which convention cities in the Netherlands provide the necessary expertise as well as the required means? The result is posted on conventions.holland.com in the form of a personal answer to you.

10 Utrecht: beautiful, compact and ideal for business events

Utrecht Convention Bureau can easily name ten reasons why the Dutch city is such an ideal location for an international congress or business event. The central position, the excellent accessibility and the modern congress facilities are just a few examples. Also, the fact that Utrecht is pre-eminently the knowledge city in the field of green, healthy and smart living, and offers a price-quality ratio, is favourable. Excellent news, then, that soon, the city will get an additional thousand hotel rooms.

20 The Netherlands go red, yellow and blue

This year it is 100 years ago that a new art movement was established in the Netherlands. This anniversary is celebrated with the NBTC campaign 'Mondrian to Dutch Design'. The whole of 2017 is devoted to the famous works of art and designs by De Stijl members that can be seen in various cities in the Netherlands.

26 Unleashing creativity the sustainable way

Sustainability is an overused term often associated with recycling, reusable material and sourcing Food & Beverage locally. These are all great initiatives supporting a greener and more sustainable cause and, usually, events contain enough smart touches to remain engaging. But, in the end, do these tactics add more value? And furthermore, do people still find them inspiring?

28 The possibilities of event technology

Event technology is here to stay. Yet, many meeting owners and participants are reluctant to use it to its full potential. Professional moderator Jan-Jaap In der Maur and event tech evangelist Juraj Holub cooperated on numerous occasions, integrating human2human interaction and tech.

"The Dutch are very well capable of getting things done by thinking out of the box."

Ingrid Rip, page 38.





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32 Action instead of talk

The typical Dutch expression 'geen woorden, maar daden' (action instead of talk) was minted by the people living in and around the city of Rotterdam. This characterization is still very much applicable: the city is developing ambitiously, economically as well as culturally. Thanks to this drive, Rotterdam puts itself in the spotlights as the place par excellence to organize meetings and congresses in a dynamic, inspiring ambiance. The Convention Bureau of Rotterdam Partners actively facilitates this.

38 Congress destination Netherlands

The Netherlands have a large number of associations. Partly because of that, our country is a popular destination for international congresses. The fact that a great effort is made in the field of knowledge development and that cities do not hesitate to collaborate with each other, is another reason why this small country can very well compete with bigger players.

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The Netherlands, a strategic choice for your convention

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Conventions.holland.com is a smart convention portal drawing more than a thousand visitors a month. This highly frequented website instantly reveals which Dutch city (or cities) is best suited to your convention. Eric Bakermans of the Netherlands Board of Tourism and Conventions (NBTC): "Each and every Dutch city has its own specific knowledge profile. It's handy to immediately see which city has the expertise and support you need."

EXCEL

Upon accessing the portal, visitors first select a 'Top Sector'. The Dutch government has appointed nine top sectors in the Netherlands in which to excel and to grow. Bakermans: "The Peace, Justice & Security cluster, for instance, is specifically represented in The Hague. For a top sector like Life Sciences you can decide between Amsterdam, Rotterdam and Utrecht. Every city can add its unique flavor to it as it happens to be a broad sector." There is a deliberate, strong link between top sectors and conventions. International conventions are

NETHERLANDS BOARD OF TOURISM AND CONVENTIONS

The conventions.holland.com convention portal is an initiative of the Netherlands Board of Tourism and Conventions. The Board helps those who organize international conventions with their selection and can also introduce them to professional organizers, among other parties. NBTC is funded with a government contribution from the Ministry of Economic Affairs and collaborates with relevant parties in the industry.

found to take full advantage of the knowledge climate in the Netherlands. Bakermans explains why: "We are very effectually organized around knowledge in the Netherlands. Initiators of major conventions do not go unnoticed in the Netherlands. Whoever comes here can count on wholehearted contributions from relevant knowledge circles, resulting in convention programs whose contents are more effective than anywhere else."

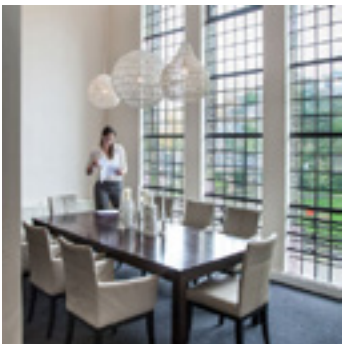
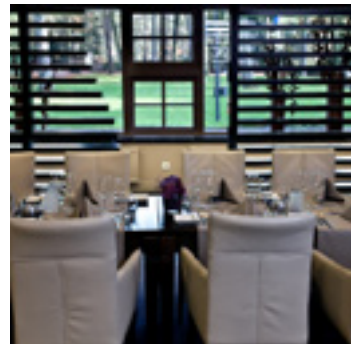
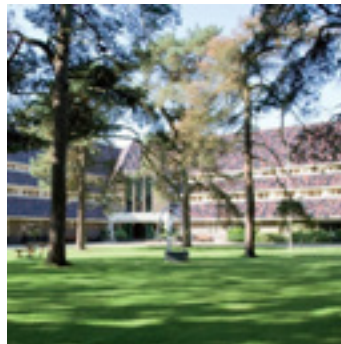
TAKE A LOOK

The convention portal also gives a good impression of how versatile the Netherlands is with its impressive scenery, history and culture. Visitors get an idea of the convention cities and their knowledge flows through pictures, video clips, brief explanations, maps, and more. Bakermans: "The portal provides quick information, helping you to make a conscious and strategic choice of location for your convention. It's definitely worth taking a look."

Business Events

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Utrecht: beautiful, compact and ideal for business events

Utrecht Convention Bureau can easily name ten reasons why the Dutch city is such an ideal location for an international congress or business event. The central position, the excellent accessibility and the modern congress facilities are just a few examples. Also, the fact that Utrecht is pre-eminently the knowledge city in the field of green, healthy and smart living, and offers a good price-quality ratio, is favourable. Excellent news, then, that soon, the city will get an additional thousand hotel rooms.

Original text Elly Molenaar

Utrecht is ideal as a business destination. Utrecht Convention Bureau Manager Hans Sittrop explains: "For many international event planners Utrecht might not be the first location they think of when organizing their business meeting. A missed opportunity. We would

like to put Utrecht on the map for international event planners. It is a historical city with a young, highly educated population, with excellent accessibility by car and by public transport and only half an hour from Amsterdam Schiphol Airport. Besides that, there is a large knowledge cluster ac-

tive. People who visit Utrecht find it full of character, beautiful, compact and mainly authentic. In the city centre, everything can be reached on foot."

SCIENCE PARK

In the Utrecht Science Park the focus lies on knowledge and knowledge development, and this is a great attraction for international congress organizers. Sittrop: "The Park houses world-famous institutes. Take for instance the Universiteit Utrecht, the Universitair Medisch Centrum Utrecht, the Hubrecht Institute and the Westerdijk Institute. Shortly, the Princess Máxima Center for Children's Oncology will also open its doors. These are major boosters for research. In collaboration with companies

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and research institutions like TNO and RIVM they develop solutions in the field of biosciences and health, sustainability and smart applications like gaming. Thanks to these developments, Utrecht is more and more often chosen as destination for congresses on these topics.”

FREE SUPPORT

Because it is quite a challenge to organize a congress or business event in a foreign city, Utrecht Convention Bureau helps out. “We provide support for the organizers in every possible manner”, says Sittrop, who himself has the necessary experience in organizing knowledge events. “Initially during the acquisition we point out the many advantages Utrecht offers for the organizers. Besides that we provide free, independent and expert advice on the congress as well as the informal programme options in Utrecht. We also put a bid and site inspection fund at their disposal.” Questions about the organization of an event or about the city of Utrecht and its facilities can be put to Utrecht Convention Bureau. “We offer a helping hand dur-

ing the entire organization process. What is more, we take care of the information and brochure material during the event.” Utrecht Convention Bureau often deals with professional congress organizers. “But it can also be the company secretary who is assigned the organization of an event. She can usually use some help.”

PROMOTION FUND

Utrecht would like to see an increase in the number of congresses and knowledge events in the city and its vicinity. That is why the Economic Board Utrecht provides a promotion fund. Organizers who realize national or international knowledge events in the province of Utrecht that last several days, and that have a link with the spearpoints Green, Health and Smart, can qualify. “Of course, we also mention this to the organizer”, says Sittrop.

METAMORPHOSIS

More and more international congress organizers know about Utrecht. No wonder: all ingredients are there. “In the city itself there are a lot of developments taking

place”, says Sittrop. “The area around the Central Railway Station, for instance, is going through a complete metamorphosis. Apart from the Hoog Catherijne shopping mall, the Jaarbeurs square was also reconstructed. The new City hall is located there, and recently a mega-size cinema was opened. The Jaarbeurs convention centre itself is also going through a complete transformation, and in the immediate vicinity some thousand new hotel rooms are being created. Ideal for guests from all over the world.”

HIDDEN PEARL

When, as a company, you hold a congress and show the latest developments to all your co-workers and colleagues from all over the world, this must simply be a perfect event in all aspects. In Utrecht, this is exactly what you get. Sittrop: “It is a hidden pearl with many opportunities. Here, we have everything to make a congress a success.”

www.utrechtconventionbureau.nl/en



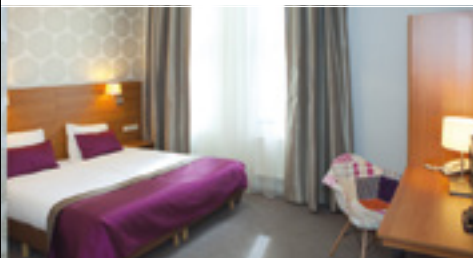


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The combination of 141 luxuriously furnished hotel rooms and 14 multifunctional meeting rooms – all enjoying natural daylight – makes Hotel Mitland a favoured location for meetings and conferences for up to 250 people. And with extensive facilities including a swimming pool with sauna, its own bowling alley and a restaurant with two terraces, the four-star hotel also offers everything you need for a perfectly relaxed stay. The meeting rooms feature comprehensive modern facilities, including state-of-the-art audiovisual

equipment. Some of them even have beautiful terraces with photogenic views over the peaceful waters of Fort De Bilt. What is more, at Hotel Mitland your stay is truly

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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Meetings with sports

Everybody recognizes the importance of sufficient exercise and healthy food, but partly because of our demanding jobs, we often do not find the time for exercising. Why not combine the useful with the healthy, then, and add a sportive element to your meeting?

Worldwide the need to adopt a healthier lifestyle becomes more and more obvious. In the past decades, the percentage of people who suffer from obesity increased in almost all European countries. This was also the case in the United States, Canada and Australia. The fact that nearly everywhere the pressure of work is increasing, and that stress is an

accelerator for chronic diseases and depressions, underlines the importance of sufficient exercise. Also in the workplace!

HEALTH

Most people spend a large part of their working day sitting down. That includes business meetings like training courses, meetings and conventions. When a sports activity is part of a business meeting, the participants have an extra opportunity to improve their physical condition during working hours. Exercising makes you feel fitter and enhances your physical and mental constitution. It also makes you more attentive, decreases your stress level and provides you with a better resistance to illnesses. Apart from the fact that a dose of exercise during a meeting or training session is beneficial to the participants, the clients and employers also profit from this. The employees not only get fitter and healthier, it also has a positive effect on the productivity and the atmosphere at work. Because exercise gives them a moment to relax and clear their heads. Besides, it supplies the company with a positive image and as a result, the turnover of staff will decrease.





EFFECTIVE CONTRIBUTION

The Netherlands are an outstanding example of a country where you can do a great many different sports. The abundance of nature areas, beaches and lakes offers a wide variety of options. No wonder that locations and event organizers include a lot of sports activities in their offers. This can be very low-key with, for instance, a walking tour, but you can also choose a more active session like running, spinning or a bootcamp. These can be done in many locations. Yoga or meditation can help improve the concentration capacity and to relax. There are also various possibilities for team building activities with a sports accent as part of a meeting. This varies from climbing to clay-pigeon shooting and from sailing to mountainbiking. The fact that the Netherlands are a relatively flat country ensures that sports activities like hiking or cycling can be done at a reasonable level in almost every location.

HEALTHY FOOD

In order to make sure that everything is perfect and to get the best results from your meeting, it is, of course, sensible to consider the food & beverage that is on offer during the meeting. Several venues heed the call for healthy food and offer healthy alternatives for the usual lunch meals and dinners, not to mention the standard biscuits, assorted appetizers and other unhealthy but oh so tasty snacks. The Dutch chain of hotels Postillion Hotels capitalizes on this with its Brainfood concept. Based on the nutrients and the energy you need during a meeting day, the chain developed a number of

Exercise inspiration for 2017: some fitness trends according to Walter R. Thompson, Ph.D. from the American College of Sports Medicine.

- Body weight training. There is a minimal use of equipment, which makes it a very cheap way of training effectively.
- High-intensity interval training (HIIT). This is a training method based on short, high intensity interval exercises, alternated with short breaks for active recuperation or complete rest.
- Power training. The aim of this training is to make the entire body stronger. This is not by definition for the growing of muscles.
- Circuit training. Following a scheme, you do several exercises for the entire body. Such a training usually consists of nine to twelve exercises for the bigger and smaller muscle groups.
- Yoga. If you want exercise intensity, you can opt for Power Yoga, Yogalates, and Bikram Yoga. Other forms of yoga include Iyengar Yoga and Ashtanga Yoga, where more attention is paid to the meditative aspects.
- Outdoor activities. For instance walking (hiking), canoe, kayak, and games or sports. Or, for a really adventurous experience, go out camping or mountain climbing.
- Wellness coaching. This is a combination of the science of behavioural change and health improvement, prevention of afflictions, and rehabilitation.



KNVB | CAMPUS

The brand new KNVB Campus is the place where our national selections train and where trainers are trained, referees work on arbitration and where the football players of our country rehabilitate.

But the Campus is more than the heart of the Dutch football!

It is also a place where business can meet in an inspiring top sport environment, where you can do teambuilding, follow a clinic and where you can drink, eat and stay overnight.

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nice snacks that give you energy. Examples of these are house-made cake from green tea, carrot cake, bonbons from dates, figs, nuts and apricots with dark chocolate and smoothies made of fresh vegetables and fruits. For the campus of the KNVB, (the Royal Dutch Football Association) a food concept was developed by the doctors of the representing teams, the chef of the national football team under 21, and the chef of the KNVB Campus, in collaboration with the Hogeschool (Academy) van Arnhem en Nijmegen. This food concept is attuned to the training programme of the Dutch football teams that use the training facilities and pitches of the campus. This concept uses colour codes that advise which dishes can be taken best when, for instance, there is a serious meeting on the agenda or a stiff clinic.

SPORTS AS A THEME

A number of locations in the Netherlands have fully concentrated on top-class sport. Like no other, they can link the worlds of top-class sports and business. Just like a team of top sports people, a team of co-workers also has to perform, and the best way to achieve this is by working together well and to analyze where it goes wrong. At the KNVB campus mentioned earlier, everything is tuned to the Dutch football. Members of amateur teams and the First Division come here to train and use, among

other facilities, the Sport en Voetbal Medisch Centrum (sports and football medical centre) to improve their performance. The function rooms for meetings and congresses all have a sports theme. You can even stage a meeting in the KNVB boardroom.

Sportcentrum Papendal is the largest top-sports training centre of the Netherlands. Every day, some 400 top sports people train here. It is a daughter organization and home base of the NOC*NSF (the Dutch Olympic Committee*Dutch Sports Federation). As the largest of four Centra voor Topsport en Onderwijs (CTO, centre for top sports and education) in the Netherlands, the biggest talents and top sports people can live, train and study here. Meetings, congresses and events can also be complemented with a sports accent. Other CTOs where the function rooms can be rented and that focus on top sports are the Olympic Stadium in Amsterdam and Sportstad Heerenveen.

Have you become inspired by this modest listing of options for the organization of a meeting with a sports accent? It certainly is worth your while to further explore the possibilities. Because a meeting with a sports theme is beneficial to the meeting as well as the participants!



Gerrit Rietveld



Kunsthall KAdE, Amersfoort



Paris studio at Mondriaanuis, Amersfoort

DE STIJL AND DUTCH DESIGN IN THE NETHERLANDS

The Hague

The Gemeentemuseum in Den Haag has the largest collection of Mondrians worldwide. Since 2011 you can visit a permanent exhibition on De Stijl there. Apart from this, in 2017 you can also visit the exhibitions 'De Ontdekking van Mondrian' (the discovery of Mondrian) and 'De architectuur en interieurs van De Stijl' (the architecture and interiors of De Stijl). Especially for 'Mondrian to Dutch Design', Den Haag organizes various exhibitions related to this collection, as well as dancing acts, festivals, lectures and dedicated city tours. Among other elements, the city hall, Bilderberg Europa Hotel Scheveningen and several shop fronts and display windows refer to the painter. More information: denhaag.com/en/mondrian and www.theconferencethehague.com.

Amsterdam

The Stedelijk Museum has many works by Gerrit Rietveld and Van Doesburg on show. In the Rijks museum De Stijl has its own department. More information: www.iamsterdam.com/en and www.iamsterdam.com/en/business/meetings.

Gelderland

In 2017 various museums in the province of Gelderland organize special exhibitions as part of the Stijljaar (style year). Apart from the second-largest collection of Vincent Van Gogh paintings worldwide, the Kröller-Müller Museum, located centrally in The National Park De Hoge Veluwe, also has several major pieces by Piet Mondrian, Bart van der Leek, Theo van Doesburg and Gerrit Rietveld on show. Besides this, two exhibitions are organized in the scope of the Stijljaar: 'Arp: The Poetry of Forms' (20 May till 17 September 2017) and 'The patron and the 'house painter'' (from Autumn 2017). Painter, designer and co-founder of De Stijl Vilmos Huszár takes central position in the city of Harderwijk. Huszár lived in the nearby village of Hierden from the thirties until his demise in 1960. Stads museum Harderwijk hosts the exhibition 'Huszár van de Stijl' (20 May until 3 September 2017) which displays more about the later work from this lesser known artist. From when he was 8 years old until he was



Moooi Amsterdam

Mondrian to Dutch Design: 100 years De Stijl

The Netherlands go red, yellow and blue

This year it is 100 years ago that a new art movement was established in the Netherlands. This anniversary is celebrated with the NBTC campaign 'Mondrian to Dutch Design'. The whole of 2017 is devoted to the famous works of art and designs by De Stijl members that can be seen in various cities in the Netherlands.



Gerrit Rietveld, The Red and Blue Chair, 1933, Centraal Museum, Utrecht

PHOTOGRAPHY: NBTC, HOLLAND MEDIA BANK

The origin of the Dutch art movement De Stijl lies with the magazine of the same name De Stijl which was first published in the city of Leiden in 1917. The driving force behind this magazine was Theo van Doesburg. Together with Piet Mondrian he initiated the art theory Nieuwe Beelding (New Imaging) which was promoted in publications

in the De Stijl magazine but also by means of exhibitions and lectures. De Stijl flourished between 1917 and the thirties of the twentieth century. During the period, members of the group of artists who identified themselves with the movement came and went. The most important members were Theo van Doesburg, Piet Mondrian, Vilmos Huszár, Bart van der Leek, J.J.P. Oud, Jan Wils, Robert van 't Hoff, Gerrit



Greenhouse, Eindhoven

Rietveld and Georges Vantongerloo. Their works show a great deal of similarity. The well-known chairs by Gerrit Rietveld, for instance, as well as the paintings by Piet Mondrian, are characterized by straight lines and the use of the primary colours red, yellow and blue, complemented by black, white and grey.

DUTCH DESIGN

The influence De Stijl had on the development of the art history goes beyond three decades. Even now, artists and architects are inspired by the basic prin-

Piet Mondrian,
Composition with
2 yellow lines, 1933.
Gemeentemuseum
Den Haag, The Hague



Piet Mondrian, The Grey Tree, 1911.
Gemeentemuseum Den Haag, The Hague

20, Piet Mondrian lived in the town of Winterswijk. His former residence now houses Villa Mondriaan. This museum focuses on Mondrian's life and shows the landscape that provided the inspiration for his early paintings. From 3 March until 3 September 2017 you can visit the exhibition 'Figurative in Stijl' about the pioneers of De Stijl, including Theo van Doesburg, Vilmos Huszár and Mondrian himself. www.conventionbureau.nl/en-gb

North of the Netherlands

The northern province of Friesland has strong bonds with De Stijl. In the Frisian capital of Leeuwarden you will find Dutch Design with ceramics and folk art-inspired design furniture at the Keramiekmuseum Prinsessehof. In the town of Drachten, Museum Dr8888 has, in its permanent collection, a large number of works by Van Doesburg, Thijs Rinsema, and the German Dada artist Kurt Schwitters. In 2017 no less than five exhibitions are organized, including some dedicated to the relation between constructivism and De Stijl, and the influence of De Stijl on Drachten and the use of colour in the architecture by Van Doesburg. A very concrete example of De Stijl can be found in the Papegaaibuur (parrot neighbourhood), for which Theo van Doesburg designed 16 residential houses. The Van Doesburg-Rinsema house is open to the public from 1 June 2017. The design of the former civil aviation school in the town of Eelde (province of Drenthe) was inspired by the principles of De Stijl and was recently transformed into a home base for artists and designers. The building was designed by architect Pierre Cuypers Jr. in collaboration with F.P. Glastra van Loon and Bart van der Leck. Fellow artists Krijn de Koning and Jan van der Ploeg made some additions following to the traditions of De Stijl. This year, the building was reopened as a home base for upcoming artists and designers. There are also exhibitions in honour of De Stijl. www.hollandnorth.nl

Utrecht and Amersfoort

The region of Utrecht & Amersfoort is also called the breeding ground of De Stijl. Theo van Doesburg, Bart van der Leck, Gerrit Rietveld and Piet Mondrian were born in this region. Both cities still show many works of art and influences, and this year is especially dedicated to Mondrian and

Rietveld. In the city of Amersfoort Piet Mondrian's house of birth was renamed Mondriaan house. This museum is open to the public and this year shows three various exhibitions on the artist. At Kunsthall KAdE the use of colour by the artists of De Stijl takes central position in a special exhibition. The city of Utrecht focuses more on Gerrit Rietveld. In this city you can find the iconic Rietveld Schröder house, which is included in the UNESCO world heritage list. The building is part of the Centraal Museum in Utrecht, which houses the largest collection of Rietveld furniture worldwide. Other locations spotlighting Rietveld are the Rietveld pavillion in Amersfoort and Slot Zuilen Castle Museum. www.utrecht-conventionbureau.nl/en

Leiden

The city of Leiden is where De Stijl was born. At the time when De Stijl was established, art and science flourished. Nowadays Leiden is still an international meeting place for talent, knowledge and innovation. Especially for 'Mondrian to Dutch Design' several exhibitions and activities are organized highlighting De Stijl and the basic principles of the art movement. Recently Museum De Lakenhal in Leiden acquired an international top piece by Theo van Doesburg, named Contra-compositie VII from 1924. www.leidenconventionbureau.nl/en

Brabant

In this province you can mainly experience the influence of De Stijl on later artists and designers. In the city of Eindhoven, home to the Design Academy Eindhoven and the popular Dutch Design Week, several prominent designers graduated. The design studio of Piet Hein Eek, for instance, is open to the public all year. In the Noordbrabants Museum in Den Bosch a series of exhibitions commonly called Made in Brabant are organized, spotlighting contemporary design from Brabant. In the nearby town of Helmond the Gemeentemuseum shows works by Peter Alma, Bart van der Leek, Lou Loeber and Johan van Hell.

The iconic Weverij De Ploeg in Tilburg was designed by Gerrit Rietveld and came into use in 1958. This year, the building was reopened to the public. The gardens were designed by landscape architect Mien Ruys. www.conventionbureaubrabant.nl/eng

principles of De Stijl and the works of art by the artists who were closely involved in this art movement. In their works, designers like Hella Jongerius, Maarten Baas, Marcel Wanders, Joris Laarman and Piet Hein Eek incorporate their own interpretation of the basic principles of De Stijl. These designers are partly responsible for the flourishing of Dutch Design. Their designs are minimalistic, experimental, innovative, unconventional and show a sense of humour. An important catalyst for the rise of Dutch Design is the Fonds (fund) BKVB, established in 1988, which supplies financial support to newly graduated designers. An other stimulus is the accessibility to the high-grade design courses like the Design Academy in the city of Eindhoven and the Gerrit Rietveld Academie in Amsterdam. Each year in October the nine-day Dutch Design Week is organized which features exhi-

bitions, lectures and shows in dozens of locations in Eindhoven. Recurring elements are the 'Graduation Show' with graduation works from the Design Academy Eindhoven and the exhibition and presentations of the Dutch Design Awards.

Examples of De Stijl and Dutch Design can be found in various cities and regions of the Netherlands. Especially for the jubilee year several remarkable exhibitions and activities are organized throughout the country. These activities are a great addition to business meetings in the Netherlands. Would you like to add a red, yellow and blue tone to your meeting? The Convention Bureaus from the various regions are happy to tell you all about the possibilities.

www.holland.com



Rietveld-Schröderhuis



"I am devoted to this industry"

If you want to organize an event, you will probably start your search in the corporate congress market. But this does not automatically guarantee a success in the association market. Because this target group requires a specific approach and handling. The Dutch congress and event professionals are increasingly aware of this. Ingrid Rip has gathered over 20 years of experience in the market and is happy to help her confreres.

Ingrid Rip has been active in the hospitality business since 1992. She worked, for instance, in the hotel business, at the World Forum Den Haag (at the time 'Het Nederlands Congresgebouw') and was manager at the Rotterdam congress bureau. In 2003 she decided to start her own business and set up her company RREM. Since that time, Ingrid Rip has been offering workshops and training sessions to MICE professionals who wish to further improve their hospitality. She helped, for example, the city of Delft to position itself as an attractive destination for the international association market. She was also involved in the successful bid procedures for the attraction of academic congresses. Recently, the Summercourse of the International Space University by the cities of Delft, Leiden, Noordwijk and The Hague was landed under her guidance. On behalf of the cities, Ingrid Rip was part of the working group among NSO, TU Delft, Leiden University and ESA/ESTEC. Apart from that, Ingrid Rip has been a very active and valued member of the MPI Nederland and a teacher at that institute for many years. The experience gained, and the fact that, in her own words, she is "devoted to the industry", have made Ingrid decide that she would concentrate her activities further on the academic association market. "My own passion lies with this market. And the fact that academics usually are very passionate people, creates a natural bond."

DIFFERENT APPROACH

According to Ingrid Rip it is worth the investment for the event professionals to go deeper into this market. "The associa-

tion market usually has a longer lead time, so you know exactly what the prospects regarding assignments are in the longer term. Locations can then, for instance, fill up their remaining availability with orders that have a shorter lead time. This causes a more balanced spread and occupation." However, the association market does differ fundamentally from the corporate market on a number of points. "Sometimes there are only a few months or even weeks between the request for a corporate event and the actual taking place. An association congress needs a much longer lead time to get everything in order. One of the reasons may be the busy schedules of the academics, who you sometimes have to book years in advance." The decision processes also follow a different route. "For an association congress all destination options must be submitted to the board. Sometimes even the delegates to the preceding congress can decide on the venue of the next congress. In that case, you have to be very good at lobbying. Apart from that, there can be a huge difference in the way financing is arranged, how the event is set up eventually and the goals that have to be realized. That demands a different client approach. And not everyone realizes this."

EXPERIENCE

Parties in the corporate congress and event market who wish to know more about the association market can refer to Ingrid Rip, including the professors themselves. "Generally, they have more than enough knowledge for an academic congress, but lack the know-how and experience in the field of organization. I

can then offer them, for instance, advice and help in the selection of candidates or help in structuring the congress. I stimulate organization bureaus that are looking for new clients to take a different look at their portfolio; by handling the things that happen around you in a different way, by differently treating the people you know and considering the articles you read from a different perspective. Take, for example, a moving van that sports a picture of a hallmark or interest group. When you see this, your brain should immediately gear up, because that picture may be of an association that organizes meetings. There are many ways that lead to business. And when you have found an interesting organization, it is a matter of course to write that winning pitch."

TRAINING SESSIONS

Besides this project-based counselling, Rip also offers training sessions and workshops for, for instance, locations and suppliers. The training sessions are now held mainly in-house. In the future, participation will also be possible on the basis of open subscription. "At these meetings I explain the clients' expectations in the association market. Based on those expectations you learn how to best approach this market. During these training sessions I ask direct questions, which causes them to consider their method of working. What was the reason you lost this bid? Is it your routine? What do you present, and why do you do that this way? Together we look at how to compose a winning pitch, and how you can draw up a good quotation as a location or supplier. Locations can score extra points by, for instance, taking the trouble to call the enquiring party and gather additional information on the target group and the goals of the meeting. With the right approach and a close attention to details you can increase the conversion, and because of the lead time also maintain the level of your continuity of your portfolio or occupation. And by realizing qualitatively excellent association meetings you also build a track record that helps enormously in landing congresses. Most certainly in the case of specialization. In short: there is no reason whatsoever to not concentrate on this great market."

www.rrem.nl/en



Unleashing creativity the sustainable way

Sustainability is an overused term often associated with recycling, reusable material and sourcing Food & Beverage locally. These are all great initiatives supporting a greener and more sustainable cause and, usually, events contain enough smart touches to remain engaging. But, in the end, do these tactics add more value? And furthermore, do people still find them inspiring?

It is important to remember that nowadays sustainability isn't just about ticking off boxes on a green list, nor is it solely a unique selling point. It is paramount to offer a memorable and unique experience that will keep the audience, as well as the organisation,

engaged to a financially, socially and environmentally responsible cause.

With this in mind, this article is meant to inspire you to think outside those ticked-off boxes, using sustainability as a catalyst for more creative and impactful events.

MOVE YOUR WAY TO SUSTAINABILITY

Turning regular power outlets of the venue into generators of kinetic energy (or more simply, the energy produced by motion) is a vital step towards more innovative sustainable strategies. It can vary from using motion to charge mobile phones to mixing smoothies by biking. Also, encouraging attendees to dance on a colourful floor to create energy. This does not only

drive their attention to something that they have never thought of noticing before - the floor - but it contributes to a dazzling décor and overall awe-inspiring ambiance. Leaders in the industry support that by making the audience feel as an integral part of sustainable initiatives, such as generating energy from movement, you can drastically increase engagement.

THINK BEYOND THE USUAL SUSPECTS

Choosing the staff is a process that covers a significant pillar of sustainability; the human well-being. Here it's worth to consider stimulating employment, where you create meaningful and constructive work opportunities for socially vulnerable groups. For instance, by hiring refugee artists for the decorations, employing elderly to host the wardrobe, or partnering up with organisations that offer work-orientated rehabilitation services or sheltered employment, your event can have a substantial social impact. Organisations support that such initiatives have high impact as they help decrease the threshold for including diversity in the workforce.

PUT SOME RED IN YOUR GREEN EVENTS

No one can teach people the importance of sustainability other than themselves. So, try to make people aware of their decisions and prompt them to see that their actions can really make a difference. Even though all efforts are usually focused on greening an event, consider utilising other colors as well. Let's take red for example. Red is a strong color; a symbol of extremes and an international symbolism for stop. Who would want to go for red-labelled food & beverage choices that were not locally sourced, among all other fellow green supporters? Or who would be bold

MCI BENELUX, PART OF THE MCI GROUP

A global leading provider of strategic engagement and activation solutions in the meetings, events, association and congress industries since 1987.

Sustainability is at the heart of MCI's business. It is a core part of who we are, what we stand for and how we create value for our clients.

Thus, our strategy is based on the concept of a balanced triple bottom line: People, Planet, Profit. Our focus is to use sustainability as a lens to help us drive economic, social and environmental performance.

enough to walk on a red-colored lane leading to the printed brochure, instead of downloading the paperless version in the green area?

This subtle – and yet powerful – way to raise awareness on the choices people make, sometimes even unconsciously, has been exponentially adapted by both associations and corporates. Realising the benefits of implementing such tactics has become a significant part of their engagement strategy.

The idea of a more sustainable world has been roaming venue halls and puzzling event managers for quite some time now. Looking at sustainability through a conventional and widely common lens can only get you so far. Like all things that reach a certain point of depletion, it is crucial to breathe new life into sustainability strategies and tactics not only to create standout moments, but more importantly, to set new standards to what's considered green and yet innovative.





The possibilities of event technology

Event technology is here to stay. Yet, many meeting owners and participants are reluctant to use it to its full potential.

Professional moderator Jan-Jaap In der Maur and event tech evangelist Juraj Holub cooperated on numerous occasions, integrating human-to-human interaction and tech.

They give their answers to the question: 'how can humans and tech become real friends?'

JAN-JAAP IN DER MAUR, FOUNDER-MODERATOR MASTERS IN MODERATION

Successful meetings all have one thing in common: they make people really connect, cooperate and co-create. Many moderators will tell you, that 'hiding behind tech', will prevent this from happening.

However, if used well, the opposite is true and the technology can really help to get to the bottom of things. Audience interaction apps like Slido, group-decision systems, live mind-mapping, online management-games etc. can help you involve everyone, even large and less vocal crowds, faster and better.

They will give you more accurate insights into what's really happening in the room and help reveal the most important questions the audience is having on its mind. They can even help you follow-up after your conference, in order to make the momentum continue.

Too often, meeting owners think that the tech itself has the power to elevate the interaction. But voting alone does not lead to meaningful interaction without the human element.

The trick is, not to use event tech stand-alone, but to embed it within the conversation.

That means that the moderators or speakers need to move beyond the mere act of voting. What's really critical is the follow-up on the results of the vote.

It means starting with a 100% human-to-human conversation, and bring in tech only when there's added value. After the tech has done its job, it's necessary to get back to the participants of flesh and blood and their interpersonal interactions.

The challenge for the tech-providers is to stop being only about tech. They need - like Slido does - to understand what meetings are about and how human interaction is shaped most effectively.

JURAJ HOLUB, MARKETING & CONTENT MANAGER SLIDO

Meetings are and have always been complex ecosystems with dozens or hundreds of participants interacting with one another. Facilitating these human interactions has always been a challenge. In

recent years, a new element entered this commotion - event technology. It found its way into the hands of participants as well as of the hands of facilitators and moderators.

Initially, there were voices raising their concerns that the event technology will distract from what's happening on stage and hinder face-to-face interaction. True, using technology alone won't magically transform your meeting. The technology is a tool!

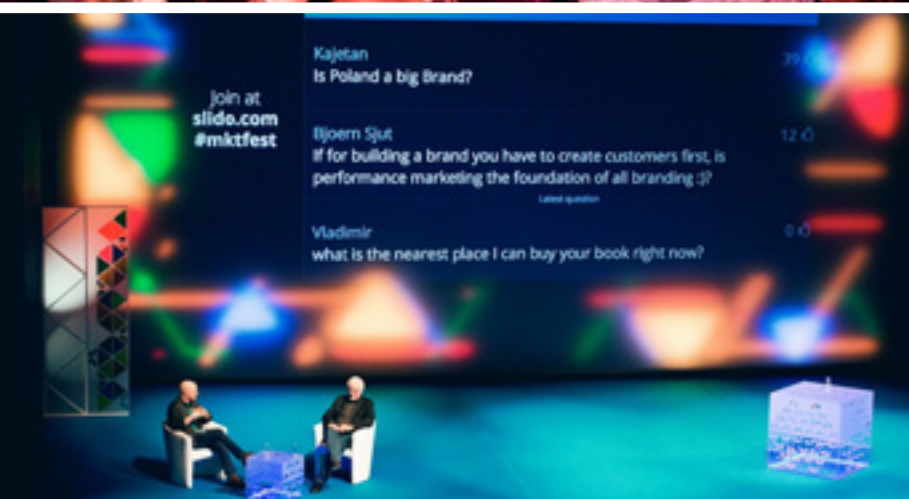
If you hope the tech to enhance interaction at your event, you need to place it in the hands of a skilled moderator or a speaker, who is able to use it as a compass to steer participants' interactions.

Equipped with the right technology, the moderator can use live polls to gauge the sentiment in the room and kick-start the conversation around the results. The conversational part is where the magic happens.

Opposed to one-way presentations, it's mostly in engaging conversations that we can see the light bulbs blink and great new ideas emerge. Be it a conversation amongst participants themselves or an onstage interview.

We witnessed time and time again that when a great guest speaker is partnered with a great facilitator then 1+1 = 3. When the audience, who is tech-enabled to voice their questions without the fear of reprisal, is also invited into that equation, the result is magnified further. It ensures that everybody gets what they need, and more, from both the event and the guests themselves.

Here again, the process requires two steps. Using the tech to crowd-source the audience questions is a beginning. It takes a moderator who can plug the questions into the conversation and help the audience fill in the missing knowledge gaps. As a result, the chances that the participants will leave your meeting inspired rocket.



Your event in Rotterdam Make It Happen.

Rotterdam, city on the Maas, is considered the most modern city of the Netherlands. Atypical in its own country, internationally renowned for its passion for innovation and its unpolished charms. Whether it's the ever-changing skyline full of audacious architecture, its port that is regarded as the smartest in the world, or the "can do" mentality of its residents, Rotterdam is a city with a pronounced character, energetic and always dynamic. The city of possibilities, and ideally suited for organizing your meeting, event, congress or incentive.

Must see city

The dynamics of Rotterdam ensure that the city lets itself be discovered again and again. It is a city that combines statements about architecture, urban development and design with small-scale projects. Where iconic buildings such as the Markthal, De Rotterdam and the Erasmusbrug catch the eye. And where you can also be taken by surprise by a garden concealed on a roof, by colourful street art, remarkable shops of local designers, by amazing street festivals and the urban vibe of its residents. It is this combination which acts like a magnet for tourists and business visitors. Rotterdam is a 'must see' city in the Netherlands. Tough, lively, diverse and always changing. A city with room for everyone.

Connecting city

Thanks to its strategic position in Europe, Rotterdam is literally connected with the rest of the world. The city can be reached quickly and directly by plane, train, ship, coach or car. Thanks to its compact centre, many business and conference locations, hotels and other amenities are within walking distance of each other. Connections in Rotterdam arise organically, exactly because of these very short distances. Our people, companies and educational institutes see opportunities and work together to achieve new goals. To promote an idea, the city, or a knowledge field.

Thanks to this, Rotterdam is often the platform for large international conferences. In 2017, the annual Spring Conference of IMAP, where global deal-makers from the world of mergers and takeovers met with the cream of the crop from private equity, banks, lawyers and captains of industry. In 2016, Rotterdam also welcomed the NEN (the Koninklijk Nederlands Normalisatie-instituut, i.e. the Royal Dutch Standards Institute) for its annual international ISO/TC meeting about quality management and quality assurance.



ROTTERDAM AS MICE DESTINATION:

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- Versatile offerings for leisure;
- 2nd conference city of the Netherlands (ICCA rankings since 2007).



- OUR SERVICES:**
- Advice & mediation, for example when choosing business locations and accommodation, with bid books and presentations, possibilities of subsidies, reception in the town hall;
 - Venue & Service Finder at www.rotterdampartners.nl/conventions;
 - Rotterdam Congress Kit to support social schemes;
 - Site Inspections for the local organization committee or the international board;
 - Inspiration days in order to be introduced to the business offerings in Rotterdam;
 - Free visual material, texts, video and facts & figures, to promote Rotterdam, at www.rotterdambrandingtoolkit.nl;
 - Exhibition background panels for a touch of Rotterdam at your fair or congress;
 - Free information about the city, for example: Rotterdam App, City Map, Rotterdam Welcome Card, Rotterdam Congress Menu;
 - Masterclass Rotterdam: a successful conference: an annual event with tips & hints for members who are not professional conference organizers.

More information:
 Rotterdam Partners
 Convention Bureau
conventions@rotterdampartners.nl
 T +31 (0)10 790 01 40

www.rotterdampartners.nl

Top venues

Rotterdam has modern venues that are ideal for hosting your international conference, event or meeting. Whether you are expecting 150 or 5,000 participants, Rotterdam is the perfect location for your event. Rotterdam Ahoy, Postillion Convention Centre WTC Rotterdam and De Doelen ICC Rotterdam are some of the prime event venues our city can offer to you. These are all within 15 minutes travel time from Rotterdam Central Station, on foot or by public transport.

Convention Bureau of Rotterdam Partners

We are Rotterdam Partners. We are proud of Rotterdam. Of its energy, its entrepreneurial spirit, its port, its unpolished charm and international allure. Rotterdam Partners wants to

help the city move forward. Our roots are in city marketing, the acquisition of international investors and urban economic development. We focus on Rotterdam's image and promote the Rotterdam region nationally and internationally.

The experts at the Rotterdam Partners Convention Bureau inform and inspire organizers of conferences and corporate events about the possibilities in Rotterdam, independently, professionally and free of charge. Think choice of location, social programmes and communication capabilities required to make your event a success. We work with more than 170 partners in the city who are active in the business and tourist markets. We look forward to welcoming you to the city and getting to know you better.

**ROTTERDAM.
 MAKE IT
 HAPPEN.**





People walking at shopping street De Meent



Rotterdam Central railway station



People enjoying the terrace of Fenix Food Factory and a view of Hotel New York and the Wilhelminapier.



An innovative drone company at RDM Rotterdam

Rotterdam: internationally recognized as a dynamic economic and cultural centre

Action instead of talk

The typical Dutch expression 'geen woorden, maar daden' (action instead of talk) was minted by the people living in and around the city of Rotterdam. This characterization is still very much applicable: the city is developing ambitiously, economically as well as culturally. Thanks to this drive, Rotterdam puts itself in the spotlights as the place par excellence to organize meetings and congresses in an dynamic, inspiring ambiance. The Convention Bureau of Rotterdam Partners actively facilitates this.

Original text Aart van der Haagen

Photos Marc Heeman, Claire Droppert, 500 Watt, Ossip van Duivenbode, Iris van den Broek

No blabbing, get to work. This is roughly the translation of another local expression that reflects the (sailors) mentality of this world port city. For generations, the people of Rotterdam have honoured this hands-on mentality. And it served them well, when during the Second World War their proud city was ruthlessly bombed to rubble. They started from scratch and focused on a number of spearheads, like the economy entailed in the shipping industry. The Rotterdam people managed to integrate this in an appealing manner in the local culture. Based on a impulse for innovation they developed a fabulous architecture that boasts numerous tours de force,

sometimes even sets the (inter)national standard and reflects daring and vision. Rotterdam will not let itself be limited by (un)written laws from the past, but takes the lead and innovates. This is exactly the climate to create a versatile source of inspiration for the organizers of and participants in international (corporate) meetings and congresses.

MORE THAN 160 PARTNERS

Rotterdam Partners strives to increase the national as well as international recognition of Rotterdam as the progressive city on the river Maas. As account manager Business Events, Mark de Jong represents the Convention Bureau of Rotterdam Partners, which independently and free of charge advises and supports organizers of meetings and congresses. "Backed up by a network of more than 160 partners we can supply any required information, establish contacts and help to find specific locations for events, dinners and stayovers, as well as provide suggestions for extracurricular cultural or other activities. We also draw their attention to our digital guides, like the Rotterdam App and the publication Dining in Rotterdam." Case in point for the collaborative mentality in the city is the marketing campaign 'Rotterdam. Make It Happen', an initiative from the coun-

cil, the Port of Rotterdam, the Erasmus University and Rotterdam Partners.

MEETING IN A HANGAR

What can the organizer of a meeting or congress expect from the city itself? "With regards to economics we have a number of so-called prio-sectors," says De Jong. "First and foremost is, of course, the shipping and port activities, the sector in which Rotterdam ranks among the biggest global players. Secondly, there are many links with the agrofood sector, which comprises 5,800 companies and 40,000 jobs, and which provides the city the status of second largest exporter in this field. Another spearpoint is the medical sector, mainly represented by the Erasmus Medical Center and three research institutes, related to the Erasmus University. Besides these, we also direct our focus on business services, smart industry, IT and the growing phenomenon of cleantech, technology that makes it possible to relieve the environment and realize energy savings. Apart from these economic aspects, Rotterdam excels in progressive, architecture, historical as well as contemporary. A guided tour along exceptional residential buildings, factories, the Drijvend Paviljoen (floating pavilion) and the Erasmus bridge is enormously inspiring, not to mention the experience of holding a meeting in a

hangar at Rotterdam The Hague Airport. Which justifies my proposition that the city has excellent accessibility by all kinds of transport."

BIDBOOK

Event organizers who personally want to be convinced of all possibilities, are cordially invited by the Rotterdam Partners' Convention Bureau. "PCOs and corporate event managers can participate in our annual Inspiration Days and Masterclass. In the same frequency we organize two so-called famtrips for planners from companies: one for British relations, one for the planners from the European mainland. In view of the rotating congresses we draw attention to the city by means of a bidbook. We do this in collaboration with an industry-related ambassador, who then acts as Rotterdam Knowledge Partner. Our account managers establish contacts worldwide to enthusiastically tell meeting and congress organizers all about the possibilities and added value the city on the river Maas has to offer. Listening to their story, you cannot fail to feel the energy Rotterdam exudes, combined with the ambition to keep on innovating itself without restrictions."

www.rotterdampartners.nl



Floating Pavilion at Rijnhaven



Skyline with Erasmusbrug and Wilhelminapier where De Rotterdam is located



Cube houses with in the background the Willembrug



Education and Entrepreneurship meet at RDM Rotterdam



The Markthal



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The Dylan Amsterdam

Amsterdam's best kept secret adjacent the canals

The Dylan is located in the heart of Amsterdam along the Keizersgracht. Behind the 17th century historical gate you will enter this intimate and homely canal house. A boutique hotel designed to become your home away from home.

Original text Niek Arts

With 40 individually designed rooms, tailor-made personalized service, many unique food-concepts like 'High Wine', a Michelin awarded restaurant Vinkeles and the more casual Bar Brasserie OCCO The Dylan offers something like no other.

BUSINESS EVENTS

"Upon arrival the guests immediately experience the historical charm. This intimate atmosphere is appealing for our corporate

guests", explains Deputy Manager Audry van de Merwe. "With four unique event spaces, all with its own character and charm the hotel offers the suitable solution for all kinds of guests and events. Our Josephine's for example is a perfect space for a board meeting or dinner up to 6 guests.

Whilst the Regents Room and Ariana can also cater for larger groups. Combining the Ariana and Courtyard will grant the opportunity to cater up to 150 guests!

Our newest 'private dining' space called Barbou, offers an optimal opportunity for an indulgent and gastronomic night out with a group up to 14 guests."

VINKELES INSPIRED

"Restaurant Vinkeles is one of the things we offer that really sets us apart. It is one of 'those' restaurant where a lot of locals

love to dine. Our Executive Chef Dennis Kuipers serves an International menu prepared with modern French techniques offering an interesting experience for your pallet", explains Van de Merwe. "In our Private dining rooms we can accommodate dinners with menus from our Michelin restaurant for up to 14 guests. For larger groups we especially designed the 'Vinkeles Inspired' menus. Quality very high, but a little less complex than the fine dining dishes, making it suitable for larger number of people even up to 80 guests. An unique concept and opportunity offering you the possibility to bring your dinner to the next level!"

EXCLUSIVE BUYOUT

"In The Dylan we like to put our guests first. The staff pursues to elevate the guests experience to the level they are looking for. For some guests this means taking over the entire hotel for a day or even a weekend. An exclusive buyout opens the opportunity for us to host events at the highest level for up to 450 guests."

dylanamsterdam.com



Sir Adam

Saucy hotspot in Amsterdam

Hotel Sir Adam, located in the A'DAM Toren in the Noord quarter of Amsterdam, opened its doors in February 2017 and is fully inspired by music, travel and the Amsterdam art scene. From a disco lift to a check-in desk that changes graphically when guests pass by it; this new hotspot is loaded with pertness and creativity.

With its 22 stories, the A'DAM Toren soars far above its surroundings. After a thorough renovation, the former Shell tower next to Sir Adam also houses several bars, restaurants and offices from big music companies like Sony, ID&T and Gibson.

The hotel's entrance is in The Hub, Sir Adam's dynamic heart. Here we also find THE BUTCHER Social Club, which is famous for, among other culinary treats, its great burgers. Business people easily mingle

here with students and creative persons in the room where you can play a game of table tennis or table football.

VINYL RECORDS

While we are admiring the remarkable check-in desk that looks more like a trendy bar, our host offers us a prosecco. Walking to the lift, we notice a box with vinyl records by stars from Elvis Presley to Diana Ross. Our host tells us that we have our own record player in our room, including a selection of albums. If we do not like this selection, we can change the albums for other records. The room itself looks like the residence of a pop star, with a genuine Gibson guitar hanging on the wall, a huge bed, mirrors with lyrics, a collage of iconic stars and albums. The leather seats at the windows offer a spectacular view of the IJ river, where ferries, but also larger boats ply the waters. For those who want to observe the activities more closely, a pair of binoculars is provided. Remarkable are the unfinished walls, which give the

Meetings at Sir Adam

THE STUDIOS

Sir Adam's flexible and creative studios are located between the pillars of the A'DAM Toren. All studios have abundant daylight and offer a unique view of the historic centre of Amsterdam, the harbour and the IJ river. In these rooms, doers, thinkers and makers generate the best ideas, hold the most creative brainstorm sessions and come up with all kinds of innovative plans. The Studios are equipped with all essential facilities for meetings, like a flatscreen television, beamers and much, much more.

THE FORBIDDEN GARDEN

The Beergarden offers 100 square metres of event space, including a sun deck, bar and four jacuzzis.

www.sirhotels.com/adam

www.the-butcher.com

decoration a loft-like, industrial look, and the windows span the entire height, from floor to ceiling.

THE NICEST BURGERS

Although we might easily spend a great deal of time in this exceptional room, we decide



to first get a bite to eat at THE BUTCHER Social Club. This is a relaxed place to enjoy a cup of coffee, but is also the location for the nicest burgers which, by the way, you can also get at THE BUTCHER in De Pijp quarter, in De Negen Straatjes shopping area, and in the Foodhalls. Apart from that, there is a THE BUTCHER On Wheels – a food truck you can spot at festivals – and there is an outlet in Berlin. This year, THE BUTCHER Ibiza will also open its doors. The BUTCHER Social Club is a pub and a restaurant all in one. There, you can find great lounging spaces, pinball machines, cosy sitting areas with low tables, lounge sofas and a wonderful bar. The burgers go by the weird and wonderful names like ‘The Butcher’s Wife’ and Silence of the Lamb.’ At THE BUTCHER Social Club you should definitely try, apart from the burgers, something from the ‘black book’ that mentions, among other delicacies, popcorn-like ‘sweet corn fritters’, fresh salads, shakshuka and minute steaks. The sweet potato chips (fries) are simply irresist-

tible. As are the desserts like cheesecake and chocolate mousse. At the 360 degrees bar a deejay plays live music five days a week, which makes it the perfect place to have nice, long chats with friends or business relations.

DISCO LIFT

In the A'DAM Toren, where Sir Adam is located, there is always something happening. Even the lifts are an experience in themselves. For instance, there is a disco lift including an illuminating floor, disco music and disco mirror ball hanging from the ceiling. The hotel also has its own gym, where you can work out with a personal trainer. And if you are a real daredevil, you can take the lift and soar to the skydeck, which has the biggest swing in Europe. You can also enjoy the view from the revolving MOON restaurant. In the time of one hour, the guest can see all of Amsterdam and environs ‘passing by’. In the morning, at breakfast, it becomes clear that Sir Adam also likes hefty meal to start the day: apart from a buffet with delectable

Music and Sir Adam

The former Shell building where Sir Adam is now located, has its name from the music giants that surround the premises. In the immediate vicinity are companies from the music industry, like ID&T, MassiveMusic and Gibson. That is why the building is now named A'DAM Toren, which stands for Amsterdam Dance and Music

salads, fresh rolls and juices, you can order pancakes, waffles and eggs à la carte. We opt for the eggs benedict, delicious poached eggs with Hollandaise sauce and a cappuccino, and stay for a while longer to enjoy the magnificent view of the IJ river. Sir Adam is a place you never want to leave.

www.sirhotels.com/adam

www.the-butcher.com



Congress destination Netherlands

Substance, creativity and excellent facilities

The Netherlands have a large number of associations. Partly because of that, our country is a popular destination for international congresses. The fact that a great effort is made in the field of knowledge development and that cities do not hesitate to collaborate with each other, is another reason why this small country can very well compete with bigger players.

For many years now, the Netherlands have been doing very well when it comes to attracting international association congresses. It is with good reason that year after year the country has occupied a place in the top 10 of the ICCA ranking. According to independent event professional Ingrid Rip, this is partly due to the fact that in the past years, Holland has managed to better and better present itself by focusing on a number of specializations. "Initially, many Dutch destinations aimed their efforts at the same goals. Especially the medical congress market was very popular because

of the budgets. However, these budgets are now curbed by compliance regulations. At the same time, we realize even better that worldwide, tens of thousands of congresses are organized each year. So the pond is big enough. Partly because of these developments more and more parties are specializing, which created a natural division of the market. Thanks to these specializations you can offer a client a better product, and thus achieve a better congress. And that again increases your chances of being chosen as destination."

KNOWLEDGE

The various Dutch universities that conduct leading research on a number of fields have had a distinct influence on this specialization. The city of Delft has the second largest robotics cluster worldwide. The city of Leiden houses one of the largest biotech clusters in Europe. The city of Rotterdam has a very strong maritime sector in the form of the Rotterdam port and the

pertaining logistic processes. The city is worldwide market leader in the field of risk management for the shipping industry. The city of Eindhoven presents itself as Brainport region and is exceptionally strong in all things hightech and design. Wageningen University & Research focuses on sustainable food production. And we should not, of course, forget to mention our expertise in the field of water management. The best known manifestation of this are the famous Delta works. It is not for nothing that the UNESCO-IHE Institute for Water Education is established in Delft. This is UNESCO's knowledge and training centre for water. "And you must not forget our know-how in the field of aviation and space technology", adds Ingrid Rip. "In Delft research is conducted into this matter, whereas in Leiden the space law field of study is internationally leading. In the city of Noordwijk sits the European Space Research and Technology Centre (ESTEC), which is known as the technical and administrative heart of the European Space Organisation ESA. Together with The Hague, these three cities have worked closely together, with the result that the Space Studies Program of the International Space University will come to Holland next year. That four Dutch cities make a joint effort to accomplish this is unique. Collaboration creates a win-win situation."

CREATIVITY

Apart from the development of knowledge, the Netherlands also rank high in the field of creativity, according to Ingrid Rip. "The Dutch are very well capable of getting things done by thinking out of the box." This creativity yields solutions for the changes that are taking place within the association market. "The new generation of congress delegates has a need for an other type of congress and an other way of knowledge transfer. In contrast to the older generations they communicate much more via online channels, because of which they set much more store on personal meetings. They also attach more and more value to networking and the exchange of experiences. This means that you have to be more flexible in dealing with the work forms that are deployed during a congress. The professor on the stage will not be the common denominator for much longer. Instead of this it is better to sometimes choose other work forms that are more effective. For instance short brainstorm sessions in which nine participants sit at a table with an expert. Or take people out of their comfort zone and place them in a suitable surrounding where they are not distracted, or otherwise in an unexpected surrounding where they may come up with alternative ideas. By carefully considering the purpose of a congress, this meeting can, apart from complying with



Delft

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a demand (the congress must, of course, be organized according to the statutes) also make an enormous contribution to realizing the association's goals. Besides, with another set-up you realize a congress the delegates will still talk about in five years' time, and that is, of course, what every organizing committee wants."

MEMBERS

Another point of interest with the new generations of congress visitors is the fact that these specialists and academics less and less often become member of a professional association. "This means that a congress will be serving more different target groups. It will also create an increasing need for specialized content so these non-members can choose the sessions that match their interests. You can adapt your programme to that, for instance by organizing a day exclusively for your members. Before or after that day, you plan a day with a programme that is also open to conferees who are not a member but do have a specific interest in the congress's theme. Hybrid congresses can also offer a solution,

because they create the possibility for additional target groups on certain specific sessions. Especially the smaller congresses with between 250 and 700 delegates which worldwide are the most organized events, offer the best opportunity to network and to make new contacts, but also to apply the necessary flexibility."

BUDGET

The changing world puts the budgets under pressure. Take, for instance, the fact that subsidies are granted less and less often. Delegates also subscribe shorter and shorter before the event date. What is more, the tightening up of the compliance regulations, for instance the Dutch Advertising Code Medicins, the regulations regarding the sponsorship have become more strict. But also banks and insurance companies that before were quite lavish, now feel that they are monitored more sharply. That makes it more difficult for them to find sponsors. Also decreasing are the forms of sponsoring that used to be standard, like the logo on the notebook, because the congress bags 'old style' disappear.



Campus Wageningen
University & Research

Once again, the Dutch creativity can come up with the answer. “The art is to make people enthusiastic to realize a good congress with less money. As an organizer you have to be creative in coming up with new sponsor packages. An example is the purchase of content. In the old days, people were suspicious when a company gave a seminar. But by giving this a good twist and to mention that company X has donated a ‘Knowledge Grant’ to partly make the congress possible, you can still choose independent speakers and have a type of sponsoring as well. Besides that, you can draw up your congress budget in such a way that your basic programme is paid for by the delegates themselves. By means of sponsoring you further dress up the programme by, for instance, asking a sponsor for a financial contribution to hire a band during the drinks hour, the catering for a dinner or a pleasant social activity. It may seem a lot of bother, but small sponsors are valuable and together they can bring in a considerable sum. By creatively handling sponsoring you also keep a lid on your budget.”

QUALITY

A third trump card the Netherlands hold is the excellent quality of the basic facilities. “As a country, you can

be very good at knowledge development and creativity, but if your facilities are not up to par, you will have a very hard time winning a bid procedure. Fortunately, the quality of the hotels and accommodations in the Netherlands is excellent, as well as the accessibility. Amsterdam Schiphol Airport is a hub in Europe and has many destinations. This means that the travel time is relatively short, which is a huge advantage when you consider that the number of congresses lasting several days is decreasing. Obviously you want to spend the free time you have during those days as pleasantly as possible. The good image of the entertainment climate and the many sights in many of the Dutch congress cities is definitely a bonus. And another important fact, especially in these troubled times, is that we have a politically and economically stable climate. In combination with the huge amount of knowledge and the remarkable congresses the Dutch event professionals can organize, the Netherlands constitute the ideal venue for association congresses.”

De Ruwenberg in Sint-Michielsgestel offers inspiring setting for business meetings

Clear your head to gather knowledge

After exiting the A2 highway a short ten-minute drive will bring you to a beautiful driveway that leads to an oasis of peace, green and ambience. The 14 hectare estate with the elegant castle provides an inspiring dimension to the role De Ruwenberg plays as modern business location for meetings, events and stayovers. And the service is different, too.

Original text Aart van der Haagen

Photography Aart van der Haagen, De Ruwenberg

Remarkable: as a location for seekers of knowledge, De Ruwenberg in the village of Sint-Michielsgestel, at stone's throw from the city of 's-Hertogenbosch, boasts an unequalled history dating back to 1852. "In that year it was purchased by friars from the city of Tilburg, who founded a preparatory training institute for the seminary in the complex, and later

also established a commercial college here," says general manager Richard Jouvenaar, pointing at the castle, built in 1337 and the 'white pearl' of the estate. "The present owner acquired it in 1989 and developed it into a venue for meetings and events, including the possibility of stayovers, with a strong focus on the business market." In total De Ruwenberg offers 196 hotel rooms and forty function rooms, spread across four separate units. "This enables us to provide our guests with some exclusivity: an organization can, for instance, rent an entire wing, with a perfect opportunity to divide the company into small groups with separate assignments."

SHEPHERDING

Looking at the area between the airports of Amsterdam, Rotterdam, Eindhoven, Brussels and Düsseldorf, the village of Sint-Michielsgestel takes a surprisingly central





position, and its location near the A2 highway provides this beautiful village with an excellent accessibility. Once arrived at the vast estate, however, you hear nothing of the busy traffic although that is quite close by. "Walking through the woods here, inspiration comes naturally", says Richard Jouvenaer. He speaks from experience. "For instance, when I have to come up with a marketing action and my mind is 'blocked', I take a stroll on the estate, and the ideas pop up automatically. That is why I can safely say that the inspiring location certainly contributes to the quality of the meetings." The estate offers excellent opportunities to organize recreational events, and the staff of De Ruwenberg makes good use of this. "A group session tai chi or yoga, wall climbing, crossbow shooting, it is all possible. Shepherding scores well as a team building activity. What a border collie does alone, is quite a challenge for five persons. Then, the real manager emerges. We also have a swimming pool, a sauna, a fitness room, a golf course, a squash and a tennis court, but also a jetty from which you can make a

"For instance, when I have to come up with a marketing action and my mind is 'blocked', I take a stroll on the estate, and the ideas pop up automatically"

boating trip on the Dommel river to the city of 's-Hertogenbosch."

ENERGY-RICH

This means that the participants in business meetings and training sessions have more than enough activities to choose from to recharge their batteries and get down to business again fully energized. The kitchen also greatly contributes to this energizing: "We follow the trend that people want to be aware of what they eat, they want energy-rich food", says Richard Jouvenaer. "For instance, we serve business guests a

healthy snack with their coffee and buy all our food biological, preferably from the region here. We choose for day-fresh season products and present our guests with a menu that changes every day. This way, companies that stay here for longer periods can choose something different every day." This is consistent with the sustainability De Ruwenberg strives for, and which won them the Green Key 'gold' label, apart from meeting the environmental requirements set by the Green Meetings Industry Council (GMIC) and the standards of the International Association of Conference Centers (IACC). "For 2017 our goal is to be energy neutral, by which we further follow the trend of sustainable meetings."

TRANSPARENCY

An other example of the venue's distinguishing features is the service level. Richard Jouvenaer: "We work with a small team, and we believe in the personal approach. Our guests get one contact person assigned, a staff member who arranges everything for them. The short internal lines

and the fact that we are not bound by rules imposed upon us by a large chain give us flexibility. We do our utmost to prevent us having to say 'no'. To give an example: a client had the request to use white cloths for the bar tables. At the last moment, this had to be changed into brown cloths. Not easy to find, but we found them eventually." Apart from made-to-measure service, De Ruwenberg also offers an all-inclusive concept for meeting arrangements. "So there are never additional costs afterwards for room rent, an extra beamer or flipover. This way, the booking party knows what has to



"We work with a small team, and we believe in the personal approach."

be paid before the event takes place, and is not confronted with unpleasant surprises afterwards. With our transparent way of working we prefer to focus on the unique buying reasons of our guests rather than on our own unique selling points."

FEEDBACK

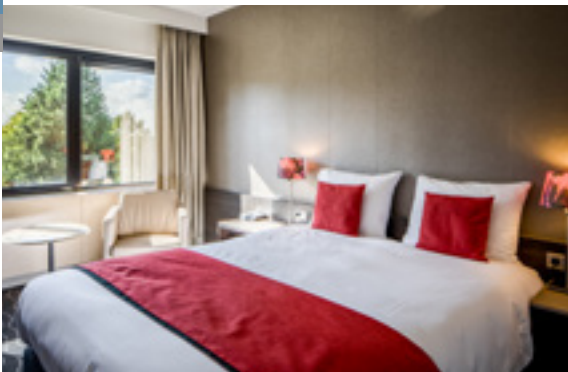
According to Jouvenaar the compact team responds well to the feedback from the

visitors. "We always reply to the opinions people post on the TripAdvisor website, ask in evaluations how they liked their stay and actually act on the remarks. We have a rather flat organization, that makes a difference." The high service level is also apparent from factors like the omnipresent wifi and an app for groups that makes it possible to directly make requests for, for instance, additional water or an HDMI cable during meetings. "A message is received by all our departments and the person who follows up

on this request immediately reports this to the user." Following current trends, great traditions, business facilities and inspiring elements converge at De Ruwenberg, which is why the designation 'unique location' is fully deserved. Our sales team is happy to give a guided tour, free of engagement, to any interested party.

www.ruwenberg.nl

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EVENTS CALENDAR



© Tong Tong Fair/Serge Lichtenberg



Each year, various events take place in the Netherlands. These events are often visited and appreciated by tourists on holiday, but for business guests they are equally worth while.

- **Theme year From Mondrian to Dutch Design (see page 20-23) - entire year of 2017.** www.holland.com

- **Tong Tong Fair – May 25th till June 5th, The Hague.** tongtongfair.nl/english

- **Holland Festival – June 3th till June 25th, Amsterdam.** www.hollandfestival.nl

- **Oerol Festival – June 9th till June 18th, Terschelling.** www.oerol.nl/engels/what-is-oerol

- **North Sea Jazz Festival – July 7th till July 9th, Rotterdam.** www.northseajazz.com/en

- **Sneek Week – August 5th till August 10th, Friesland.** www.sneekweek.nl/sneekweek/english-information

- **World Port Days – September 1st till September 3rd, Rotterdam.** www.wereldhavendagen.nl/en

- **Amsterdam Dance Event – October 18th till October 22th, Amsterdam.** www.amsterdam-dance-event.nl

- **Dutch Design Week - October 21th till October 29th, Eindhoven.** www.ddw.nl/en

More Dutch events can be found at www.holland.com

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congres- en vergaderclassificatie



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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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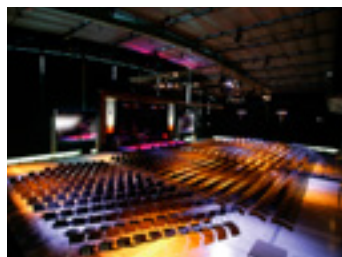
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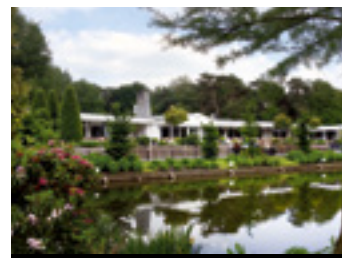
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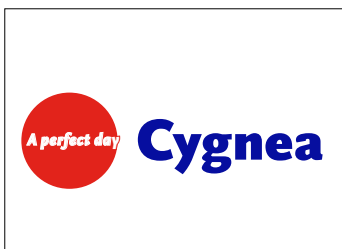


A qualified Convention organization agency (also called Professional Congress Organizer, PCO) is an independent company, specialized in the organization of (inter)national conventions and meetings on a professional basis. They supply high quality service and belong to the top in their field of expertise;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

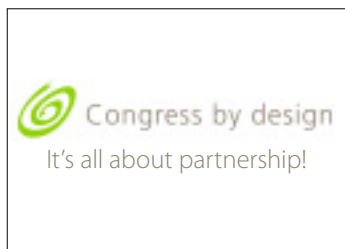
agencies are explicitly in the forefront of the sector with high-grade service in the field of corporate meetings.

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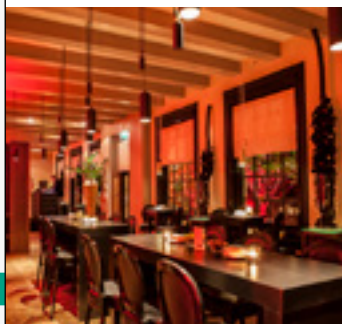


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