



What is happening in the Netherlands?

Interaction, technology, corporate social responsibility: many factors have an impact on the way the MICE professional views his or her industry. The needs of the clients also change. Meeting International interviewed a number of Dutch players in the sector about the developments they expect within their specific fields.

Change in meeting design

"I see a – small but unmistakable – change in meeting design: clients take the program design more and more seriously. They implement it earlier in the process and – together with, for instance, the day chair – appropriate more time for it. In my opinion, next year meetings consist less of only speakers but focus more on really connecting with the participants. What we have been saying for years is now really starting to happen! The real 'buzz' takes place in Newropa: in the Balkan countries fresh, innovative experiments are conducted with new formats. Acting from the safe position of relative leeway they give their creativity free rein. It is wonderful to be allowed to work there."

Jan-Jaap In der Maur, Masters in Moderation

SHOW ORIGINALITY

"Where the meeting market is concerned, the pragmatic setup is more and more replaced by a location with a cosy and homely but authentic atmosphere. This is particularly the case for small groups of up to twenty persons. As soon as there are more logistic demands, the organizers revert to the large traditional venues. But these locations also have to show originality regarding their catering. Think fresh, healthy, low-carb, vegetarian, sustainable.

Looking at the congress market, the length of the congresses has been decreasing for years. One whole day is already long in a small country like the Netherlands. This implies that the knowledge transfer has to become more intense and compact. Interviews and debates are then stronger than lectures. The person travelling to a congress expects interaction instead of the traditional passively listening. This interaction must take place without the use of technology, no matter what technology devotees and suppliers want us to believe. The need for qualified day chairs and interviewers increases. At many congresses the independent presenter is still the only person who can ask a fee."

Ton Soons, quality label Vergaderhamers

Experiences, content and customizing

"Photo cabins are still very much in demand. To keep on surprising and enthuse people, more and more (innovative) variations on this concept pop up. I expect remarkable developments in combination with virtual reality (VR). Talking about VR: I can also see more and more applications of this technology, also in the event sector. For now, this happens mostly in the entertainment sector. The big step towards VR in the event industry will probably not be taken just yet, like attending an event live from home by means of VR goggles. I do think, however, that next year there will be more and more experiences and content (photos and videos) in combination with VR. More and more often I see products that can be customized and personalized. From cups with the visitor's first name to complete furniture, all in your own house style. Brands also apply this concept more and more often. For some products from popular brands you can customize your own version via online tools. As a company you can also purchase these in bulk. Finally, I notice that, fortunately, more and more attention is paid to the decoration and atmosphere. Considering that the budgets will increase somewhat next year, I also expect more creativity in this aspect."

Samira Salman, EventGoodies

NEED FOR 'OUT OF THE BOX' MEETING VENUES

"We clearly see a trend in the request for and need for 'out of the box' meeting venues. Or: 'if we do decide to have an external meeting, let it then be at somewhere special and not in function room 8 of the 20 in a standard hotel or business centre'. More and more often, our clients make a request for a modern, trendy, special and/or remarkable location so that this stimulates the creativity of the participants. Meeting at an external location must become a complete experience that is looked forward to and talked about afterwards. Apart from that there is a growing need for the so-called 'energizers': these are breaks in which the participants are offered a short activity in order to charge their batteries to prevent the well-known 'dip' (yawning, bored behavior, doodling, falling asleep completely during the meeting, et cetera). For instance yoga exercises, singing, mini-quiz, drum sessions et cetera. We like to meet this demand with our own new Music Meeting Lounge. This is not only an 'out of the box' location but we also offer energizers that make sure that our guests have a day they will never forget."

Marianne Kuiper, Efficient Hotel Partner

SHOW ADDED VALUE

"Because so much information can be found through the internet, the PCO of the future will have to be more concerned with proving his or her added value for the client. Content, especially new concepts and formats will be playing a more and more important role. Meeting design is therefore what it is all about, but mainly how together you create a congress or business event that meets all objectives and expectations for 2020, certainly also those of young congress attendees. Congresses and business events must be (more) relevant for them as well. Besides that, networking during congresses is still important, that can not be replaced by all social media. Because we are living in a rapidly changing society, congresses must follow those changes, so be innovating in all aspects and elements and because of this, more interesting for all target groups. An experienced PCO is up to speed with all trends and developments within the industry, on a technological level as well as in the field of, for instance, new food concepts and new venues and hotels. You can make the real difference by creating the added value for your client and especially by showing customer friendship. Because your client gives you the order, but he is also attending the congress."

**Jeannette van Namen,
JvN Congres Management**



ECC LEIDEN

EVENT & CONVENTION CENTER



ECC Leiden truly is a fantastic location, be it for large conferences or social events.
Shirley Brewer, Secretarial Discipline Supervisor | Jacobs



'A perfect organized event with an eye for details!'
Anita Hagendoorn,
Secretary of the Board of Directors Marente

EVENTS

Every event is unique. This is why you rent the venue based upon the 'black box concept'. Our venue can easily transform from a classy gathering for shareholders into an extraordinary (staff-)party or even a multiple-day conference.

The most versatile location with everything under one roof!



EVENTS
2500



HOTEL ROOMS
200

CONVENTIONS

Due to the excellent accessibility, spacious parking facilities, a separate suppliers' entrance and exquisite catering facilities, ECC Leiden is known as the perfect location for all sorts of events such as (dance-)parties, exhibitions, receptions, corporate events, dinners and more.



2700 m²
BLACKBOX



CONVENTIONS
1000

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The event as medium with impact

"Of course the concept of authenticity is far from new. But more than ever it is about 'real' contact and living 'truly'. People are pining for 'attention'. And surprise: these three concepts are the basis of our profession. In an era where borders fade away, 'live' has an unprecedented momentum. Target groups become 'tribes' and are more difficult to capture and to reach, groundbreaking technological innovations have an ever-increasing impact, the various disciplines within the marcom domain fuse and country borders literally fade away. Reaching people, telling a story, engage in a dialogue, exchange experiences, teach them something or even initiate a transition. This is exactly, or rather only possible live. Of course carefully embedded in a campaign with several other media. The trend for 2018? The event as booster of PR, the event as catalyst of contact. The event generator of content. The event as medium with impact. In short, the trend is 'live!'"

Maarten Schram, IDEA

STRICTER PRIVACY LEGISLATION AND COMPUTERIZATION

"The new, stricter privacy legislation (GDPR) will have a huge impact on the way we will be organizing our event registration processes. Playtime is over! It is time to take a serious attitude towards personal data. We must thoroughly consider which data we ask for and how we can process and store these in a safe manner. Regarding computerization many companies are involved in an enormous digital transformation in which many hands-on processes are computerized and linked data becomes more easily accessible. These new methods make events more efficient and valuable. Besides that the role of events in the integrated marketing strategy is increasing. Events become smaller, more personal, more complex and more aimed at sharing knowledge and meeting new people. Finally the new legislation, the digital transformation and complexity of events will cause an enormous need for professional (and secure) software to be able to organize valuable events."

Rutger Bremer, Momice



“ART WILL MAKE US TALK AND ENLARGES OUR VIEW ON THE WORLD”

The Bonnefantenmuseum,
Il museo di Maastricht by Aldo Rossi

RENT-A-MUSEUM & EXPERIENCE-A-MUSEUM

- spectacular setting to enjoy art and experience new encounters
- Highlights of 2018: exhibitions by Robin de Puy, Melanie Bonajo and David Lynch
- renowned collection of local old masters and international contemporary art
- intimate to large-scale events for corporate and creative industries





Listen to the needs of your audience

"Events will be arranged in a different way. You already see this quite often: real plenary sessions without interaction are exchanged for interactive sessions. Guests more and more prefer workshops, training sessions, discussions and other interactive sessions. Speakers will mingle with the audience, which is also called democratising. This hugely increases the involvement of the audience. This involvement can also be brought into plenary sessions, thereby giving the whole event an interactive twist. This can be done by means of various software tools like Mentimeter. The Sprekershuys also uses this. By means of these tools you create interaction with the audience in a modern way and the content is adapted to the needs of the audience."

Maartje IJzerman, Het Sprekershuys

VIDEOS AS AN ADDITION

"Two things strike me increasingly. Firstly, people who submit a request by email expect a quick response. The reality, however, is a bit more complicated. In order to be able to offer a good tender, you need at least a good discussion (which can of course be done by phone). On the basis of more details that normally are not included in such an email, a supplier can make the offer far more made to measure. What actually is an exceptionally good addition and what you see more and more often, are videos of venues that give a very good idea of what can be done there. Of course, a live site inspection is always better, but this is a good alternative. Secondly, the importance of the sensory experience during an event is increasing: hearing, seeing, smelling, tasting, the experience is found in everything. One condition, however, is that it is in line with the theme so the desired objectives are achieved."

Ingrid Rip, bureau RREM

MORE, MORE AND MORE IN 2018

"Within the meeting and congress market we now notice a number of trends which will continue in 2018. We recognize the trends by their common element of more, more and more. More visitors attend meetings. Therefore it is important to set a clear objective in order to be able to ensure the visitors' adequate quality. Is there a noticeable growth, then take a close and critical look at your program. More and more congresses are getting quicker and offer shorter presentations and workshops in order to better get to the essence of the matter. Participants expect an added value for their money. By adding the right technological developments, more interaction can be achieved and therefore a better experience. Many organizations also have a bigger budget available. But this does not imply that the budget is limitless. The available funds are used more and more result-oriented in order to realize an optimal return on investment."

Erik Werners, De Vergaderstoel