

# Meeting

International.org  
Business Destination **Holland**

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Find out why Holland should be  
your next MICE destination

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**#jasisopen** - Utrecht: City of knowledge - The year of devils and saints -  
Top Meeting Hotels in Europe and Amsterdam - Giro d'Italia 2016: the  
province turns pink - Making our mark: expressions with 'Dutch'



Conventions | Events | Meetings | Exhibitions | Dinners



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## Small country, great initiatives

The Netherlands may be a relatively small country regarding square kilometers, but that certainly does not mean that there is no room for the development of great initiatives. Throughout the country, entrepreneurs, governments and education institutions have joined forces to stimulate innovation in various fields. Stichting kiEMT, for example, aims to connect companies that want to develop products, education institutions that offer energy education and governments that apply an energy policy, in order to develop new activities.

For more than 10 years now, FoodValley has been indicated as the knowledge center of the Dutch agrofood sector. The knowledge and know-how in the Netherlands regarding the production, storage, logistics and trade of food is top notch. From all over the world, people come to the Wageningen Universiteit en Research to study and do research, and after some years, to return to their country of origin to reinforce the food chain there.

But the Netherlands are also a prominent player in the field of art. During the past six years, scientists of the Bosch Research and Conservation Project have researched the complete oeuvre of the well-known medieval painter Jheronimus Bosch. It was partly thanks to this research that another work of art could with certainty be attributed to this painter. At this moment 20 of the 25 paintings are exhibited at the Noordbrabant Museum in the city of Den Bosch. If you are not in the opportunity to visit this very popular exhibition, this entire year you can still partake in various activities being organized to celebrate Jheronimus Bosch 500, from special guided tours and boat tours to lighting projects and dance and music performances.

And these are just a few examples of the remarkable discoveries and developments taking place in the Netherlands. Should you now be inspired, do not forget to upgrade your background knowledge of the Dutch language. Simply by reading the article on expressions featuring 'Dutch' in this magazine. Ever made the connection between Wall Street (in Dutch: Walstraat), Brooklyn (Breukelen) and Harlem (Haarlem)?

Have fun at, and be inspired by IMEX 2016!

Kind regards,

Sofie Fest  
Editor in chief Meeting International

**7 NBTC: Just a little less spoilt for choice**

I perfectly understand that event planners feel spoilt for choice all the time. Even more so if you take into account that the true scope of options they face is virtually unlimited. So many beautiful cities, venues and services to choose from. Just think about starting out planning an event. Will a Google search with 39 million results be helpful at all?

**8 Utrecht: City of knowledge**

With various innovative companies, knowledge and educational institutions, research centers and the projects that result from the collaboration between these players, the city of Utrecht profiles itself as the knowledge city of the Netherlands. In the coming years, in order to further reinforce this profile, the province capital aims to attract more knowledge events compatible with the spearheads Green, Health and Smart.

**26 The year of devils and saints**

This year, the city of Den Bosch (also called 's-Hertogenbosch) will pay a large tribute to the life and works of the painter Jheronimus Bosch, who lived in the late 15th century. Apart from a unique oeuvre exhibition in the Noordbrabants Museum (which is already a great success), various other activities are organized during the manifestation Jheronimus Bosch 500.

**36 Top Meeting Hotels in Europe**

Cvent, Inc., a leading cloud-based enterprise event management company, released – for the first time – its annual list of the top hotels for meetings and events in Europe. The results have been collated using meeting and event booking activity through its Cvent Supplier Network.

“It would be like sitting in the dark in a 3-star restaurant kitchen in between lovely smells, without being able to locate the food.”

Eric Bakermans, page 7





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### 38 Giro d'Italia 2016: the province turns pink

The Netherlands are the world's leading bicycle country. This claim is supported by the fact that our nearly 17 million inhabitants are the proud owners of 23 million bicycles. Which boils down to 1.3 bike per person. It is no wonder then, even almost logical, that our country is chosen as starting location for major international cycling events.

### 40 Making our mark: expressions with 'Dutch'

Apparently, the Dutch language is very difficult for foreigners to learn, so they just love it when we, the Hollanders, (try to) speak their language. Still, we have made our mark on several international languages and expressions.

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# Holland Site Selector

To inspire and help you design the event of your dreams we developed the Holland Site Selector: an easy-to-use-tool that will deliver a tailor-made-advice to your inbox in just 4 easy steps. All information you could possibly need is included so finding the most suitable Dutch supplier has never been this easy!

**YOUR  
PERFECT MATCH  
IN 4 EASY STEPS**

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[www.holland.com/  
siteselector](http://www.holland.com/siteselector)



# Just a little less spoiled for choice

**I perfectly understand that event planners feel spoiled for choice all the time. Even more so if you take into account that the true scope of options they face is virtually unlimited. So many beautiful cities, venues and services to choose from.**

**J**ust think about starting out planning an event. Will a Google search with 39 million results be helpful at all? It would be like sitting in the dark in a 3-star restaurant kitchen in between lovely smells, without being able to locate the food. And obviously you don't want to get your lips scalded on hot soup or start with a desert if your main course is sitting around getting cold. By the way, I do assume that your powers of perception are quite all right when writing my contribution for this issue...

But that's enough about this allegory. Of course it will be helpful to have a network to share experiences others had in specific meetings.

It was just this type of network that I addressed at the European Annual Summit of Helms Briscoe in my presentation about the Netherlands as an international business events destination. The room literally sighed with relief when I announced that I would not give them an endless overview of room numbers, hotels

**What about a phone call? Or why don't you drop in at IMEX? I would love to meet you!**

and conference centres. Such a deluge of facts and figures will just not stick to mind. However, it is a mistake often made by people when they communicate arguments to convince an audience that their hotel, their city, their country is truly the only viable option.

Still, it may be convenient after all to perform a first round of selection without being overwhelmed by lots of data you simply do not require as a planner at that time yet. That is why we provide a convenient, well-organised interface which is simple and will be effective within a couple of minutes. It offers a first impression that will help you along the way to make your choices without losing sight of your customer's interests.

The Holland Site Selector (why don't you google it, it turns up as the first result on the top of the page) is a convenient tool and will allow planners insight in the opportunities provided by the Netherlands as a business destination in the blink of an eye. And if you have any queries, we offer a wide range of contact options. What about a phone call? Or why don't you drop in at IMEX? I would love to meet you!

**Eric Bakermans is Marketing Manager Meetings & Conventions at NBTC Holland Marketing**



Utrecht

# City of knowledge

**With various innovative companies, knowledge and educational institutions, research centers and the projects that result from the collaboration between these players, the city of Utrecht profiles itself as the knowledge city of the Netherlands. In the coming years, in order to further reinforce this profile, the province capital aims to attract more knowledge events compatible with the spearheads Green, Health and Smart.**

One of the locations where knowledge and knowledge development have central position, is the Utrecht Science Park. "Parties like the Utrecht University, the University Medical Center Utrecht and the Hubrecht Institute for Developmental Biology and

Stem Cell Research are major stimulators for research", says Hans Sittrop, manager with the Utrecht Convention Bureau. "Jointly with companies and research institutions like TNO, Deltares, Danone Research, SRON and RIVM these parties develop solutions in the field of bioscience and health, sustainability (energy, water, mobility and construction) and smart applications like gaming. The results of these developments make that Utrecht is more and more often chosen as destination for congresses focused on these subjects. Early April, for instance, the Centre of Expertise Smart Sustainable Cities (HU University of Applied Sciences Utrecht) together with six Dutch Universities of Applied Sciences and the Utrecht Sustainability Institute (USI), organized the international conference 'Sustainable Built Environment 2016: TRANSITION ZERO – SBE16' on sustainable building and construction.

By the end of May, the RAID Conference 2016 will take place, focusing on how Robotica, Artificial intelligence, Internet of Things and Data can be applied in cities, financial services, health care, transport and the automotive sector. Early October we can welcome the annual International Society of Exposure Science (ISES) congress, which focuses on exposure and environmental health sciences. These great events put the Utrecht Science Park on the map, and reinforce the profile of Utrecht as city of knowledge."



### URBAN DEVELOPMENTS

As regards content, the city is well represented. But in order to be a good host to a congress, the city itself, of course, must also have something to offer. "In the city of Utrecht quite a few developments are under way", says Sittrop. "The area around the railway station is undergoing a complete metamorphosis. On the city-side, the Hoog Catherijne shopping mall which connects the station with the inner city, is completely renovated. Between the station and the city center, the Catherijnesingel is being constructed. Via a modern, light building, you can walk across the water of the new 'singel' (canal) to the inner city." On the other side of the station a 'second facade' is created. The Jaarbeurs square, where Utrecht's largest trade fair and congress venue is located, is being made into an event square. Also, the new city office, a mega cinema and a WTC with small-scale offices, shops and hotels and restaurants are being created. With the construction of terraces, cycle and footpaths around the station area, this will be a new hotspot.

According to Sittrop, this is a great extension of the facilities offered by the wonderful medieval city center. "Here, in a relatively small area, you can find attractions like the Dom Tower (cathedral tower), canals, wharf cellars and museums like the new 'nijntje museum' (Miffy Museum) which was opened to commemorate the 60th anniversary of this well-known cartoon character. Combined with the many great locations, hotels, shops, bars and restaurants, Utrecht offers a lot of entertainment. What is more: within 5 to 10 years, some 750 hotel rooms will be added to the stayover capacity."

Also worth while discovering, for instance by bike, is the 'Utrechtse Heuvelrug' (hill ridge) with its castles, forts, country estates and nature reserves. "The city of Amersfoort boasts wonderful monuments like the Koppelpoort, whereas the former fisherman's village of Spakenburg certainly matches Volendam."

### EXPERT ADVICE

Sittrop thinks that the number of association congresses taking place in and around Utrecht will increase. In order to make this happen, the Economic Board Utrecht (EBU) provides a promotion fund of 1.3 million euros for organizers who realize international knowledge events in the province, which con-



nect to the spearheads Green, Health and Smart. "According to the EU, the region of Utrecht is the most competitive region in Europe. It is by supporting the organization of international knowledge events that we can show the knowledge of Utrecht, disclose its networks and promote Utrecht among relevant target groups."

In these efforts, organizers can count on the assistance of Utrecht Convention Bureau, which offers, free of charge, independent, expert advice about the possibilities for congresses and informal programs in Utrecht, and among other things also provides a bid fund. Initiatives like Hotel Service Utrecht, a free of charge online

reservation service via which participants in congresses and events can simply and safely reserve their hotel room, also make the organization of international meetings easy. "Moreover, from Amsterdam Schiphol Airport, Utrecht can be reached by train and car in just half an hour; the prices in the region are also very favorable. Here we have all ingredients to make a congress successful."

[www.utrechtconventionbureau.com](http://www.utrechtconventionbureau.com)

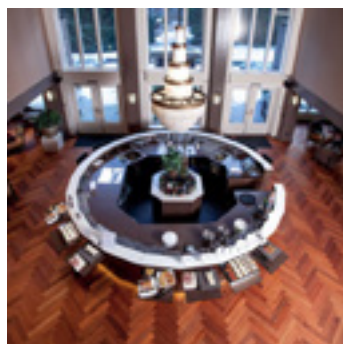
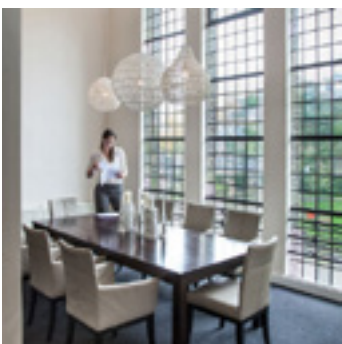
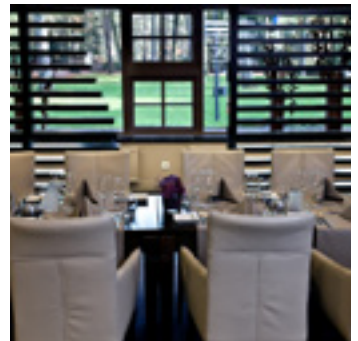
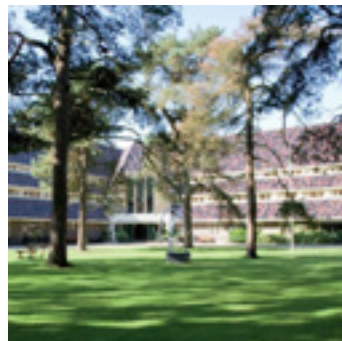
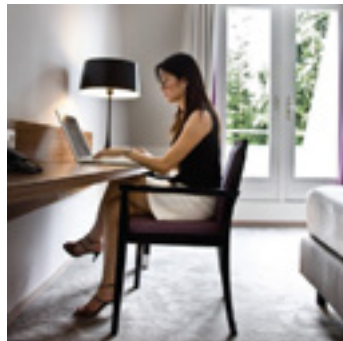


# nice to meet

Woudschoten Hotel & Conference Centre in Zeist is the inspirational location for your business events, conferences and meetings. Woudschoten is beautifully located on a 45-hectare estate right in the centre of the Netherlands and is provided with all the facilities required for a succesful business meeting lasting either one day or several days.

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**Woudschoten**

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## Naturally Mitland

# Service and hospitality as highest priorities

**Nestled in a picturesque city park on the outskirts of the historic city of Utrecht lies the luxurious Hotel Mitland. With its prime location close to major traffic arteries and the city centre, this multi-faceted hotel is the ideal setting for your visit to Utrecht. Hotel Mitland is a genuine family business, where a high service level, warm hospitality and an informal ambience go hand in hand.**

**T**he 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.

[www.mitland.nl](http://www.mitland.nl)



## HOW TO TURN YOUR CONFERENCE INTO A SUCCESS?

By focusing on information exchange and networking, of course. Those are the main aims.

By contracting a professional congress organizer, you will ensure that everything runs smoothly and in a pleasant atmosphere, from the very beginning until the end.

Partner of Utrecht Convention Bureau



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## IT'S THE EXPERIENCE YOUR GUESTS TAKE HOME.

The NBC Congress Center in Utrecht designed the first state-of-the-art 3D projection setting in the Netherlands. The projection setting of 28 meters allows event organizers to convert all wishes to life-size 3D backgrounds. Do something amazing at your next event or conference. Give your guests an experience to remember.



# The ideal congress location

**Anyone can set a few chairs and install a beamer. No big deal, says Marc Roebersen, General Manager Postillion Hotel Utrecht-Bunnik. "What counts is how you distinguish yourself. Of course we cannot influence the contents of a business meeting or a congress lasting several days. But we can make sure everything around that meeting runs smoothly. We do our utmost to make it happen."**

**F**or quite some time, the Netherlands as a congress destination have been popular with foreign companies, but most people associate the country immediately with the city of Amsterdam. Not really fair, says Roebersen. "We should sell the Netherlands more as an urban area. This way, you will soon discover that the city of Utrecht is actually very close to Amsterdam Schiphol Airport. You can get here faster than at the Dam square in Amsterdam. What is more, the city of Utrecht has a fantastic old city center that is quite like the capital's, but considerably less crowded and touristic. And the Postillion Hotel is located near the Science Park,

the university and the academy." No wonder the quotation requests for large international congresses for 2017 are already coming in.

According to Roebersen, a meeting in Postillion Hotel Utrecht-Bunnik should feel "a bit like a school outing." He explains: "You know the feeling: you had a bag of candy but that was already empty before the bus took off. You were happy, felt excited and really looked forward to the outing." It is exactly this feeling that the Postillion staff tries to create with the guests, by giving and maintaining a high service level. Roebersen: "Our people are trained to make sure the speakers have nothing to worry about. We appreciate the importance of a well-functioning beamer, as well as a thorough preparation for the event. That is why we always offer the day chairperson a stayover in our hotel, preceding the congress or meeting. That ensures peace of mind."

For that reason, the Postillion Hotel has invested in technology. "Here, everything is possible and it all runs perfectly", Roebersen assures. "We are constantly innovating. For example, we consider things like brainfood, discuss this with dieticians. We offer the guests healthy food that makes sure that you can get 20 percent more energy from your day. This is included in all our package deals."

Postillion Hotel Utrecht-Bunnik houses thirty function rooms, of various sizes. "The largest can accommodate up to 1,500 persons. Every room has daylight. That also energizes the persons present."

[www.postillionhotels.com](http://www.postillionhotels.com)



Amsterdam 30 min.

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Jaarbeurs

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# Historic Gem in the Port of Rotterdam

**Zooming across the water. The imposing Rotterdam skyline on either side. The iconic Erasmus bridge growing larger as we approach. Just over an hour ago, our plane touched the ground at Schiphol Airport. A 25-minute, high-speed train ride brought us right into the heart of the most happening city of the Netherlands. Now our water taxi is cruising towards the hip and upcoming Katendrecht neighbourhood. On the edge of this peninsula, lies one of the historic gems this vibrant city offers. The ss Rotterdam.**

**T**he former flagship of the Holland America Line carried passengers with an American dream across the Atlantic Ocean. After forty-one years of duty, the ship was retired in 2000. The cruise liner was carefully renovated and returned to Rotterdam in 2008 where it is since 2010 permanently moored as a hotel, museum, conference and event location.

As we arrive at the 228 metre long vessel, we are cheerfully greeted by a boarding steward, smartly dressed in a white navy jacket and a sailor cap. He jokes that the ship is about to leave and we should hurry aboard

“Stepping aboard the ship is like going back in time. From the countless art deco features, to the boldly coloured retro furniture.”

as he kindly directs us towards the red-carpeted gangway leading to the main deck. Stepping aboard the ship is like going back in time. From the countless art deco features, to the boldly coloured retro furniture.

From the wooden deck chairs overseeing the water, to Frank Sinatra’s smooth baritone voice in the background, accompanied by the timeless swing of the Count Basie big band. Passionate volunteers, many having worked on the ship when it was in service, share the untold stories of the ss Rotterdam.

“The ship has many rooms to explore, all with their own style and unique features.”

The ship has many rooms to explore, all with their own style and unique features. For example, the Theatre provide space for 500 people, while smaller rooms such as the multifunctional Sky or Sun Room are perfect for meetings or dinners. Altogether, the ss Rotterdam can welcome up to 3000 guests, while 254 authentic and elegant hotel rooms provide a luxurious overnight stay making the historic vessel a unique location for multiple day congresses or meetings.

[www.ssrotterdam.com](http://www.ssrotterdam.com)

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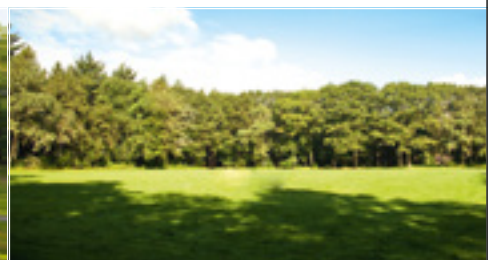
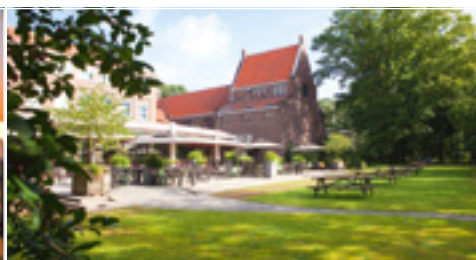
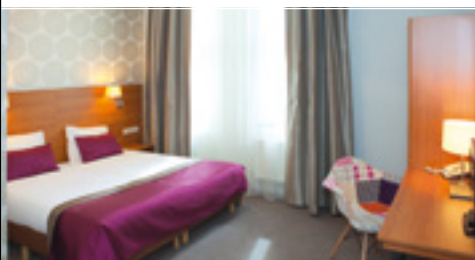


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New independent initiative puts Dutch top locations in the picture

# Nationale Meeting Award 2015

**The Dutch MICE sector includes quite a few locations that have something special to offer. An award can then be a means to put this specialty more in the picture. And yet the MICE trade magazine Meeting Magazine's team found that the industry lacked a general, independent prize. It is for that reason that the Nationale Meeting Award was launched in October 2015.**

**T**he Nationale Meeting Award is an initiative of MeetingReview.com, EvenementContact, the 'Congres- en Vergaderclassificatie' and Meeting Magazine. This general, independent prize is meant to praise the best meeting and event venues in

the Netherlands. The Nationale Meeting Award comprises five categories: three industry jury prizes for the 'Best meeting and event location in the Netherlands' in the categories Small, Medium and Large, plus two public prizes for the 'Warme Deken' (warm blanket) for the best host(ess), and the 'Meest Bijzondere Locatie' (most special location).

#### JUDGEMENT

The judgement of the nominated locations consists of four different elements. First, the participating locations must gather 10 or more reviews via MeetingReview, and score points according to the list of criteria of the 'Congres en Vergaderhamerclassificatie' (see box). The three loca-

**THE PARTICIPATING PARTIES BEHIND THE NATIONALE MEETING AWARD**

Meeting Magazine is a trade magazine for the Dutch MICE industry which aims to inform meeting and event planners of the latest developments in locations and trends. Meeting International, the English-language spinoff from the magazine, promotes the Netherlands as destination for business meetings. The magazine is published twice annually at the trade fairs IMEX and ibtm. [www.meetingmagazine.nl](http://www.meetingmagazine.nl)

MeetingReview offers a platform on which meeting locations and meeting services can present themselves. On MeetingReview, testimonials can be published, and a guest can post a review. Elements that can be judged include the booking process, the meeting location, the function room with the

facilities, the catering and the meeting service. Apart from that, meeting locations and meeting services can also respond to the reviews, and a review method was developed to guarantee an optimal reliability. [www.meetingreview.com](http://www.meetingreview.com)

'Congres- en Vergaderclassificatie' (congress and meeting classification) is a hallmark for locations and PCOs in the Netherlands and Belgium. As the participating enterprises are checked on a regular basis, the quality is guaranteed. The Vergaderhamer (meeting gavel) is intended for meeting or congress accommodations. The more gavels, the higher the quality of the facilities; from parking to the toilets. The hallmark 'Erkend Congresbedrijf' (Qualified congress

enterprise) is awarded to independent enterprises specialized in organizing (inter)national congresses and meetings on a professional basis. [www.vergaderhamer.nl](http://www.vergaderhamer.nl)

EvenementContact is a transparent one-day trade fair concept in which each standholder is allotted a uniform-sized stand. Thanks to this uniformity, the story is what counts, instead of the stand size. The eighth edition of this trade fair was held on 18 February 2016 in the RAI exhibition center in Amsterdam. Here, some 350 parties presented themselves on 8,000 square meters of fair surface. Next year, the event will be held at Rotterdam Ahoy. [www.branchecontact.nl/evenement-contact](http://www.branchecontact.nl/evenement-contact)



deVLOER, Almere  
(winner Category Small)



Conferentiehôtel Kontakt der Kontinenten,  
Soesterberg (winner Category Medium)

"The locations with the highest combined total score per category eventually win the Nationale Meeting Award."

tions with the highest combined score in the categories Small, Medium and Large are then visited by an independent trade jury and judged. The trade jury includes

Michiel Smilde of Eventerim, Wieteke Lemmen of WietWeetWaarheen.nl and Trees Overkamp of Cygnea. They all have many years' experience in organizing business meetings. The nominees also try to win as many public votes as possible. The locations with the highest combined total score per category eventually win the Nationale Meeting Award.

**FIRST PRESENTATION**

On Thursday 18 February, during the Dutch Meeting trade fair EvenementContact, the winners of the

Nationale Meeting Award 2015 were announced. The nominees were:

**Category Small - capacity max 50 persons**

1. deVLOER, Almere (winner)
2. geWoonboot, Amsterdam
3. Villa Oldenhoff, Abcoude

**Category Medium - capacity from 51 to 250 persons**

1. Conferentiehôtel Kontakt der Kontinenten, Soesterberg (winner)
2. Hotel Ernst Sillem Hoeve, Den Dolder
3. Bouw & Infra Park, Harderwijk



NH Collection Grand Hotel Krasnapolsky, Amsterdam (winner Category Large)



**HAPPY TO WIN**

Each of the jury members was responsible for a specific category. Jury member Wieteke Lemmen, responsible for the category Small, personally found this the nicest category to judge: "You just feel that these entrepreneurs are passionate for their location and trade." Anne Kien of deVLOER is extremely happy with the award: "Apart from the fact that this is a perfect marketing tool for a location, it forces you, also because of the jury assessment, to take a good look at your location at at your facilities and service level. The Award now has a place of honor on the mantelpiece!"

Jury member Michiel Smilde (Eventerim), responsible for the category

Medium, was full of praise for the nominees. "Although I have quite a few years' experience in this sector, I did not know any of the three locations. I must admit I was impressed during my personal visits. The locations are completely different from each other, each has its own distinguishing identity." René Giel, director of Kontakt der Kontinenten, considers winning the award as "a wonderful appreciation of the work we do every day, as an enthusiastic team. It is also an absolute confirmation that the special global concept which we translate every day into an experience in the congress hotel, is appreciated by our guests."

In the category Large, jury member Trees Overkamp (Cygnea) was respon-

sible for judging the nominees: "These are completely different, but very professional locations which obviously have invested in their images and facilities." For Maarten Markus, Managing Director of NH Hotel Group, the Nationale Meeting Award is very special: "We are honored to be awarded this prize by a leading trade magazine like Meeting Magazine. Our hotel team is 24/7 ready to ensure that the guest has a memorable stay at the NH Collection Grand Hotel Krasnapolsky. The Nationale Meeting Award is their achievement!"

**Category Large - capacity for over 250 persons**

1. NH Collection Grand Hotel Krasnapolsky, Amsterdam (winner)
2. Postillion Hotel Utrecht-Bunnik
3. Radisson Blu Hotel Amsterdam Airport, Schiphol

For the 'Warme Deken Award' for the best host(ess) the public could cast their vote for their favorite. In the end the award was won by Gerard Oude Nijeweme, working at Bilderberg Hotel de Keizerskroon in Apeldoorn. The

"The entire amount of the entrance fees for the competition was presented to CliniClowns."

CliniClowns. This is the Dutch branch of clown doctors, originally an American organization which sends specially trained clowns to seriously ill children in hospitals to make their stay there a bit more bearable.

award for the 'Meest bijzondere locatie' was won by Art Centre Delft. This location was also chosen by the public. The entire amount of the entrance fees for the competition was presented to

Next year, the Nationale Meeting Award will be presented again. More information (in Dutch) can be found at [www.nationalemeetingaward.nl](http://www.nationalemeetingaward.nl).



# How you can leverage digitisation to increase engagement

**In our ever changing world, it is crucial to leverage the digital evolution, as tomorrow's members and event attendees form a generation that will be raised in the digital era, thereby becoming digital consumers. They are thirsty for self-education and constantly searching for reliable information.**

**A**s these attendees increasingly assess the value gained from the activities your organisation offers, including its events, it is vital to continuously innovate in order to stay relevant. Driving engagement through digital developments can be done in a simple and effective way, not only during but also prior to and after your event(s). Although this area offers a wealth of opportunities, we will focus on three ways to apply digi-

tal developments around your event and to ensure your reliable knowledge is more accessible.

## • Pre event - #engaging #online

“Co-creation”, “custom-made” and “tailor-made” are echoing terms used for reaching the new digital generation of attendees and members. Pre-event online engagement can help you shape the content and format of the event, build anticipation and sustain commitment from delegates.

A telecommunications provider managed to obtain all those results by successfully integrating an online engagement strategy. Leading up to the event, the online platform was the core channel to create awareness and achieve increased participation through engagement tactics such as ranking and voting. As a result, the platform helped achieved a higher sense of belonging amongst delegates. This successful communication tool not only incites and induces participants, it also allows organisations to tailor their content and format for future events and campaigns.

## • During event – increasing knowledge exchange between peers

There are multiple ways of facilitating interaction, networking and content sharing during events. One way to magnify the reach of content, is replacing traditional poster boards with e-posters. The open-access library makes knowledge accessible, with the ability to display hundreds of abstracts in an efficient way. Its interactivity through touchscreen functionalities provides the opportunity for delegates to share their work amongst each other. Moreover, the screens provide the perfect setting for two-way dialogue masterclasses.

A scientific 8,500+ delegate congress has successfully incorporated e-posters in its event. "I will never forget the moment I stepped into the e-poster hall, and I saw thousands of people talking, jostling, shouting about science." Said by President LOC.

• **Post event – extending the event's life cycle**  
Capturing content about your event, and then disseminating the information is a great way of maintaining momentum of knowledge exchange initiatives. It can play an important role in the continuous engagement with your community. Furthermore, the information can be used as an educational portal, whereby community members who were unable to attend certain events, or attendees that have missed particular sessions, can easily access the information. As a result, the event's life cycle is extended, adding value to your members not only during the event, but also after.

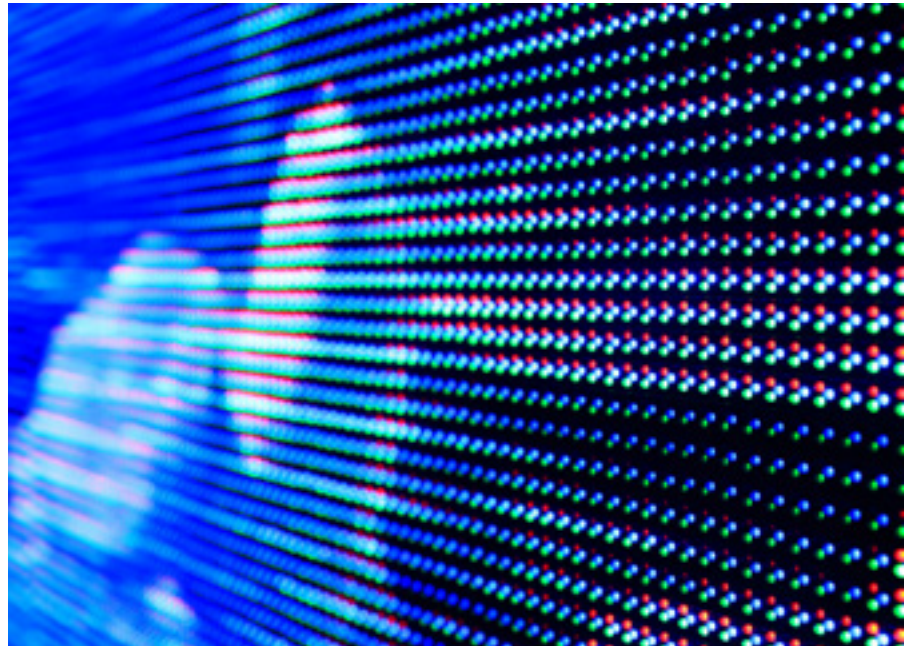
**"Digitising your content can also provide a new revenue stream thereby enabling delegates to access all conference content post event for an additional fee."**

Digitising your content can also provide a new revenue stream thereby enabling delegates to access all conference content post event for an additional fee.

Moreover, with an educational portal, you can strengthen your organisation's position as qualitative and as a trusted source in its field. A medical association with an outreach to 13,000+ individuals has introduced an online education portal, where hundreds of affiliated societies access relevant information on a regular basis.

#### CONCLUSION

There are many digital opportunities that can be leveraged to ensure future relevance towards the new generation. To a great extent this includes; encouraging two-way communication and making knowledge accessible. This can drive further engagement with the community,



reinforce your organisation's position in the sector, and reach wider audiences. 'Digitisation' and driving technological advancements may be perceived by many as a synonym for 'large investments' or 'robotizing'. It is on the contrary about focusing on innovation that increases engagement, and enhancing the experiences before, during and after the event. Key areas to explore in this field include tailoring and repurposing the event's content on multiple levels and during different times.

For further inspiration, please visit <http://live.mci-group.com/>

Written by MCI Benelux; organising and innovating congresses that support the strategic goals of your organisation. Leveraging best-practises to engage your community, deliver return on investment and drive your events' impact on society.





## Postillion Hotel Amsterdam

# Ultra Dutch hotel chain goes international

**Postillion Hotels has great plans. With establishments in the cities of Utrecht, Rotterdam and a shortly to be opened hotel in Amsterdam, the chain of hotels enters the international meeting and congress market.**

**P**ostillion Hotels is an ultra Dutch brand with six locations spread all over the Netherlands. The hotel chain's target group is the business traveler. "We give the business meeting priority", manager Erik-Jan Ginjaar explains. "The corporate guest needs facilities to be able to work, meet and stay over. It is exactly for this reason that we developed the corporate Meet Work Stay Concept. Each hotel has various function rooms where business meetings can take place. Especially for the individual corporate guest, the public rooms have various work stations. These so-called business points are provided with all necessary facilities like Wi-Fi and a corner

with various drinks and snacks. Of course, the guest can conclude his stay with a dinner in the restaurant and a stay in one of our hotel rooms. What is more, all our locations can easily be reached by car and public transport."

### INTERNATIONAL STRATEGY

Postillion Hotels has the ambition to operate not only as a national, but also as an international congress specialist. The first step to become a specialist was taken by the renovation of the location in Utrecht-Bunnik. "Since 2010, you can find here the typical Postillion look and feel that is characterized by the colors black and orange in the facade and an interior with a great deal of daylight, a lot of room for one-on-one meetings. We now have 30 function rooms there, and we can accommodate congresses attended by up to 1,500 persons."

Postillion Hotels entered the international market in 2015 with the takeover of congress center BEURS-World Trade Center Rotterdam, which now operates under the name of Postillion Convention Centre WTC Rotterdam. This position is now reinforced by a hotel in Amsterdam. For this, a former chewing gum factory is refurbished into a congress center which can accommodate 1,500 persons. This will open in September 2016. In 2017 this will be completed by a tower which houses 250 rooms, a restaurant, a bar, a fitness center and additional congress facilities. "With the realization of these rooms we enter a very specific niche. In the Dutch capital there are relatively few congress locations of this size, and we will also be the

only party to offer own hotel rooms.” The Overamstel area, where the new Postillion offspring will be located, is perfect for the corporate guest, says Ginjaar. “The location can easily be reached and is located at a stone’s throw from the city center. What is more, in a few years’ time a large city bridge will be built which will enable you to walk across the Amstel river to the city center.” With establishments in the cities of Utrecht-Bunnik, Rotterdam and Amsterdam, Postillion Hotels offers three locations with congress rooms accommodating 1,500 persons, but with the intimate atmosphere proper to a hotel.

“The location can easily be reached and is located at a stone’s throw from the city center.”

“The locations differ in price level and surroundings. You can opt for the dynamic capital, for Rotterdam with its international appeal, or for the economically interesting Utrecht.”

#### HOSPITALITY

Apart from the strategically chosen locations, hospitality is the distinguishing element of Postillion Hotels. Ginjaar: “You can get a nice function room everywhere, but



#### ABOUT POSTILLION HOTELS

Postillion Hotels is a Dutch hotel chain with establishments in Amersfoort Veluwemeer, Arnhem, Deventer, Dordrecht, Haren Groningen, Utrecht Bunnik and Rotterdam. With Meet Work Stay, Postillion Hotels meets all wishes and demands of the business traveler of today. Meet Work Stay is an innovative concept combining meeting, working and staying as an integrated formula. All locations are judged by Green Key for the Gold level for their achievements in the field of sustainability and Corporate Social Responsibility.

[postillionhotels.com](http://postillionhotels.com) / [twitter.com/postillionhotel](https://twitter.com/postillionhotel) / [facebook.com/postillionhotels](https://facebook.com/postillionhotels)

here, we really make a difference with the human factor. Our staff really understand the purpose of a guest’s visit and what is his or her aim. That is why we innovate continually. In the Brainfood concept, for instance, food stuff is prioritized that ensures that the guests better cope with a day-long meeting or congress. We offer healthy, house-made

snacks like green tea cake, carrot cake and smoothies of vegetables and fruits.” Regarding the accessibility and bookability of the facilities, Postillion has made it possible to book congresses and meetings online. “We offer a booking module in which you can pay directly with your credit card, just like when booking a hotel room.” Concluding, Ginjaar stresses that Postillion will keep on concentrating on making a congress successful. “Our initial talks with a guest do not include the setting and break times, but are about the purposes and the target group of a meeting. Guests must get the feeling that the location contributes to the success of their meeting; the location is a congress’s complement.” That the hotel chain is on the right track, is confirmed by the fact that the hotel in the city of Deventer won the Dutch Hotel Award in 2014 and that the hotel in Utrecht-Bunnik was three times announced Congress location of the Year and is nominated for a Nationale Meeting Award. “I am convinced that our new location in Amsterdam will be added to this list.”

[www.postillionhotels.com](http://www.postillionhotels.com)





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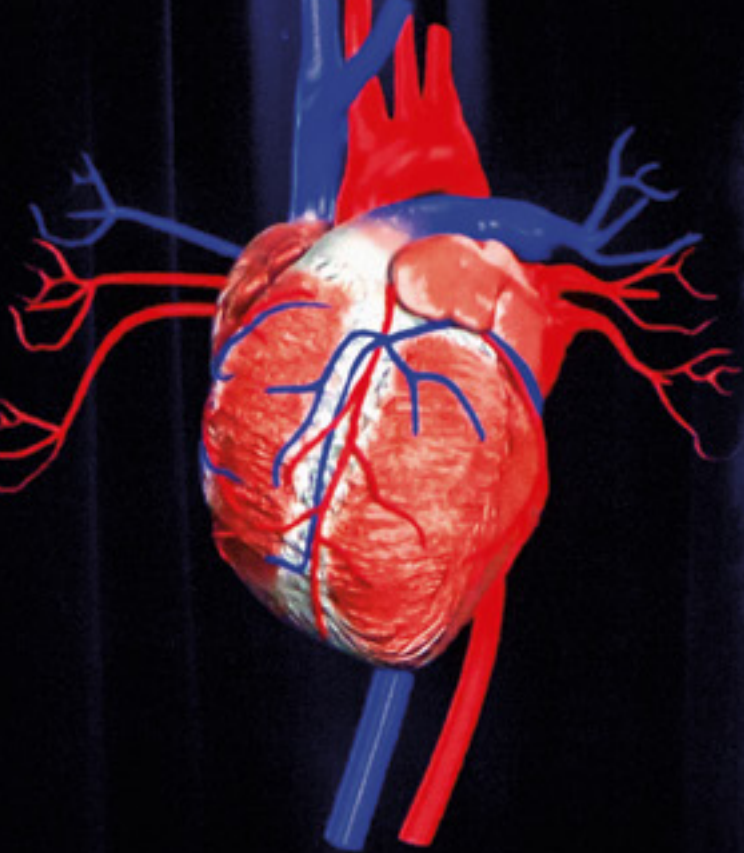
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Den Bosch honors Jheronimus Bosch

# The year of devils and saints

**This year, the city of Den Bosch (also called 's-Hertogenbosch) will pay a large tribute to the life and works of the painter Jheronimus Bosch, who lived in the late 15th century. Apart from a unique oeuvre exhibition in the Noordbrabants Museum (which is already a great success), various other activities are organized during the manifestation Jheronimus Bosch 500.**

In 2016 it is exactly 500 years ago that the painter Jheronimus Bosch passed away in Den Bosch. This painter's oeuvre is characterized by works in which strange hellish creatures and devils are portrayed just as beautifully as the saints and the souls of the dead they torture. Paintings like the 'Narrenschip' (Ship of Fools) and the 'Hooiwagen' (Hay waggon) triptych feature the moral and the sins committed by humanity.

To commemorate the jubilee, the manifestation Jheronimus Bosch 500 will be held. This manifestation includes various activities like exhibitions, seminars, concerts and film shows. The majority of these activities are concentrated in and around the city of Den Bosch, but other organizations in the province of Brabant also celebrate the jubilee. Seven leading museums in the province of Brabant, for instance, present a modern-day exhibition program with contemporary art, design, and culture. This program, called Bosch Grand Tour, takes place in the cities of Breda, Eindhoven, Tilburg and, of course, Den Bosch.

## VISIONS

The event in the manifestation and the Bosch Grand Tour that will attract the largest crowd is the exhibition 'Jheronimus Bosch - Visions of a genius' in the Noordbrabants Museum. This exhibition shows 20 of the 25 paintings examined by the various scientists from the Bosch Research and Conservation Project (an initiative from the Noordbrabants Museum, Radboud University and Foundation Jheronimus Bosch 500) during the past six years. At request, a special Bosch seminar can be booked in the museum.

## LOCATIONS AND ORGANIZATIONS

### FASCINATED BY BOSCH

Especially for the occasion of the Manifestation Jheronimus Bosch 500, several restaurants, organizations and locations present special activities and packages.

### Culinary

The Theater aan de Parade organizes 'At Jeroen's table: food, wine and company': from 10 AM to 8.30 PM, guests can enjoy the various sumptuous dishes on the theater cafe's menu. A selection of restaurants that are members of Restaurant Alliantie 's-Hertogenbosch serve lunch, high tea or a dinner on a collection of twelve plates showing art inspired by Bosch's paintings. There are special packages in which the guests are given the plates as a present, and can even collect the entire set. Stadsbrouwerij Cafe Bar Le Duc, which has brewed its own beers since 1999, offers a Jeroen Bosch Bier tasting.

### Activities

Every Friday, Saturday and Sunday, poetry Foundation DichtSlamRap from the city of Boxtel, and Vestingfietsen organize 'Varen met Jheronimus', a poetry boating tour on the river Dommel. From the covered Vestingfietsen boats, twelve poems by poets/poetryslammers Lotte Dodion, Jee Kast and Loren Brouwers are declaimed, together with some songs by the Eindhoven-born singer Iris Penning. Optionally, the tour can be extended with an bicycle tour, high wine or high tea. Brabant Event Bureau has developed a special Jheronimus Bosch Rally. In teams, participants get to know Bosch and Den Bosch by means of assignments including painting a triptych. Den Bosch Evenementen also offers a scouting expedition: the team with the best knowledge of the city and the painter, wins.

### Locations

Jheronimus Bosch was a member of the Illustere Lieve Vrouwe Broederschap, a society that convened in the Zwanenbroedershuis. The present-day building was constructed in the nineteenth century and now houses a museum exhibiting the history of the Broederschap as well as special cultural-historical valuable objects, including William of Orange's drinking cup. Remarkable is the reconstruction of the triptych 'De Tuin der Lusten', on which artist Henk Groenendaal is working in this house in 2016. The Zwanenbroedershuis can also accommodate private meetings, from lectures to private dinners.

Many hotels in and around Den Bosch have compiled a special Jheronimus Bosch arrangement, including De Ruwenberg, Landgoed Huize Bergen, Mövenpick Hotel 's-Hertogenbosch, hotel Guldenberg and Golden Tulip Hotel Central. Especially for the jubilee year, Hotel Central had the short film 'DIT IS BOSCH' made, a brief acquaintance with the painter and his philosophy. The film can be watched on a daily basis.



### WHO WAS JHERONIMUS BOSCH?

Not much is known of Jheronimus Bosch. He was born around 1450 in Den Bosch in a family of local painters. In 1488 the painter became a member of the Illustere Lieve Vrouwe Broederschap, a society of (aspiring) clerics for the veneration of Mary, also called the Illustere Lieve Vrouwe (Illustrious Lady). In his lifetime, Bosch was very successful with his paintings. Apart from merchants from Den Bosch, his work was also appreciated by prominent collectors like Engelbrecht II van Nassau and Philip the Bel of Burgundy. His grandson Philip II of Spain was also a keen collector and brought several works to Spain, which can now be seen in the Madrid Prado museum. In total, there are now 25 paintings that can be attributed with certainty to Bosch.



### CONVENTION BUREAU BRABANT

Interested in learning more about Bosch's city? Convention Bureau Brabant will be pleased to help you. The Bureau has several partners that can perfectly organize a congress or other business meeting. Partners include accommodations (mainly four-star hotels), venues (stock exchange buildings, churches, castles, manors, museums, industrial sites) and suppliers like caterers and DMCs. Apart from that, the organization is well represented in various high-quality networks through which it can realize knowledge transfer and can provide corporate meetings with content and meaning. [www.conventionbureaubrabant.nl](http://www.conventionbureaubrabant.nl)





### FANTASY ANIMALS

Since 2007, the Jheronimus Bosch Art Center has focused on the painter throughout the entire year. In this museum in the former Sint-Jacobs church, replicas of the paintings can be viewed. There are also images of fantasy animals and objects from the paintings, like a copy of the fountain from the triptych 'De Tuin der Lusten' (Garden of Lust). The Art Center can also accommodate private dinners and groups with a maximum of 200 persons. A visit will be even more enjoyable if combined with a boat excursion on the Binnendieze river that ends at the Art Center, passing several images from the Jeroen Bosch paintings under way. For the occasion of the manifestation, this regular route is renamed 'Hemel- en Hellevaart' (Heaven and Hell) boating tour during which the film 'Hemel en Hel' (Heaven and Hell) can be watched. Thanks to techniques like videomapping and

3D-projection, the viewer can experience the atmosphere as it was during Bosch's lifetime.

Other activities around the Jheronimus Bosch 500 manifestation include 'Een wonderlijke klim' (a marvelous climb, a guided tour of 96 statues resembling creatures from Bosch paintings, sitting on flying buttresses of the St Jan cathedral), the Bosch Experience (an exploration route passing several heritage locations in the city center where Bosch' story is told, also available as an app), the Bosch by Night Lightshow (a lightshow presented several times a week on a number of buildings on the Den Bosch Market square) and the fashion show 'Bosch by Addy' by couturier Addy van den Krommenacker (on 22 March).

### INTERNATIONAL ATTENTION

Not only the tourists are interested in Jheronimus Bosch. Corporate parties at

home and abroad increasingly realize the portent of the manifestation. "We see that venues in the region are expressly chosen to host a sales training, so the organization can combine this event with the manifestation", says Convention Bureau Brabant's Marieke Hendriks. "Obviously, the many activities are extremely suited to be included in a social program. Apart from that, we see that meeting planners include Den Bosch in their bid. Combined with the province of Brabant's pronounced profile in the fields of Hightech, Design (both in and around the city of Eindhoven), Agrifood (Den Bosch and Veghel), Logistics (Tilburg-Breda) and the province's Burgundian character, companies can find many points of interest."

A complete list of all activities can be found at [www.bosch500.nl](http://www.bosch500.nl).



# Hotel of the future

**In order to meet the high expectations of guests, the role of technology in the hotel industry is increasing in importance.**

**Apps, but Google Glass as well, are employed to maximally meet the demands of the guest. Japan saw the opening of the first hotel mainly run by robots.**

**F**or the Netherlands, is this only a thing of the distant future, or a development Dutch hotel managers will readily embrace? We list the technological developments the hotel industry should follow closely.

## INFLUENCE

Remarkable is that mainly the middle-class hotels prove to be the biggest investors in technology. This is shown by the research results from the Hotel Lodging Technology survey, held by Hospitality Technology magazine. Where formerly technology only played a valuable and supportive role behind the scenes, it is now a tangible asset, influencing the general hotel experience of the guest.

## DISTANT FUTURE

In the Japanese Henn-na hotel, robots perform the check-in, take your luggage to your room and tell you all about the hotspots of the city you are staying in. For the Dutch market this seems something of the distant future, but closer to home, in the Belgian Ghent Marriott Hotel, visitors are already greeted by the humanoid robot Mario. He (it) speaks nineteen languages and is provided with two cameras and software for facial recognition with which it can recognize clients for a period of six months. Mario can perform various tasks, like giving out key cards, but it can also keep an eye on

the younger guests who are playing in the hotel's 'Kidscorner'. The business guests can also count on his unconditional support. Mario is not short-circuited by, for instance, a Powerpoint presentation.

## APPS

Apart from the appearance of robots in the hotel industry, this sector sees the introduction of some other digital trends. In various Dutch hotels the check-in can be done by means of an app, and during your stay an app can also be used to choose for upgrades. A more comfortable room, a welcoming cocktail, a better view, a visit to the wellness

Remarkable is that mainly the middle-class hotels prove to be the biggest investors in technology.

center or ordering a cab, it can all be done from the smartphone or tablet. Because of the apps, there is more interaction with the guest, which makes it possible to faster meeting his demands and solving any problems. It is all about creating the best hotel experience. In 2013 the hotel software Oaky was launched, a Dutch invention. With the Oaky app the guest is in direct contact with the hotel by sharing wishes, interests and experiences from his smartphone or tablet. In the pre-arrival part he indicates his interests, which museums he wishes to visit in the city and which sports have his interest. But there is also a section with which he can customize his stay: which beverages does

he want in his minibar? What should the room temperature be? This way, the guest's wishes can be met optimally. Afterwards, the guest passes judgment on the facilities. The hotel uses the feedback and input to make the stay-experience during a next stay an even better one.

## GOOGLE GLASS

Google Glass is also making an advance in the hotel sector. Starwood Hotels & Resorts, for instance, has developed a reservation app especially for Google Glass. With this, Starwood is the first hotel brand worldwide with a dedicated Glass-app. Using this SPG-app (Starwood Preferred Guest) guests can check their account, as well as the more than 1,200 Starwood hotels worldwide. Also, reservations can be made directly in the app, that was built especially for Google Glass. Some time ago, OTA Destinia launched Hotel Near me, with which, on the Destinia website, all available hotel rooms in the vicinity of the Glass-wearer can be checked, filtered by price and booked immediately. The Glass also guides the wearer to the front door of the booked hotel.

## LI-FI

For every guest, free Wi-Fi is essential, but expectations are high regarding the new technology that is the successor of Wi-Fi: Li-Fi. This technology distributes internet signals and datastreams super fast by means of infra-red light throughout the hotel and the rooms. Regarding the internet of things (IoT), smart coffeemakers will be able to remember the personal preferences of hotel guests. In his room, the guest will find Oculus Rift headsets for 3D virtual reality in-room entertainment. With this set, the guest is immersed in a virtual world. And if you have forgotten to pack your toothbrush or dress-shoes, you simply use the hotel's 3D-printer to make a new one. Meeting rooms will offer the possibility to project images on any type and shape of surface. Last year at NH Hotels, for instance, we witnessed a meeting in which holograms were used. Here, tables could also be seen that functioned as wireless chargers, simply by placing mobile devices on them. In short: the sky is the limit regarding the technological developments in the hotel sector. Are you ready for this?



Gelderland:

# The EMT epicenter of the Netherlands

Over a decade ago, several large industrial companies left the industrial zone Industriepark Kleefse Waard on the edge of the city of Arnhem. What remained was a mainly empty and obsolete business area. With the objective of reviving the area, the plan was launched to focus the redevelopment on Energy and Environmental Technology (in Dutch: Energie- en Milieutechnologie, EMT), and this plan received a great deal of public support. But that is not the only result: nowadays, the province of Gelderland has become the epicenter in the field of EMT, partly thanks to the efforts of stichting (foundation) kiEMT.

// Stichting kiEMT, which stands for 'knowledge and innovation in Energie- en Milieutechnologie, was conceived ten years ago when a number of companies, governmental and educational institutions decided to jointly develop new business at the industrial area Industriepark Kleefse Waard. "The foundation's goal is to link companies that want to develop products, educa-

## CONGRESS OR EVENT

Convention Bureau Gelderland promotes the province of Gelderland as destination for business meetings. The organization bundles the varied offer of business and festivity venues in Gelderland for meeting planners and event organizers, and gives independent, free of charge and personal advice for the organization of your event. Among many other things, Convention Bureau Gelderland can provide support with advice on location, the inventarisation and co-ordination of availability of locations, hotel rooms and other services, establish contact between you and the locations/accommodations of your choice, co-ordinatie and organize site inspections, arrange hotel registration and mediation for your congress or event, give advice for the compilation of a social or partner program, and supply promotion and folder material on Gelderland. [www.conventionbureau.nl](http://www.conventionbureau.nl)

tional institutions that offer courses on energy, and governments that have an energy policy, in order to create new activity aimed to boost the competitive force, economy and employment in the eastern part of the Netherlands", board director Harry Webers explains.

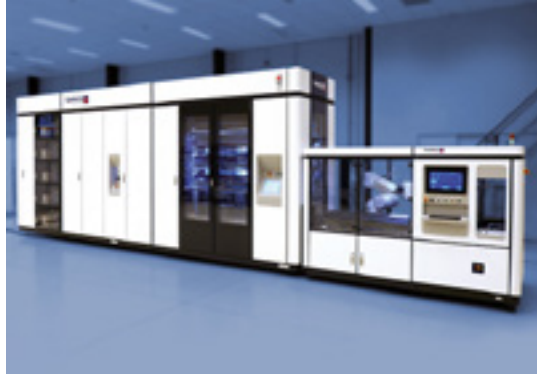
## NEW ACTIVITY

These days, stichting kiEMT has grown into a network of 230 (major) participants located in the provinces of Gelderland and Overijssel, with the ambition to grow even





Harry Webers



further in the directions of the Dutch provinces of Brabant, Limburg, as well as the German province of Nordrhein-Westfalen. The foundation receives funds from the (major) participants and subsidies from governments like the province of Gelderland. In the past three years the foundation kiEMT executed, assigned by the province of Gelderland, the Topsector development program Green Tech Alliances, which was recently extended by four years. This program focuses on the themes cleantech and biobased economy. Webers: "This program comprises ten themes that should stimulate the creation of new business, from Human Capital, knowledge development and its practical application, to clustering, financing and internationalisation. Apart from stimulating projects within the program, we also organize activities like support and the annual Green Tech Week."

#### RESULT

In the past ten years, stichting kiEMT and its (major) participants have achieved remarkably good results. "In Gelderland, 175 new EMT companies were established, which brings the total to 1,400. Apart from international companies, this also includes Dutch enterprises like Gazelle and many start-ups. Moreover, in 10 years' time 2,000 new jobs were created, on a total of 30,000

#### WHY IS GELDERLAND SO SUCCESSFUL?

According to Harry Webers, the success of Gelderland as EMT region can be attributed to three factors. Firstly, traditionally, Gelderland had many companies active in the production industry, like Gazelle in Dieren and Remeha in Apeldoorn. Originally, this often are family businesses, aimed at continuity and sustainable growth, and because of this, also at sustainable production processes and products. Apart from that, Gelderland has a strong agro and food industry, thanks to the many agricultural companies and the presence of the renowned educational institutions Wageningen University & Research, Hogeschool Van Hall Larenstein in Velp, HAN and the Radboud Universiteit in Nijmegen. Finally, the city of Arnhem, with its tramline company, is the Dutch electricity city par excellence, with enterprises like DNV-GL (formerly KEMA), Tennet and Alliander. "The combination of a strong production industry, the focus on continuity and sustainability, and a strong agro/food sector and energy sector ensures that you have all the means, parties as well as the right mindset to make the transition to a circular economy", says Webers.

EMT jobs. And the economic spinoff from the developments in the field of EMT amounts to no less than 2.2 billion Euros."

#### INSPIRATION

Partly thanks to the efforts of stichting kiEMT and the actual business, the province of Gelderland has every right to call itself the EMT epicenter of the Netherlands. Webers: "We can give many fine examples of companies that have made the transition to a sustainable production process,

as well as unique start-ups that develop sustainable, energy-saving products like a battery that works on sea salt. But the good example is also given by knowledge and education institutions (advanced education level, higher education level and academic level) and large enterprises that perform groundbreaking EMT research, as well as municipalities that are really progressive in the field of sustainability. Here, more than enough inspiration can be found." [www.kiemt.nl](http://www.kiemt.nl)



Statues garden in the Kröller-Müller Museum in Otterlo (municipality of Ede). Apart from the dedicated Van Gogh Museum, this museum has the largest collection of Van Gogh paintings in its possession. The location is also extremely suitable for the organization of business meetings.

## FoodValley

# The knowledge center of the agrofood sector

**For 10 years now, the area around the city of Wageningen has been designated as FoodValley: the knowledge center of the agrofood sector in the Netherlands. Actually, worldwide this is better known than here in our own country: the Dutch know-how and knowledge on the production, storage, logistics and trade of food is top notch. Wageningen University and Research is the best known institution. From all over the world, people come here to study and do research. And after some years, they return to their land of origin to enhance and reinforce the food chain there.**

In 2011, eight municipalities have drawn up a common ambition: to develop the region into an area with one focus: collaborating in innovation in the field of agro and food. Farmers and industry jointly. Local and global to complement each other's efforts.

In the meantime, this collaboration was extended.

Partners from the sectors of education, research, business and government have drawn up common ambitions and work together on the realization of projects. Experience learns that it is exactly this collaboration that propagates innovation.

With Food as focus, this collaboration creates opportunities for many parties in the region. Hotels, restaurants, transport companies and care institutions are stimulating each other by picking up new ideas, thanks to his collaboration. The hospital in the city of Ede, for instance, has made an alliance with Wageningen Universiteit, and is now the 'Voedingsziekenhuis' (food hospital) of the Netherlands.

### FOODVALLEY

FoodValley attracts a great deal of interest from abroad. The region is visited by many missions. Many countries, including quite a few from Asia, want to realize a concept similar to that of FoodValley. Cities with millions of inhabitants see the Netherlands as a source of inspiration for the development of sustainable food systems. Every day, we have a wide choice of food and ingredients. Moreover, the Netherlands are second-largest exporter worldwide of agro and food.

There are also many local initiatives. The region offers a broad range of products. More and more often, restaurants, cafes and institutions work with regional products. This enhances the commitment of its inhabitants and companies to the FoodValley concept. Apart from



**FOODVALLEY**

A green valley with many food-related activities. That has been so for over 100 years. FoodValley: a compact region, recognizable, a great deal of food knowledge and innovations in the field of healthy and sustainable food. Of course, things have developed in that century. The scale, the techniques, the issues. But still, we develop and test knowledge and apply this. All these years we have been developing new techniques and technologies. And still, everything is focused on innovation. FoodValley: experimental field of the world.

Frankfurt  
50 kilometers / travel time: 10 minutes



producing more food (because of the increasing world population), it is also about a higher quality of food: more sustainable and healthier.

Connection and meeting are the key words in the plans for the region. It is exactly in a region that parties can easily meet. There is constant attention for the development of relations between players from the various backgrounds. Machine builders work with researchers on incuba-

tors for chickens. Students work together with transport companies on apps for new transport systems.

The region is also developing as a place of meeting. With its central location in the country, the region is a strategic area for congresses, seminars and meetings. Thanks to state of the art facilities, exceptional catering and excellent accessibility, more and more organizations opt for this region. In the past years, the offer of hotel

rooms has increased considerably. There is a wide variety of congress facilities.

Many network organizations combine a congress with a visit to an agrofood company. The region has several innovative enterprises that welcome visitors and provide guided tours. Combined with local catering, you can offer your guests quite a pleasant, surprising event.

[www.foodvalley.nl](http://www.foodvalley.nl)



Mövenpick Hotel Amsterdam City Centre



NH Collection Grand Hotel Krasnapolsky

# Top Meeting Hotels in Europe

**Cvent, Inc., a leading cloud-based enterprise event management company, released – for the first time – its annual list of the top hotels for meetings and events in Europe. The results have been collated using meeting and event booking activity through its Cvent Supplier Network.**

**F**eaturing approximately 240,000 hotels, resorts and special event venues, the Cvent Supplier Network is one of the world's largest and most accurate databases containing detailed venue information. The platform, which was responsible for sourcing more than \$9.8 billion in meetings and events through its marketplace in 2015, serves as a valuable search engine for global meeting planners and venue sources across the globe.

## CRITERIA

Throughout the duration of the study, Cvent evaluated hotel properties that generated business through the Cvent Supplier Network from January 2015 through December 2015. The properties were ranked on various criteria, including total requests for proposals (RFPs), awarded RFPs, total room nights, awarded room nights, major metropolitan area (MMA) market share, conversion rate, and the hotel's unique profile visits in the Cvent Supplier Network. The criteria are designed to provide the most accurate reflection of the top meeting hotels in Europe.

## Top Europe Hotel Properties:

1. Hotel Arts Barcelona – Barcelona, Spain
2. Hilton Prague – Prague, Czech Republic
3. Hilton Diagonal Mar Barcelona – Barcelona, Spain
4. Paris Marriott Rive Gauche Hotel & Conference Center – Paris, France
5. Hilton London Metropole – London, UK
6. Sheraton Frankfurt Airport Hotel & Conference Center – Frankfurt, Germany
7. InterContinental Vienna – Vienna, Austria
8. W Barcelona – Barcelona, Spain
9. DoubleTree by Hilton Amsterdam Central Station – Amsterdam, Netherlands
10. Park Plaza Westminster Bridge London – London, UK

## AMSTERDAM

Cvent also specifically rated the hotels/venues in Amsterdam:

## Top 10 hotels / venues in Amsterdam:

(between brackets: the ranking in the top 50)

1. DoubleTree by Hilton Amsterdam Central Station (no. 9)
2. Amsterdam Marriott Hotel (no. 17)
3. Mövenpick Hotel Amsterdam City Centre ijVENUES (no. 18)
4. Hilton Amsterdam (no. 28)
5. Hotel Novotel Amsterdam City (no. 31)
6. Renaissance Amsterdam Hotel (no. 48)



Hilton Amsterdam

- 7. NH Collection Grand Hotel Krasnapolsky
- 8. Mercure Hotel Amsterdam City
- 9. Radisson Blu Hotel Amsterdam
- 10. Hotel Casa 400 Amsterdam

**KEY PLAYER**

David Chalmers, marketing director for Cvent Europe, commented, “The Netherlands, and Amsterdam in particular, have become a key player in the European MICE landscape. Last year Amsterdam was ranked fourth in Cvent’s top 25 Meeting Destinations in Europe, which comes as no surprise given the number of quality hotels, venues, and service providers.

“The Netherlands, and Amsterdam in particular, have become a key player in the European MICE landscape.”

This year, a number of Dutch venues have also made Cvent’s annual list of the top 50 hotels for meetings and events including DoubleTree by Hilton Amsterdam Central Station, Hotel Novotel Amsterdam City, Renaissance Amsterdam Hotel, Hilton Amsterdam, Amsterdam Marriot Hotel and Movenpick Hotel Amsterdam City Centre ijVENUES.

Amsterdam also offers the million-square-foot Amsterdam RAI Convention Centre, a beautiful landscape of canals, architecture, and world-class museums as well as affordable connecting flights from Schiphol Amsterdam Airport to both European and international destinations, making the Dutch capital a very appealing choice to MICE planners across the globe.”

**LISTINGS**

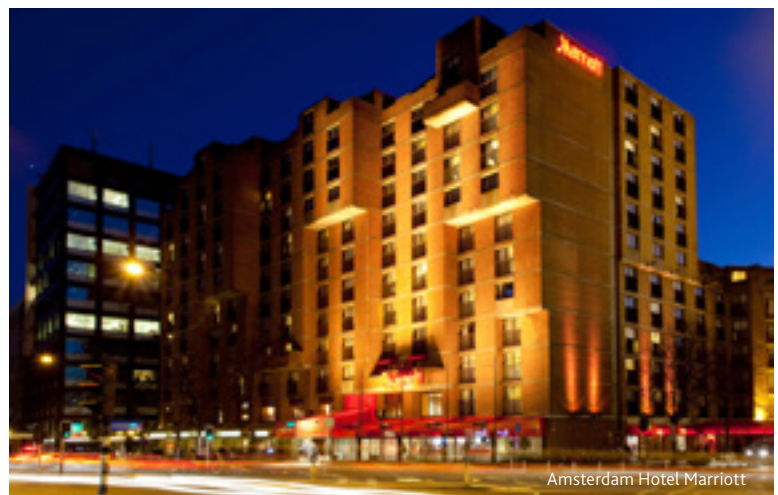
The Cvent Supplier Network contains listings of hotels and other venues in more than 175 countries that can be searched and filtered based on approximately 200 meetings and events attributes. The Cvent Supplier Network is part of the Cvent Hospitality Cloud, which provides hotels, CVBs and other event venue owners, solutions to effectively generate qualified demand for meetings and events, manage that demand more efficiently, and measure group business performance.

David Chalmers added, “Through developing the Cvent Supplier Network, we’ve established a robust marketplace that provides not only valuable industry insight but also delivers group business in volume to hoteliers by creating visibility among a large global audience of meeting and event planners. This is the first time that we’ve conducted this study within Europe and the results will serve as a valuable resource going forward for meetings and events planners.”

For more information regarding the Cvent Supplier Network, visit [www.cvent.com/rfp/hotels](http://www.cvent.com/rfp/hotels).



Radisson Blu Hotel Amsterdam



Amsterdam Hotel Marriott



Giro d'Italia 2016

# The province turns pink

**The Netherlands are the world's leading bicycle country. This claim is supported by the fact that our nearly 17 million inhabitants are the proud owners of 23 million bicycles. Which boils down to 1.3 bike per person. The city of Utrecht is building a parking garage which is to accommodate 12,000 bicycles. The city of Amsterdam has a population of 850,000, but over one million bikes. The Dutch Cycling Embassy worldwide sells Dutch know-how on, for instance, the ideal bike infrastructure for a city.**

**I**t is no wonder then, even almost logical, that our country is chosen as starting location for major international cycling events. Last year, for instance, the city of Utrecht hosted the 'Grand Départ' of the Tour de France, followed by a leg through the province of Zeeland. This

## ITINERARY

- 1 April- 8 May: Piazzas (street festivities) in cities throughout Gelderland
- 1 May: Giro Gelderland amateur tour
- 5 May: Team presentation in Apeldoorn
- 6 May Leg 1: Apeldoorn – Apeldoorn (individual time trial)
- 7 May Leg 2: Arnhem – Nijmegen
- 8 May Leg 3: Nijmegen – Arnhem

year, on 6 May, the Giro d'Italia will start (the Grande Partenza) in the city of Apeldoorn, followed by two legs which will traverse a large part of the province of Gelderland. In 2017, the cities of Arnhem and Nijmegen will co-host Velocity, a major international event for the bicycle industry.

## MAXIMUM PROFIT

Cees Priem, the former cycle racer and team manager, played a major role in bringing the Giro to the Netherlands. He approached Jan Markink, County Council Deputy for sports in the province of Gelderland, and presented the plan. They soon concluded that bringing the Giro to Gelderland was an excellent idea. They



### WORLD TOUR

The World Tour includes the 27 most important cycle events worldwide, of which the Tour de France is still considered the biggest event. To name some others: the Italian Giro d'Italia, the Spanish Vuelta, the Belgian Ronde van Vlaanderen, Luik-Bastenaken-Luik, and the Vlaamse Pijl, as well as the Dutch Eneco Tour and the Amstel Gold Race, but also the Tour de Suisse. The comparison with the tennis world is quite apt: as 'grand slams', the Tour de France then counts as the Wimbledon tournament, the Giro rates as the US Open. Lately, however, a turn is taking place: the Giro is gaining in interest, and therefore also in importance regarding the points that can be scored in this World Tour classification.



especially considered possibilities to have Gelderland profit maximally from such a large event. Crucial in that aspect is that the event should span a period of several days. Negotiations were held, and the result was that Gelderland hosts the Giro for three days: the start (Grande Partenza) will take place in the city of Apeldoorn with an individual time trial. The next two days will see two legs which will pass through almost the entire province of Gelderland. Which is an excellent reason for a great many activities to be organized in and around the cities that are passed through, but especially in the start/finish cities of Apeldoorn, Arnhem and Nijmegen.

### SIDE EVENTS

In total, the Giro will stay in the province of Gelderland for four days, but the event is actually started with an extensive promotion campaign to stimulate the cities and villages the Giro passes through, to organize all kinds of activities around

the cycling event. Already, some 500 so-called side events will be taking place. The French image of the Tour is more than matched by the Italian character of the Giro, so these side events all have an Italian get-up. To give an example: municipalities can submit requests to hold 80 convivial neighborhood feasts, called *piazzas*. The intention of these feasts is that neighbors enjoy an Italian-style meal in a Giro-pink setting. To facilitate this, the organization supplies packages including, among other items such as ingredients for a pasta recipe, accessories with which the street or the square can be decorated in pink. There also is a limited budget available with which the inhabitants can organize all kinds of activities around the cycling, in order to make the Giro street feast even more successful. These *piazzas* will be taking place from 1 April to 8 May. Furthermore, Italian markets will be organized, so-called *mercato*s, for which companies can submit requests to present themselves by means of hospitality and sponsoring.

### PROJECT TEAM

Remarkable for the activities around the event is that these are actually organized and facilitated by the provincial government. The project team responsible for the organization, GiroGelderland, is made up by civil servants from the province, complemented by colleagues from the partner cities of Apeldoorn, Arnhem and Nijmegen. Apart from these, several professionals experienced in the organization of major sports events were included, in order to guarantee the success of the event.

For the Dutch, the person drawing the largest crowd will be Tom Dumoulin. This Dutch racing cyclist is the first sportsman in years to have a chance to win. Of course, many more great cyclists will be present, such as Roberto Cancellara, but a Dutchman in the Pink Sweater in the Netherlands, that is so exceptional that it may never happen again, so that is something you simply must witness. [www.girogelderland.nl](http://www.girogelderland.nl)





Making our mark:

# Expressions with 'Dutch'

**Apparently, the Dutch language is very difficult for foreigners to learn, so they just love it when we, the Hollanders, (try to) speak their language. Still, we have made our mark on several international languages and expressions, the best known being probably the word 'apartheid'. This is not a concept to be proud of, we realize that. Nor several other expressions in which our nation's name plays a role. In categories, we list some of these, including their (sometimes not so favorable) meaning.**

## PERSONAL:

- The Dutch act: committing suicide.
- Dutch comfort: not much of a comfort.
- Dutch courage: bravery induced by alcohol/liquid courage.
- Dutch drops: type of medicinal oil ('Haarlemmer olie').
- Dutch uncle: admonishing person, criticizing others and know-better.
- Talk like a Dutch uncle: not beating about the bush.
- Dutch wife: type of pillow.
- Dutch parachute: when a group of people smoke marijuana under a blanket.
- Dutchy: rolled cigarette including marijuana.
- Dutch plug: volunteer for a depraved and often 'sloppy' act
- Dutch prince: A haircut obtained when you have long hair over your ears, and you cut your bangs to above your eyebrows. Very popular among hockey players who want to have long hair, but do not want impaired vision. Usually a diss given out to someone with this hair style.
- Dutch punch: a punch you deliver to a third party on behalf of a friend or significant other who is either unwilling or unable to deliver swift, five-knuckled justice. Also known as dutch knuckles.

For several reasons (probably because of one or more of the characteristics mentioned above) various people have used or gotten the nickname 'Dutch', including US presidents (Ronald Reagan) and gangsters ('Dutch' Schultz).

## TRADE:

- Dutch treat: everyone pays himself: go Dutch.
- Dutching: in gambling: betting on more than one outcome.
- Dutch auction: public sale.
- Dutch bargain: sale concluded with a stiff drink.
- Dutch book: bookmaker who accepts small bets.

## BIOLOGY:

- Dutch clover: type of white clover.
- Dutch elm disease: type of tree disease.
- Dutch garden: ould-style garden with pond.
- Dutch(man's) breeches: type of plant.
- Dutch cheese: cottage cheese.
- Dutch hoe: scuffle hoe.
- Dutchman's pipe: type of plant.
- Dutch piss: a euphemism for Heineken beer. It is used by some because of the strong and bitter taste of Heineken.

## GENERAL:

- Dutch barn: type of shed.
- Dutch door: type of barn door, top and bottom part can be opened separately.
- Dutch blue: litmus.
- Dutch clinker: type of brick, yellow in color.
- Dutch doll: doll with flexible limbs.
- Dutch defense: a chess opening.
- Dutch foil/metal/leaf/gold: gilt, tinsel.
- Dutch oven: baking oven / metal shield for roasting before an open fire.
- Dutch roll: snake bend (in ice skating) /

a combination of directional and lateral oscillation of an airplane.

- dutchman: a device for hiding or counter-acting structural defects.

Sources: Merriam Webster's Collegiate Dictionary; Cambridge International Dictionary of English; www.urbandictionary.com

## MORPHED

Because of our quite eventful and not always positive history, many other Dutch words have found their use in other languages, whether or not morphed. The Dutch language is not only spoken in the Netherlands, but also in a part of Belgium (Flanders), and 'thanks' to our colonial past, as well in the Carribean (the Dutch Antilles), South-America (Surinam) and Africa (South-Africa, where the white population speaks 'Afrikaanders').

## OCCUPATION

Speaking of Surinam: we once swapped this for what was then called New Amsterdam, nowadays better known as New York. Some references to our occupation in those days can still be found. Think of Wall Street (Walstraat), Brooklyn (Breukelen), Harlem (Haarlem) and many other names of streets, cities and persons (Stuyvesant!).

Our history (especially our explorations) is also reflected in names like New Zealand (we have a province called Zeeland).

## DIALECT

Apart from that, we have quite a few dialects in the Netherlands, something you probably would not expect in such a small country. A person speaking the local lingo in the province of Drente would not be understood by someone from for instance, the province of Limburg, and vice versa.

Yes, our language is difficult, with many irregular verbs and illogical aspects, but because of our history, our explorative and trading characteristics, there is a lot more of our lingo worldwide than you might expect. Nevertheless, this background also ensures that we learn other languages quite fast. To our – and other people's – benefit.

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

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

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

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

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



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# THE RISE OF VIRTUAL TRADE FAIRS

Trade fairs are essential events for the face to face interaction between producers, suppliers, distributors and consumers. The purpose of the events is to build reliable business relations, support the exchange of information and know-how by networking, and to generate ideas and concepts. Although many companies participate in trade fairs because they do not have the financial means to invest in more expensive marketing activities, taking part in a trade fair can be very costly for an exhibitor.

Text Patrick Wijsman

**F**or a visitor it can be extremely time-consuming to take in all that is presented at a trade fair. An other issue is that there is a dispute on the matter whether it is possible for companies to quantify the return on trade show investment. This issue is further enlarged by the fact that many companies cannot successfully link future sales to the actual clients. This problem could be solved by virtual trade fairs.

Actual developments in information and communication technology help solve the problems of the rising costs of trade fair participation and measuring its return. So-called virtual trade fairs are now becoming a cost-effective alternative for the traditional events. Virtual trade fairs are online platforms where clients, suppliers and distributors virtually convene at almost any time and any place. At a virtual trade fair, a digital multimedia environment facilitates the interaction between

“Actual developments in information and communication technology help solve the problems of the rising costs of trade fair participation and measuring its return.”

exhibitors and visitors by means of chat rooms, videoconferencing, tailor-made digital presentations and interactive online product demonstrations. You do not have to be a rocket scientist to create or visit a virtual stand, as normally speaking the platforms are pre-constructed. After completing a computerised registration, the contact data is included in the profile, enabling visitors to view and download these. Virtual trade fairs have better tracking devices (for instance the time a visitor spends at any virtual stand) than traditional shows, which can facilitate a better way to follow up on leads. At a physical trade fair it is virtually impossible to see all that is going on regarding presentations and demonstrations, whereas at a virtual



Patrick Wijsman is a graduate from the Erasmus Universiteit at Rotterdam, the Netherlands as Master of Science Entrepreneurship & New Business Venturing. For his master thesis he did research on the rise and feasibility of virtual trade fairs, for which he gathered research data from 104 visitors of the ‘Ondernemers Vakdagen’ trade show in September 2011 at the Evenementenhal Venray. Wijsman is co-founder of the Goodstore company ([www.goodstore.nl](http://www.goodstore.nl)), a web company with various webshops for sign&display, decoration and office products.



event, everything is logged: whether you click a brochure, attend a videoconference or start a chat session. This way, virtual trade fairs can combine the high level of virtual reality with the efficiency and popularity of the internet, enabling entrepreneurs to save time and money.

#### BETTER COVERAGE

Researchers, trade fair experts and visitors of physical trade fairs have different opinions on whether virtual trade fairs are suited to replace physical events. On the one hand, virtual trade fairs are as informative as traditional events; on the



other hand, they are more flexible because visitors from all over the world can visit whenever it suits them. Apart from that, virtual trade fairs have a better coverage without affecting the quality of the information on products and services. What is more, the obtaining and exchanging of high-grade information and its depth and details can even be enhanced. Virtual trade fairs also significantly lower the transaction costs, consisting of the time entrepreneurs, managers and employees spend searching for clients and suppliers, as well as the expenses for travel, physical meeting room and the processing of paper documents. The virtual trade fair's information technology can also effect a decreasing of the perceived social distance between people, thereby facilitating and enhancing the communication.

#### ADDITION

The biggest disadvantage of virtual trade fairs compared to the physical events is the lack of face to face contact. On a virtual platform, the 'personal touch', which could

be crucial in building and/or maintaining a business relation, is missing. That is why many researchers and trade fair experts think that virtual trade fairs can only be an addition to and not be a replacement for the physical events, as as yet, no substitute has been found for the effectiveness of face to face interaction. In general, face to face communication is considered an essential condition for the creation of reliable business relations and the communication of sensitive knowledge and information at trade fairs. An other important disadvantage of virtual trade fairs is the inability to actually see and feel the products. It can be difficult to fully understand digital products and technologies without viewing them in reality. As yet, a virtual trade fair can not provide the visitor with the experience of really seeing, feeling, smelling and actually testing the products.

#### HYBRID TRADE FAIRS

In spite of the fact that the major (dis)advantages of the virtual trade fair concept are obvious, researchers, trade fair

experts and physical fair visitors differ in their opinions on the suitability of virtual trade fairs as a substitute for physical events. This dispute is mainly caused by the recent developments in information technology, the actual economic situation and the next generation of 'digital natives' who will enter the working environment. According to some experts, it is not a discussion of virtual versus physical, but more one of how they can complement each other. The number of so-called 'hybrid trade fairs' will grow: physical events with digital additions in which the physical fair's face to face communication is combined with cost reductions, the comfort and the larger coverage of virtual technology. Although the concept of virtual trade shows is becoming more and more popular and has experienced a steady growth during the past years, it still is a novelty for the mass audience.

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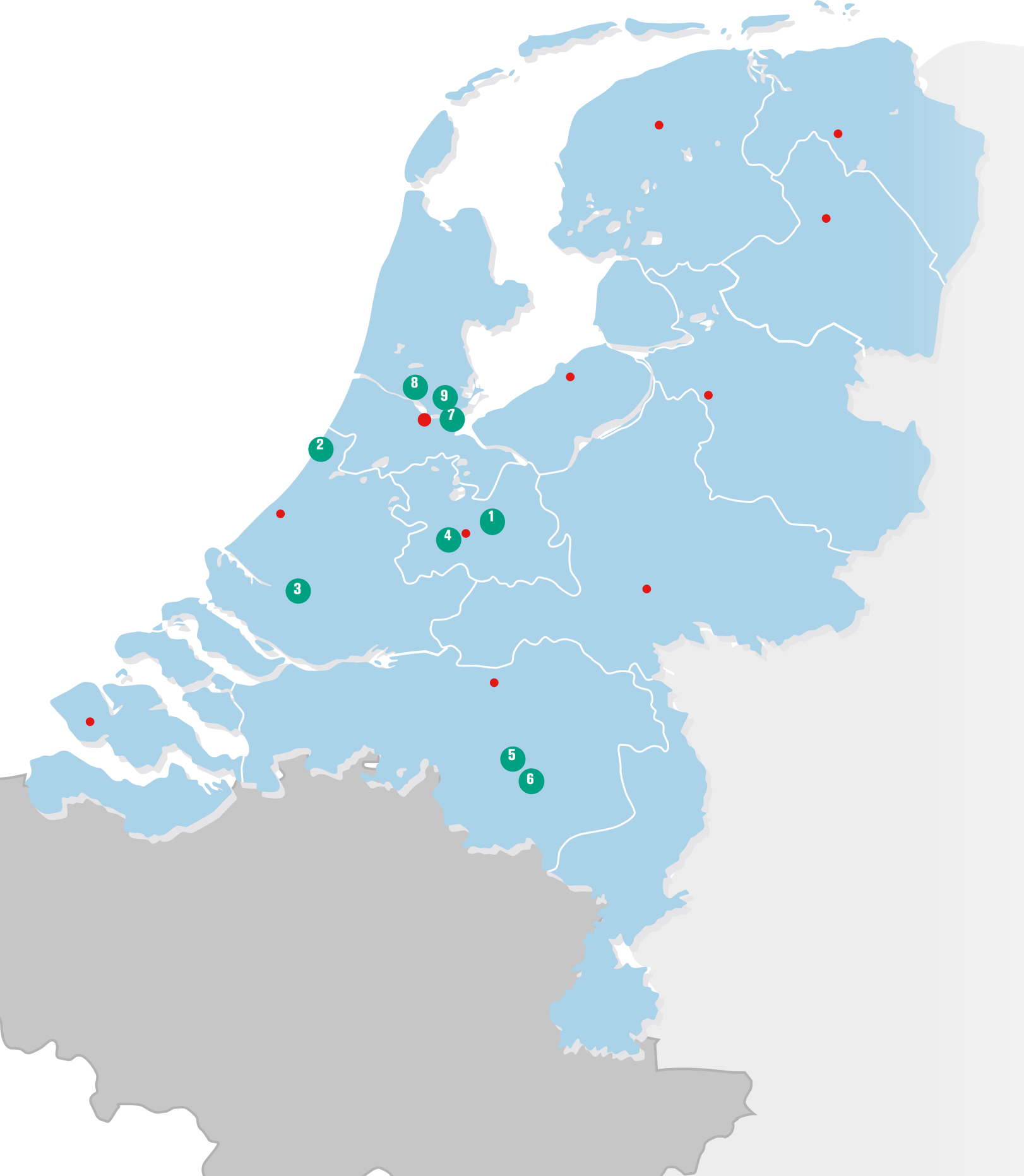


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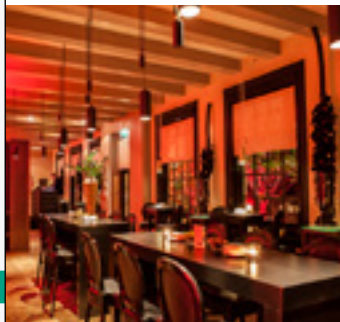
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# Events calendar

**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.**

- Manifestation Jheronimus Bosch 500 (see page 22-25) - entire year of 2016, Den Bosch. [www.bosch500.nl/en](http://www.bosch500.nl/en)
- Grande Partenza Giro d'Italia (see page 38-39) – May 6th till May 8th, Apeldoorn, Nijmegen and Arnhem. [www.girogelderland.nl/english](http://www.girogelderland.nl/english)
- National Mill Day - second Saturday and Sunday in May

- Holland Festival – June 4th till June 26th , Amsterdam. [www.hollandfestival.nl](http://www.hollandfestival.nl)
- Oerol Festival – June 10th till June 19th, Terschelling. [www.oerol.nl/engels/what-is-oerol](http://www.oerol.nl/engels/what-is-oerol)
- North Sea Jazz Festival – July 8th till July 10th, Rotterdam. [www.northseajazz.com/en](http://www.northseajazz.com/en)

- 't Preuvenemint – August 25th till August 28th, Maastricht. [www.preuvenemint.nl](http://www.preuvenemint.nl)
- World Port Days – September 2nd till September 4th, Rotterdam. [www.wereldhavendagen.nl/en](http://www.wereldhavendagen.nl/en)
- International Documentary Festival Amsterdam (IDFA) - November 16th till November 27th. [www.idfa.nl](http://www.idfa.nl)
- PAN Amsterdam - November 20th till November 27th. [www.pan.nl](http://www.pan.nl)
- Amsterdam Light Festival - December 1st till January 22th. [www.amsterdamlightfestival.com](http://www.amsterdamlightfestival.com)

@ More Dutch events can be found at [www.holland.com](http://www.holland.com)



‘I’m from Paris’,  
she said. He smiled  
and drank his wine.  
‘Boston... but boy  
do I love Amsterdam.’



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