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Business Destination

Holland

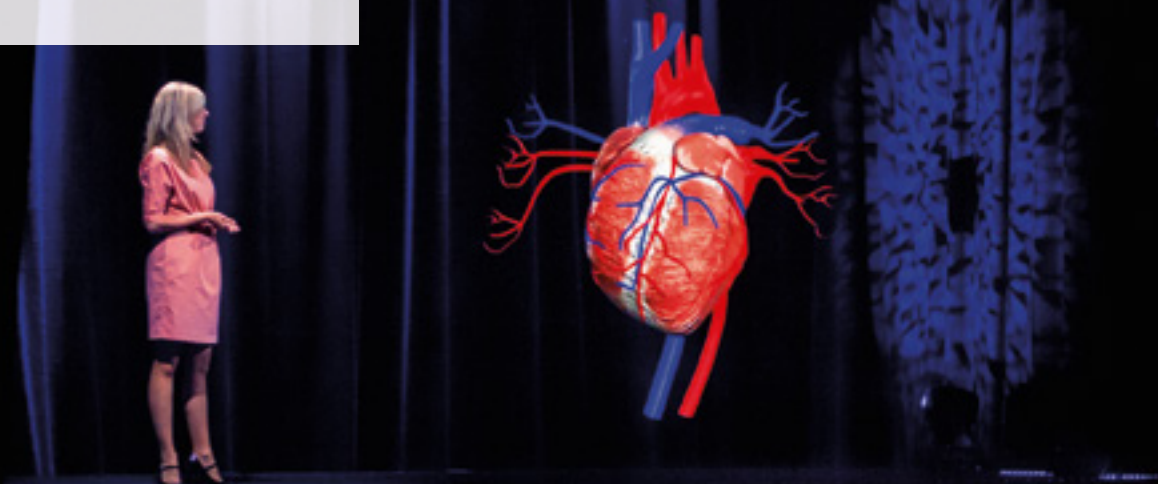
Volume 6 - nr2 - 2016 - MeetingInternational.org

Find out why Holland should be
your next MICE destination

Holland keeps you moving - Locations with a history - The Hague: Secure feeling of welcome - Brainport: Ideal meeting port - Social media: Useful or not?

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Be inspired

When I was still a child, I could never make up my mind what to choose. Every time, at the end of the year, when the holidays came into view, I would love to get that Lego pirates' ship, but that awesome 3D puzzle of a Tyrannosaurus Rex was also cool. And that Cowboy Barbie with the beautiful purple hat and matching boots was definitely a must-have...

I can very well imagine that sometimes, meeting and event planners and PCO's also find it very hard to make a choice. This issue begins by opting for a destination for the meeting. Which country and which city meets the most requirements, is best compatible with the meeting's theme, and, not to forget, also has enough interesting possibilities to spend the free hours? Which bidbook is the most attractive, and which city has sufficient hotel accommodation near the actual venue?

Regarding the Netherlands, all these questions can easily be answered – and more – by the staff at the Holland Stand at ibtm. Because although the Netherlands are a relatively small country where surface is concerned, the choice of interesting cities and regions is enormous. Take, for instance, the ever popular capital of Amsterdam. Or the city of Rotterdam, where modern architecture abounds yet combines marvelously with the city's historic, iconic buildings. The city of Utrecht focuses on green, smart and health, and offers an easy-going atmosphere with, among other features, beautiful canals and wharf cellars in the city center. And The Hague is famous for its image of beating heart of the International City of Peace and Justice, as well as leader in the field of security. Or would you rather opt for the Brainport region around the city of Eindhoven, where innovation and design go hand in hand? And then there is also the possibility of sniffing the sea breeze, for instance on one of the Wadden islands or at the seaside city of Noordwijk, or in the province of Zeeland. Or, alternatively, visit a great historic site, for instance one that lies in the middle of a nature reserve.

The good news: it is very well possible to combine some or all of the options in one visit to Holland, because, as I mentioned before, the distances between the many different options are always short!

Have I been able to arouse your curiosity to the ample possibilities the Netherlands offer? Have fun at, and be inspired in Barcelona!

Kind regards,

Sofie Fest
Editor Meeting International

9 Holland keeps you moving

In Holland, we like to stir things up and look for new opportunities. We set you in motion and affect you. Our DJs get people moving on every dance floor. And with our open mind we welcome the unknown and approach challenges in a creative way.

16 Locations with a history

Meeting in a former city hall, a stayover in an authentic church, or have a celebration in an enchanting castle? At these locations you can really forget the day-to-day worries. Thanks to their rich history, these locations have a story to tell.

22 Green, healthy and smart city

Utrecht is the ideal city for international gatherings. The central location in the Netherlands and unique historical setting make Utrecht a natural and obvious meeting place. Hans Sittrop, manager of Utrecht Convention Bureau: "Utrecht offers everything it takes to facilitate a successful conference your guests will remember."

32 Meeting without walls

Scientific research shows that meeting in a natural environment has a positive influence on the participants. The air, for instance, is full of oxygen, unlike the atmosphere in many office spaces. Apart from that, the view of natural surroundings reduces feelings of stress, which enables the participants to better concentrate. Exchange the artificial light for the sun and the air conditioning for the fresh air. Start meeting without walls!

34 Secure feeling of welcome

The mission is ambitious: The Hague aims to achieve the status of second conference city in the Netherlands, after already having climbed in the rankings from fourth to third place. By working closely together, the city council, The Hague Convention Bureau, World Forum and other parties create an atmosphere where hospitality, security and content go hand in hand.

"People will forget what you said, people will forget what you did, but they will never forget how you made them feel."

Bogdan Manta, page 14





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MVM Producties b.v.
Postbus 6684
6503 GD Nijmegen

Kerkenbos 12-24a
6546 BE Nijmegen
t: 024 - 3 738 505
f: 024 - 3 730 933

PUBLISHER:
Michael van Munster

PRINTING:
Atlas

EDITOR IN CHIEF
Sofie Fest
sofie@vanmunstermedia.nl

EDITORS
Hans Hooft, Jessica Scheffer

ADDITIONAL CONTENT BY
Eric Bakermans, Saskia van Muijlwijk,
Aart van der Haagen

LAYOUT
Joost Franken, Jan-Willem Bouwman

PHOTOGRAPHY
NBTC, Toerisme Utrecht, The Hague Online
Media Center, Aart van der Haagen

COVER
The 'Hofvijver' in The Hague, nearby the political
epicenter of the Netherlands. Old architecture
meets modern buildings.

ADVERTISEMENTS
Sten Bos:
sten@vanmunstermedia.nl
Jordey de Joode:
jordey@vanmunstermedia.nl

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38 Ideal meeting port

It is a well-known fact: regions where high-grade companies and leading knowledge centres flock together, have a huge attraction for innovative firms and startups. Brainport Regio Eindhoven is such an 'attractor'; no wonder that this powerful and inspiring region hosts many international congresses.

42 Social media: useful or not?

According to people who claim to be knowledgeable in this matter, the modern entrepreneur must be active on all social media. Because that is the way to really make your company successful. But is it?

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Holland keeps you moving

In Holland, we like to stir things up and look for new opportunities. We set you in motion and affect you. Our DJs get people moving on every dance floor. And with our open mind we welcome the unknown and approach challenges in a creative way.

We are also passionate about sharing our experiences, knowledge and enthusiasm with the world - one of the reasons why innovation thrives in our small country. We simply love to set people and businesses in motion.

That is why we introduced our brand ambassador Mr Holland to the international meetings and events industry. Mr Holland is the embodiment of the Dutch mentality and approach to business. With his open mind, charisma and outgoing personality he quickly became one of the most familiar faces in the industry. Wherever in the world Mr Holland shows up for industry events – Barcelona, Frankfurt, Las Vegas, London or elsewhere – he brings a smile to the people he meets and makes them dream of Holland.

After five years, it is with a little sadness but also great pride to announce that the time has come for Mr Holland to step down as our nation's favourite ambassador. We know how vital it is to keep on moving and that is exactly what Mr Holland and we as destination are doing.

For now, Team Holland will proudly take over Mr Holland's duties to show you how Holland moves your meeting to the next level. We challenge you to move along with us, open your mind and question the status quo. Just let Holland move you, in the best ways possible!

So let's meet in Holland and let's move your meeting to the next level.

Graeme Barnett, Senior Exhibition Director, ibtm world

The power of face to face is an integral part of doing business

This year, the 28th edition of ibtm world will take place from the 29th of November till the first of December. Meeting International asked Graeme Barnett, Senior Exhibition Director, for an update.



Graeme Barnett, Senior Exhibition Director, ibtm world

What do you expect of the number of visitors to ibtm Barcelona?

Last year we had some 15,500 international meeting professionals attend the show in Barcelona and this year we expect to see similar numbers. However, numbers are really irrelevant because the value of the event to the industry is about the quality of the meetings that take place, the business achieved, the sessions we deliver for the Knowledge Programme and the additional benefits for everyone through valuable networking events held throughout the week. Last year generated over 80,000 appointments over the 3 days - a phenomenal amount of potential business opportunities.

Has anything been changed in the set-up or the programme in relation to last year?

The 2016 edition of ibtm world will see some exciting developments for exhibitors, visitors and Hosted Buyers as we look to ensure the events meets the needs of each of our customer groups. These developments have already started with the launch of a new website and the enhancement of our appointment system through our partners Certain Technologies which will make it easier for exhibitors to manage their diaries and appointments.

We will also be introducing a new app that will have additional functionality, allowing exhibitors to capture all their leads and contacts from attendees to their stand through their smartphone rather than the traditional



lead-capture scanners. Exhibitors will also be able to 'instantly' rate each appointment in terms of potential business that will provide valuable insight to both exhibitors and ourselves as we plan future buyer programmes. Another example of how we are working to add value is the launch of a matchmaking service which provides Hosted Buyers with recommendations of exhibitors we believe they should be meeting with, based on the events they are planning for whilst attending ibtm world. This matchmaking service has the potential to provide new meetings that had not been considered prior to receiving a personalised list of recommendations.

We've also been working hard to enhance the overall experience for our exhibitors beyond the support we already provide to them onsite. In order to do this, we've created some exciting initiatives, which include providing them with their own personal concierge before, during and after the event. We're also providing them with instructional webinars to support them towards maximising the exposure they achieve through attending.

One of the big changes to the logistics of the show this year is that Barcelona has further invested in the infrastructure of the city and opened a new high speed metro that will take attendees directly from the airport to the Fira de Barcelona, this will be a great improvement for all our attendees travelling to and from the airport and ibtm world. The route will go directly to Terminal 1 at Barcelona International Airport, interconnecting with all other terminals, and trains will run approximately every 7 minutes.

Which trends can you distinguish in the international MICE industry and what will we notice of these at the ibtm?

The trends this year and their relevance in the industry have been identified through research we have done with all of our attendees, so that we can ensure that the ibtm Knowledge Programme is on track and relevant. Created by the industry for the industry, this year's trends and themes include safety, security and risk manage-





HOLLAND PRESENT AT IBTM WORLD

Every year at ibtm world NBTC promotes Holland with several partners present at their stand. Eric Bakermans, senior Project Coordinator Congress Acquisition at NBTC, considers ibtm world "a must attend event for every business driven destination as well as for hosted buyers. We have seen growth from any taken perspective. In business leads as well as number of sharing partners at the Holland Meeting Point. Especially this year there will an extra reason to visit IBTM World as we have a major event planned with MPI Foundation..."

ment, sustainability and CSR, innovation, disruption and the subject of the effects of Brexit on the international and regional MICE industry.

Probably the one trend that seems to dominate the most right now is the continuing advancements and innovation that technology brings to this sector. Technology has been the number one driver of change for this industry with so many influencing factors that require event planners and producers to think more about how best to engage audiences. Meetings planners all across the globe are placing more and more emphasis on incorporating the latest technological inventions into their meetings and events.

Rob Davidson, Managing Director of MICE Knowledge predicted in his 2015 Trends Watch Report that communications technology was one of the top sectors to experience growth in 2015 and that as technology continues to advance, cyber security is becoming an increasingly important issue among MICE professionals; over 44% of technology company CEOs regard information security (cyber) risk as the biggest risk to their organization.

Davidson's research also concluded that fostering innovation and implementing disruptive technologies are the top strategic priorities and seen as a key strategy for growth. For example, over 50% of technology CEOs are devoting significant capital to new product development and the same percentage are investing in machine-to-

machine technologies, industrial intranets and other aspects of technology.

To support this sector and the need for the industry to keep up to date with it all, we have focused on showing technology 'live' in an area we call ibtm world Innovation Zone. It is here where attendees can experience, interact with, and learn about the latest technology innovations and revolutionary solutions. Each year our independent panel of judges shortlist ten applicants for the Technology and Innovation Watch Award who are then given the opportunity to conduct live demonstrations of their 'winning' products to attendees.

What, in general, is the added value of visiting a trade fair?

There are so many reasons and every attendee could have something different to another. We always judge the value through research conducted both before, onsite and after an event, this gives us an analytical and strategic approach to understanding what we are doing right and where we can make changes. The views of our communities are what we learn from so that we can constantly add value to our events.

The real value comes from our key objectives – to facilitate connections between





Eric Bakermans (third right) and Graeme Barnett (far right)

buyers and suppliers, but at the same time there is also great value in providing learning through onsite education as well as plenty of networking to extend the opportunity to create new connections as well as have fun! Attendees at ibtm world can gain product intelligence, competitor insights, industry specific trends and more, while also gaining useful knowledge not only from exhibitors but from their peers and industry colleagues many of which can be new from just one visit to a trade show.

For example, here is how one exhibitor last year summed up their experience. Nádia Dias, Project Manager, Europolco said: "We attended ibtm world last year and it provided so much value for our business that we have chosen to return to the show again this year. ibtm world allows us to profile our company as a global services partner to

international events companies and allows us the opportunity to demonstrate our unique services to a global audience of top level meeting industry buyers."

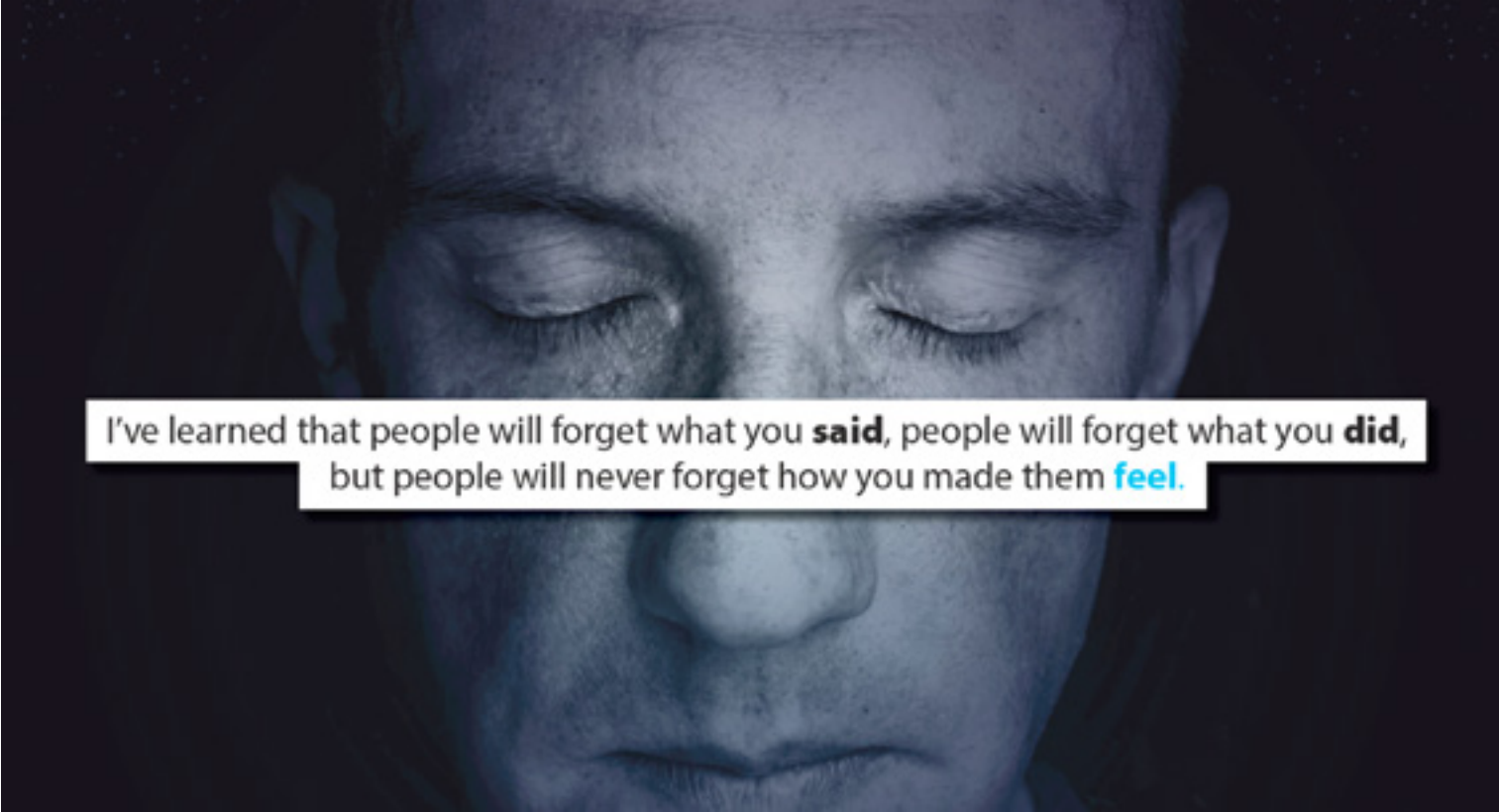
Do trade fairs like ibtm have any future? Or will there be some sort of hybrid form of trade fairs?

Trade fairs and exhibitions like ibtm world have to reinvent themselves continuously to stay relevant and cost effective to attendees. The ibtm portfolio is part of Reed Travel Exhibitions, which in turn is part of Reed Exhibitions, the world's leading events organizer – over 7 million event participants attended events in 2015. The future is continually being defined, because exhibitions play a vital role in building industry networks and sustaining business communities as well as facilitating education and professional learning. Reed events generate

billions of dollars of business every year and every event is developed based on extensive customer research, guided and enriched by industry partners, informed by local market expertise and supported by the world's largest global exhibition network. It's the delivery of business opportunities, the opportunities to see, listen and learn also puts this form of marketing very much into the future.

Hybrid events have been around for a long time now and experience and research has shown that they tend to enhance a live event rather than detract from it, the meetings industry is very much a people industry and the power of face to face is an integral part of doing business.

www.ibtmworld.com



I've learned that people will forget what you **said**, people will forget what you **did**, but people will never forget how you made them **feel**.

Living an event experience:

A psychological overview

Every industry has its buzzwords. In the events industry, we tend to overuse the word 'experience', especially when trying to market events. Often, this word is used in conjunction with positive adjectives, in the hope of selling that 'feeling of a unique experience'. By only using such words to market an event is not the recipe for making it unforgettable. What you need is careful planning, as well as knowing how to create that special 'X-factor'. This article will take a closer look at the psychology behind living an event experience.

How do we actually transform an event into an experience? By triggering the right emotions, since human beings are driven by them. Knowing how to stimulate the right emotions will result in transforming an event into an unforgettable, unique experience. To quote the famous author Maya Angelou, "people will forget what you said, people will forget what you did, but they will never forget how you made them feel."

How we interpret information lies in its context. In order to trigger the right emotions, it is crucial to immerse the audience into an environment that combines these

three contexts: the Physical Context (material objects surrounding us, size of a venue, colours, temperature, time of day), the Personal Context (personal values, perceptions, cultural differences, previous experience), and the Social Context (interaction with others, and state of belonging).

In practice for an event, one should not only focus on finding the right venue (Physical Context), without considering the cultural background of the attendees (Personal Context), or the way they will interact with each other during the event (Social Context). Similarly, not taking personal values into consideration (Personal

Context) when creating an event program can also limit the level of interaction (Social Context) between attendees.

THE FIVE SENSES AND THEIR ROLE IN LIVING AN EXPERIENCE

Humans perceive the world through the five senses: taste, sight, hearing, touch and smell. These senses do not only allow us to receive sensorial information, they also directly determine how we interpret the information. Together with our previous experiences or personal cultural background, the information can be processed and interpreted very differently by our brain. Simply put, two people can look at the same thing, yet 'see it' differently.

We perceive the surroundings of an event with the help of the same five senses. So in order to send a stronger message across, it is worth considering the involvement of multiple senses for the different touch points during the event (e.g. registration, stage, transportation, content, AV, catering, speakers, venue, social media). Did you ask yourself, what would the event smell like? What colour would visualize 'success'? Activating your audience through involvement in or exposure to the event will transcend them into the interactive experience we should always aim to achieve.

The pre- and post-event communication are vital in closing the circle around living an experience during an event. Using the five senses also pre- and post-event can create excitement and cement the experience, long after

BOGDAN MANTA IS PROGRAM

DEVELOPMENT MANAGER AT MCI BENELUX (AMSTERDAM & BRUSSELS).

Bogdan is an adviser in the areas of concept creation, content development, product launch and strategic engagement of key audiences. When developing programs and event concepts, Bogdan makes extensive use of social psychology, behaviourism and change management practices.

Our business is founded on a simple human insight: we believe that when people come together magic happens. The DNA of MCI is to understand people, and what drives them, in order to turn events into experiences.

the event has taken place. As an example, an event invitation sent out the 'old fashioned way' via post, has its importance: the attendees can feel the event by touching the paper and visualizing its content.

We have to strongly consider how we trigger the right emotions, in order to create an experience during an event. Because "people will forget what you said, people will forget what you did, but they will never forget how you made them feel."





Locations with a history

Meeting in a former city hall, a stayover in an authentic church, or have a celebration in an enchanting castle? At these locations you can really forget the day-to-day worries. Thanks to their rich history, these locations have a story to tell.

Not everybody is immediately clear on which qualities a building must have to make it a historic location. Obviously, castles and palaces deserve that title, but less known is that Exchanges (Bourses), city halls, churches, convents and monasteries, jails, canalside houses and industrial works also qualify. What they have in common, is that they are all old, ancient. The option for the sort of historic location depends on the nature of the event and the preferences and tastes of the organizer and the guests. Castles are among the most popular types of locations. These buildings often have a rich history and this appeals to the imagination of the guests. An other popular destination are the industrial locations. Although completely different, these premises also have a remarkable story to tell, as well as being of historic value.

INSPIRING

Now that meetings are once more held outside the offices, the organizers more and more often opt for a venue with a history. Remarkable locations that are far from standard are gaining in popularity. And the historic locations profit from this. The guest is getting some sort of added value, as it were. The feeling of being at a special place and that you were given the opportunity to be there, creates a cherished and permanent memory. By its housing, decoration and sometimes antique items, a historic location tells its own story. This has an extremely inspiring effect, and to make this feeling even stronger, it is important that the guests are acquainted with the location's history. This can be done by means of a guided tour of the building, or, for example, by providing a beautiful and interesting brochure

about the premises. But new technologies are also excellent means for providing the guests with information. For instance augmented reality. Via an app on your smartphone or tablet you can view parts of the location, but supplemented with images of persons from the past. This enhances even more the feeling of going back in time.

TEAM BUILDING

More and more often, meetings and other types of gatherings taking place at historic locations are combined with a team building activity. When you are already immersed in the history of a venue where the event or meeting is held, it is a pleasant extra to involve the building or the atmosphere. Examples of this are the obvious activities like archery or a fencing workshop, but so much more is possible. At some castles

MEETING LOCATIONS



Kasteel Sterkenburg in Driebergen-Rijsenburg

These premises are often owned by a foundation or a family. Frequently, the high costs for the upkeep of the building can be met only with the greatest difficulty. Therefore, money has to be made, and that is done by opening the historic premises to the public. On the one hand by giving them a museological function with guided tours and such, but on the other hand – and that is financially much more important – by making the premises available to events and gatherings, like meetings, congresses, receptions, dinners, weddings and hotel stayovers. Sometimes a location is so deep in financial trouble that the threat of demolition becomes real. But by placing the building in a foundation, for instance, and to make it suitable for letting it out to event organizers, these special locations can be saved.

you can even abseil from the tower, or herd sheep around the castle. But also drive classic cars or old army trucks, or stage a film as a team building activity. Anything is possible.

Apart from informing the visitors about the historic locations, the letting of these premises is often dire necessity to survive. As old buildings need a great deal of maintenance, this costs a lot of money.



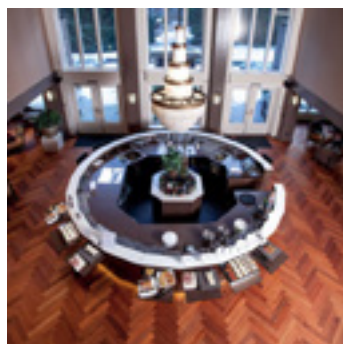
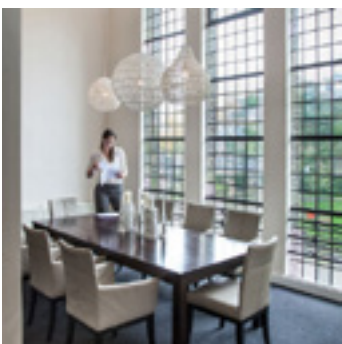
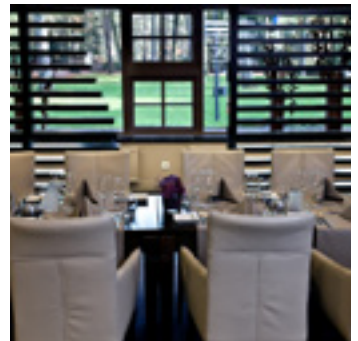
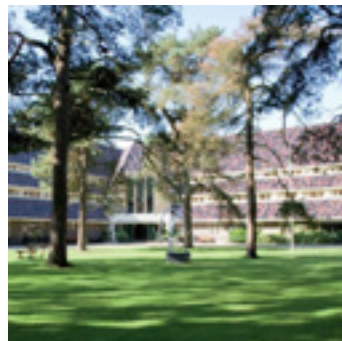
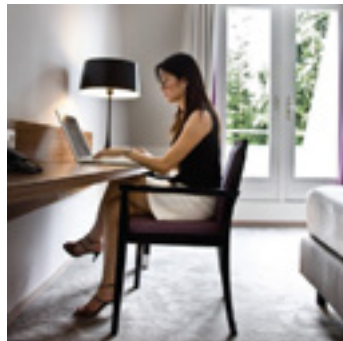
Oude Stadhuis Gouda

nice to meet

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We feature 30 multifunctional rooms for meetings of between 5 and 350 people, all equipped with the latest technology. Woudschoten has 140 comfortable hotel rooms.

Much of our experience can be found in our personal orientation. You can fully concentrate on the purpose of your stay while we take care of the rest. There lies our strength.



Woudschoten

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I www.woudschoten.nl



Holland Welcome Pass

Easy access to all public transport in the Netherlands

The Holland Welcome Pass by TripKey is an easy and ready-to-use contactless travel card that provides seamless access to all public transport facilities in The Netherlands: train, metro, bus, tram and even the so-called OV-fiets (Public Transport bike). TripKey offers interesting tailor-made partnership opportunities for trade show, convention, meeting organizers and venues.

The Holland Welcome Pass powered by TripKey brings the foreign business traveler in the Netherlands a completely new experience: easy access to every mode of transport, anytime, everywhere. From Amsterdam Schiphol Airport to trade fair venue, from conference center to hotel, from meeting to restaurant, from

seminar to the Van Gogh museum. The Holland Welcome Pass offers various collaboration possibilities for organizations and locations for meetings, trade fairs, conferences and other events.

It is the only 'pay-as-you-go' public transport card with nationwide coverage, conveniently linked to a credit-card. For foreign visitors, the Holland Welcome Pass enriches their experience by providing one key to nationwide public transport. It can be easily reserved on-line and picked up upon arrival at the selected pick-up location. Even for travelers arriving in the Netherlands by car, Holland Welcome Pass offers them a total mobility solution. They can leave their car at a parking facility located at train or subway stations just outside the city-ring and use the Holland Welcome Pass to continue their journey by public transportation. Holland Welcome

Pass can also be used to pay for the parking (Q-park locations).

Mick Walvisch, co-founder of Holland Welcome Pass says: "The Dutch public transport system is one of the best in the world. But my international friends and business relations found it difficult to access. This is why, I, together with two partners - Cees van Buchem en Martin van Overbeeke - developed the Holland Welcome Pass. So that international visitors coming to the Netherlands can now easily travel anywhere, anytime. From the moment they arrive until the moment they depart. Throughout the country and within every Dutch city."

For more information: www.tripkey.nl/business or mail to info@tripkey.nl



Utrecht: green, healthy and smart city

Utrecht is the ideal city for international gatherings. The central location in the Netherlands and unique historical setting make Utrecht a natural and obvious meeting place. Hans Sittrop, manager of Utrecht Convention Bureau: "Utrecht offers everything it takes to facilitate a successful conference your guests will remember."

SPEARHEADS

Utrecht is the fourth and fastest growing city in the Netherlands, but the number of visitors is also steadily increasing. Sittrop explains: "In a relatively small area, you can find attractions like the Dom Tower, canals, wharf cellars and museums like the 'nijntje museum' (Miffy Museum) which was opened to commemorate the 60th anniversary of this well-known cartoon character. Combined with the many great hotels, shops, bars and restaurants, Utrecht offers a splendid array of leisure facilities."

But before leisure comes work. Sittrop: "Our policy focuses on three areas, spearheads: Green, Health, and Smart. We already have a large number of innovative companies, knowledge and educational institutions and research centers in the city and the immediate region, and the collaboration between these parties results in a great many successful projects. That is why we present our city as the 'smart city'." In order to further reinforce this profile, Utrecht aims to attract more knowledge events compatible with the spearheads Green, Health and Smart.

CHARACTERISTIC DECISIVENESS

The growing international ambitions of Utrecht and the increasing number of visitors and city residents make innovations of the city's facilities essential. Its largest conference and event venue, Jaarbeurs, builds on the demand from the market for new facilities. In 2016 a large-scale redevelopment of the complex was started, which will take no less than ten years to complete. At the same time, with a characteristic decisiveness, Utrecht redevelops the area around the Central railway station opposite Jaarbeurs. This area includes the most impressive shopping center in the Netherlands, Hoog Catharijne. The project includes an ultra-modern connection between the Utrecht Central Station with the attractive medieval city center.



RIETVELD SCHRÖDERHUIS
 designed by Gerrit Thomas
 Rietveld(1888-1964), 1924
 Image & copyright: Centraal Museum,
 Utrecht/Ernst Moritz 2009-07

On December 7th, the re-opening of the brand new station will mark the first major step of the ambitious project. This will respond to the needs of the 88 million people who annually make use of this major transport hub, and even further enhance the accessibility of the city. From Schiphol Amsterdam Airport, one of the largest international hubs in Europe, Utrecht can be reached in only half an hour.

According to Hans Sittrop, the redevelopment of the Jaarbeurs and Central Station area is a great extension of the facilities already offered. But that is not all: "Within the next five years, a further 750 hotel rooms will be added to the stayover capacity, thus bringing the number of rooms in the city to a total of 2,500." Sittrop thinks that the number of association congresses taking place in and around Utrecht will increase in the years to come. "According to the EU, Utrecht Region is the most competitive region in Europe. It is by supporting the organization of international confer-

ences that we can show the knowledge of Utrecht, disclose its networks and promote Utrecht Region among relevant target groups."

WELL WORTH DISCOVERING

The manager also sees a significant increase for smaller international conferences taking place in the region. "The Utrechtse Heuvelrug National Park is an area well worth discovering, with its fairytale castles, country estates and nature reserves. The city of Amersfoort, on the other hand, boasts wonderful monuments like the Koppelpoort, whereas the former fisherman's village of Spakenburg certainly matches the attraction of Volendam." The travel-guide 'Time to Momo' Utrecht, which recently appeared in a Dutch and English version, contains several routes through the city and the region. For the (business) traveler more interested in art, various cities and regions throughout the Netherlands, including Utrecht and Amersfoort, will host parts of the program to commemorate the

100th anniversary of the art movement known as 'De Stijl'. 2017 was declared the 'Mondrian to Dutch Design' Year, and influential work by artists including Gerrit Rietveld and Piet Mondrian will be uniquely spotlighted in new exhibitions and events.

Organizers of national and international meetings and conferences can go to the Utrecht Convention Bureau for professional, independent and free advice on the possibilities offered in Utrecht. The UCB also informs meeting planners about marketing and promotion tools, the financial aspects or grant possibilities for conferences and offers support during bid procedures and site inspections. The Economic Board Utrecht (EBU) provides an incentive fund of 1.3 million euros for organizers who bring international knowledge events to Utrecht Region and which connect to the spearheads Green, Health and Smart. www.utrechtconventionbureau.nl



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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.

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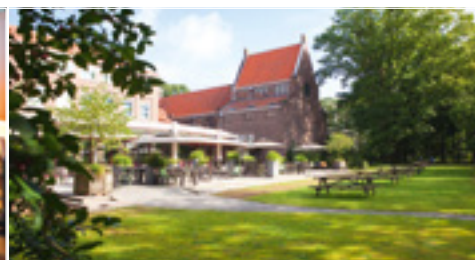
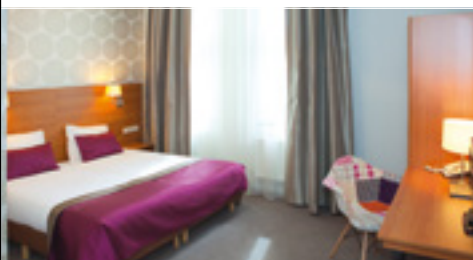


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The ideal congress location

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."

For 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

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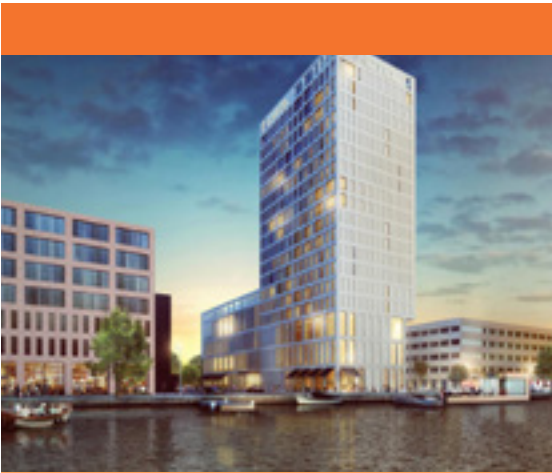
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New Amsterdam hotel Van der Valk Hotels & Restaurants

By the end of 2017 the family business Van der Valk Hotels will open its first establishment within the Amsterdam city limits. In March of this year the construction will start of a 60 meter high hotel tower. The new hotel will have 206 rooms and ample convention and wellness facilities.

The hotel will be located on the Joan Muyskensweg, near the Amstel interchange, where the A2 motorway crosses the A10. With 135 parking places, the hotel is easy accessible by car, as well as by public transport: at only 500 meters lies the Overamstel underground station, centrally located between the RAI convention centre, the ArenA football stadium and Schiphol Amsterdam Airport. The hotel can even be reached by boat via the jetty at the edge of the waterside terrace.

The sizes of the hotel rooms will vary between 24m² and 48m². There will be an à la carte restaurant, a buffet restaurant and a modern bar with waterside terrace. Apart from that, 11 multifunctional rooms for conventions and meetings will be created. On the third floor there will be a luxury wellness facility, including fitness and open air swimmingpool. Unique is the fact that the hotel can also be reached from the Duiwendrecht waterway. At the waterside of the hotel a jetty will be constructed from which the hotel guests can board a guided boat tour, a water taxi or moor their own vessel. The new Van der Valk Hotel will managed by Thymen and Lucie Simons-Luiten, fourth generation of the Van der Valk family. Van der Valk Hotels & Restaurants has existed for over 80 years. In total the family business now controls nearly 100 hotels in the Netherlands, Belgium, Germany, France, Spain and the Dutch Antillies.



Construction underway on new hotel nhow Amsterdam RAI

Construction of the nhow Amsterdam RAI hotel officially started on Wednesday 26 October with the symbolic placement of a large triangular slab. The iconic nhow Amsterdam RAI hotel will permanently change the Amsterdam skyline by the time it is completed in mid-2019. With 650 rooms and a height of 91 metres, it will be the largest hotel in the Benelux region and a central hub where exhibition visitors, business travellers, tourists and locals can come together 24/7 in the Amsterdam Zuidas district. Developer COD and partner Being Development commissioned OMA (the architectural firm established by Rem Koolhaas) to create an iconic design that seamlessly blends into the current RAI complex while simultaneously offering a new, modern character. The prominent advertising column, known as 'Het Signaal', provided the inspiration for the new nhow Amsterdam RAI hotel. The hotel will come under the umbrella of the NH Hotel Group's nhow brand. With its revolutionary design, strong programming and state-of-the-art facilities, a stay in a nhow hotel is a unique experience. nhow Amsterdam RAI offers various spaces and facilities for hotel guests and visitors, business and leisure alike. The tenth floor will feature a luxury spa & wellness complex where guests can relax while enjoying phenomenal views over Amsterdam. The most unique feature of the hotel is the top floor, which offers a restaurant, bar and high-end TV studio at a height of 91 metres. A garage beneath the hotel will accommodate 200 cars. nhow Amsterdam RAI will be a home base for organisers, exhibitors and visitors to large, multi-day international events. It allows the RAI to strengthen its competitive position within the international exhibition and conference market and further increase its spin-off value to the city of Amsterdam. Progress on the hotel's construction can be followed 24/7 via the website www.buildingnhow.amsterdam

Postillion Hotels opens convention location in Amsterdam

Late October, Postillion Hotels Nederland opened a Convention Centre in Amsterdam. This new conference centre is located on the site of the former Kauwgomballenfabriek (Chewing gum works), near the Amsterdam Amstel railway station. The Convention Centre, situated in the existing buildings of the Kauwgomballenfabriek, can accommodate groups to a maximum of 1,200 persons. On the site, in the fall of 2017, Postillion Hotels will open a completely new hotel with 256 rooms, a restaurant, a bar, a fitness facility and many more convention facilities. With the concept Meet Work Stay, Postillion Hotels Nederland targets the modern professional whose activities focus on meetings, work and (overnight) stays. This new location in Amsterdam is completely compatible with this concept. The Convention Centre has 17 modern function rooms suitable for the organisation of small meetings to large conventions lasting several days, from product launches to trade fairs, from company feasts to dinners. The large plenary hall is 1,000m² with an adjacent 800m² exhibition room. The Convention Centre is nearby the A10 highway, at a mere 15 minutes from Schiphol Amsterdam Airport and 5 minutes from the Amsterdam city centre. The site is also easy to reach by public transport.



Dutch events

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 worthwhile.

Text and images www.holland.com

AMSTERDAM LIGHT FESTIVAL

During the Amsterdam Light Festival, the best light artists from Holland and abroad light up the city's canals with their work. Every night you can see the beautiful works along the Amstel river or the old canals in the city centre. Board one of the boats decorated with light and take a tour past the many unique light installations. You can also visit several beautifully lit canal houses. Dozens of boats decked out with spectacular lights sail through the canals past fairy scenes in the Christmas Canal Parade. A number of choirs along the way reinforce the intimate Christmas mood. The Amsterdam Light Festival takes place from December 1st till January 22th 2017. amsterdamlightfestival.com/en

DICKENS FESTIVAL

The historic center of the city of Deventer provides the background for the Dickens Festival. Well over 900 characters featured in the famous books by the 19th-century British writer Charles Dickens come to life. Come and meet Scrooge, Oliver Twist, Mr. Pickwick, Christmas carolers, orphans, drunks, office clerks, and the upper class. Enjoy the aromas of English punch and roasted chestnuts, thousands of fairy lights, and tall Christmas trees. Also, there's a market on the main square with 200 stands. The Christmas ambience continues in the churches in the city center with a cultural program. Different choirs, orchestra and vocal ensembles perform Christmas music. Not only in the street, but also behind the windows, in the houses and in the little shops and galleries the romantic time of Dickens will revive. Over 160,000 people come to this festival annually. Admission is free, so be prepared for queues at the entrance. The Dickens Festival takes place on December 17th and December 18th. www.dickensfestijn.nl

NATIONAL TULIP DAY

Every year on National Tulip Day, Dutch tulip growers build a huge garden with tens of thousands of tulips for



Dickens Festival



National Tulip Day

the official start of tulip season on Dam Square in Amsterdam. The biggest garden of Amsterdam transforms Dam Square into a sea of colour, where thousands of people come to pick a free bouquet of flowers every year. In addition to the garden the tulip growers organise countless surprises and promotions. This festive event sets off tulip season because some 1.7 billion Dutch tulips are expected to bring spring into homes around the world.

Tulip season is the period from January until the end of April in which most tulip varieties are available from florists, supermarkets and flower stands. Thousands of tulip variants in every colour of the rainbow find their way from auctions in Holland to vases around the world. In 2017 National Tulip Day will take place on January 21th. tulpenpromotie.nl/en

International Film Festival Rotterdam
Photo Sophia van den Hoek

INTERNATIONAL FILM FESTIVAL ROTTERDAM

Hundreds of film makers and other artists present their work to a large audience in Rotterdam every year during the International Film Festival (IFFR). Twelve days in a row, twenty-four screening venues are fully programmed. The festival attracts many interested visitors, plus up to 3,000 press and film industry representatives. The International Film Festival Rotterdam defines its unique character by focusing on new, innovative, independent films and film makers. The festival is a

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mixture of cinema, film-related visual art exhibitions and live performances. The highlight of the International Film Festival are the VPRO Tiger Awards. Not the established film makers, but new talent receive awards for their promising work. The awards are an important encouragement for young directors. The International Film Festival Rotterdam takes place from January 25th till February 5st. iffr.com

FashionWeek Amsterdam

Holland has claimed a serious stake in the fashion design world. This is demonstrated by Fashion Week Amsterdam, which is held in Amsterdam twice a year. AIFW Amsterdam is held at the Westergasfabriek but fashion-oriented events can be found throughout the city of Amsterdam. In addition to the big fashion houses that use the opportunity to present their designs, FashionWeek Amsterdam devotes a lot of attention to young upcoming talent. There are many catwalk shows (most by invitation only) but Amsterdam also hosts the Downtown event with a range of exhibitions, parties and other fashion-related happenings. FashionWeek Amsterdam takes place from January 20th till January 30th. fashionweek.nl/en

TEFAF MAASTRICHT

The world's leading art and antique fair attracts the best dealers, academics, art critics, and collectors. Well over 250 of the world's most prestigious antiques and art



National Mill Day: Zaanse Schans, Zaandam

dealers from different nationalities come together at TEFAF Maastricht each year. The masterpieces they bring along are all examined on quality, condition and authenticity by one of the 150 internationally respected experts. TEFAF Maastricht offers stands with medieval manuscripts, maps, coins, classical antiquities, silver, jewelry, porcelain, furniture, modern art, old masters and other objects, originating from the Netherlands, Belgium, France, England, Italy, Egypt, Asia, Africa and South America. TEFAF Maastricht will take place from March 10th till March 19th. www.tefaf.com

NATIONAL MILL DAY

The Netherlands are usually associated with mills, and rightly so. For centuries, mills have played an important role in reclaiming land, processing raw materials and manufacturing products. These days, mills barely have any economic value, but they are iconic for Holland and still attract a great deal of attention. Therefore, the second Saturday in May was proclaimed National Mill Day. On that day 600 windmills and watermills open their doors to visitors. Millers make a real effort to decorate their mills as beautifully as possible with flags and flowers. A miller will take you on a tour, providing a good explanation of the type of mill you are visiting. It could very well happen that you will be asked to give the miller a hand in turning the sails. In 2017, National Mill Day will be held on March 13th.

HOLLAND FESTIVAL

Since 1947 the Holland Festival has been the number one trend-setting performing arts festival in Holland. The festival is a mixture of performing arts, theater, music theater, dance, opera and music, and visual arts, literature and architecture. This festival always tries to renew itself. Each year you will be surprised by daring experiments and trend-setting performances presented at an international level. This year the festival will be taking place in Amsterdam. www.hollandfestival.nl/en

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



Holland Festival: Classic and modern dance

Meeting without walls

Scientific research shows that meeting in a natural environment has a positive influence on the participants. The air, for instance, is full of oxygen, unlike the atmosphere in many office spaces. Apart from that, the view of natural surroundings reduces feelings of stress, which enables the participants to better concentrate. Exchange the artificial light for the sun and the air conditioning for the fresh air. Start meeting without walls!

In any meeting process, four aspects play a role to achieve success: the method or procedure, the interaction between the persons present and the physical environment. Until recently, especially the content was important and the focus was on achieving results. The other aspects were reduced to playing a minor role. These days, more and more often the focus lies on aspects that do not directly relate to the content: it has shifted to the physical environment.

DAY TO DAY JOBS

Meeting in the own offices often causes you to think about the day to day jobs you still have to do, or about all the emails waiting for you to be handled. These thoughts affect your focus on the purpose of the meeting and you only think of the time you are spending waiting impatiently to get back to your work station and resume your work. Scientific research shows that people who often spend time in a natural environment have less

appointments with their doctor and are less bothered by depressions, diabetes and lung trouble. What is more, the sunlight generates vitamin D. In the open air you are also bothered less by stress. This was demonstrated by an Australian study which showed that students who watched a green roof for 40 seconds were significantly more concentrated.

The 'KantoorKaravaan', an organization that offers inspiring flex work stations and meeting locations in a nature environment, creates idyllic work stations surrounded by nature, with a camp-fire during lunch and coffee made with solar energy. Meeting in a Mongolian yurt (although 'furnished' with beamer, whiteboard and flip-over) or in a wood-fired hottub; anything is possible. For the relaxation between sessions, the 'KantoorKaravaan' offers workshops like bee-keeping, making fire, yoga, making compost toilets and excursions guided by an ecologist.

HET GROENE LEVEN LAB

'Het Groene Leven Lab' (The Green Life



Lab), a temporary urban farm at the VU University campus in Amsterdam, houses vegetable gardens for students, staff and the food bank, a mushroom grower and a café. 'Het Groene Leven Lab' is still developing. Apart from the vegetable garden plot, a stretch of land between the high-rise office buildings was sowed with camomile, dill and poppies. On this 'bare-feet-field', workers from the business center can feel the earth beneath their feet and sniff the fragrant air during their lunch break. They can hold meetings in a transparent 'dome', with a 360 degree view of the garden. This 'outdoor laboratory' functions as a test location for research into the effect of working and meeting in a green environment. That the effect of green on the working man is researched, is a worldwide first.

EXERCISE

Being outdoors and exercise are closely related. However, exercise while having a meeting should be low-intensity, you should of course be able to have a dis-

cussion. That is why walking, strolling, is the activity of choice. If the weather is amenable, you could also choose to hold the meeting while walking. This 'walking meeting' has the advantage that the creative thinking capacity increases by on average 60 percent. And the outdoors has a lot less distractions compared to the office environment, which makes the outdoor discussion more productive than the indoor meeting. The bonus is that you get some pleasant exercise instead of standing or sitting still.

But of course you can always choose for a meeting indoors and an outdoor break. For such a break, many different activities are of offer. Such as Tai Chi, a form of exercise aimed to stimulate the health of body and mind. An excellent remedy against stress. But you can also attend a fencing clinic, ride a quad, do archery, mountain-bike or even do a bootcamp.

ANIMALS

The assistance of various animals like sheep, birds of prey, dogs and horses is

often used as a break for an outdoor meeting. During a workshop horse coaching the horse reflects the human behaviour. This can be very confronting and helps the participant with self-analysis. Horse coaching is a metaphor when the aim is personal coaching, self-management, self-knowledge and self-development, in order to better function at work, in the team or in the department. During a bird of prey workshop the participants experience the intense emotions of a falconer, and during sheep herding a group gains insight into communicative skills and mutual co-operation. A workshop reflecting with dogs reveals the participants their talents and development issues, because a dog reacts to unintentional signals.

In short: by going outdoors and enjoy the flora and fauna, you gain more inspiration and insight into your own way of thinking and acting. So leave those walls behind and explore the great wide open!



Collaborating parties in The Hague facilitate all conferences

Secure feeling of welcome

The mission is ambitious: The Hague aims to achieve the status of second conference city in the Netherlands, after already having climbed in the rankings from fourth to third place. By working closely together, the city council, The Hague Convention Bureau, World Forum and other parties create an atmosphere where hospitality, security and content go hand in hand. TEXT AART VAN DER HAAGEN

During the past years, The Hague (Den Haag in Dutch) has worked hard to offer a complete platform for (inter)national conferences, more so since research showed that in many ways, these events make a significant contribution to a further development of the 'Hofstad' (court city, epithet of the city because the royal court used to reside here, ed.). Its location is certainly an advantage, right next to the North Sea and situated between Schiphol Amsterdam Airport and Rotterdam The Hague Airport. A bonus is the fact that not so long ago, the city centre was pronounced Best Inner City 2013-2015. Kirsten Vosmer, commercial manager at World Forum – with a total floor surface of 40,000 square meters (of which 15,000 rentable) the city's largest conference location – mentions an other unique element of The Hague: "The International Zone, known by, for instance, the Yugoslavia Tribunal, OPCW and Europol. This is the beating heart of the International City of Peace and Justice, as well as leader in the field of security. 400 companies specialised in this area work closely together in The Hague Security Delta. The products they deliver and service they render, such as organizing workshops, can be found throughout the city." The profiling of the council in the field of security yields rewards: in 2014, for example, it hosted the Nuclear Security Summit and in 2015 the Cyber Security Conference was held here.

OPTIMAL ACCESSIBILITY

The above is proof of the effectiveness of many different organizations in The Hague to work together to create an

optimal hostmanship for (inter)national conferences and events. In this joint venture, a key role is played by The Hague Convention Bureau which, supported by the council and linked to Den Haag Marketing (more tourism oriented) makes all kinds of efforts in this field. Manager Nienke van der Malen: "Usually in close, very inspiring collaboration with World Forum, we achieve an optimal accessibility to the city's facilities; in these efforts we can make use of a huge network. Heeding the wishes of the client, we supply the possibilities that meet the requirements the most in the areas of, for example, leisure, security, education and sponsoring, but we also supply active content to events. An example: for the One Young World conference in 2018, we formed, together with the council, a project group with the tasks of increasing the number of participants, achieving a maximum publicity value and the creating of content. This last-mentioned was already realized when, during the last edition of this event in Ottawa, a speaker session was held in anticipation of 2018. As part of the food conference Espen in 2018, we organize, as a sort of 'warm-up', the one-day Healthy Food Conference, supported by local parties and aimed at sustainability."

KEY FEATURE

Where The Hague Convention Bureau, World Forum, the council and the numerous parties are concerned, the facilitary possibilities are almost unlimited. Nienke van der Malen gives a few examples: "Transport of guests from and to the airport, creating a visual link between

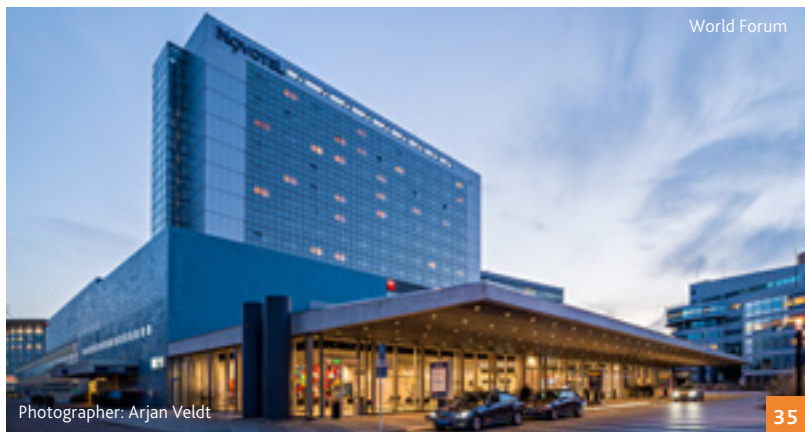
the city and the theme by putting up flags at 55 key locations throughout the city, organizing an exclusive mega-reception on the beach with an opening speech by the mayor, organizing a guided tour of the Mauritshuis museum with a dinner for a group of board members, creating a link to, for instance, the Mondrian to Dutch Design Year 2017. We also give touristic tips and these are certainly not the customary crowd pullers, but specifically the less-known attractions, good restaurants et cetera." A key feature in this story is World Forum, which, thanks to a council investment of 28 million euros, was completely modernized during the past three years, including the addition of an exhibition room of 3,500 square meters. Kirsten Vosmer: "Here, visitors experience a warm, intimate atmosphere and a personal service, for example in the form of a VVV-stand (tourist bureau, ed.). From evaluations we learn that organizers appreciate our flexible disposition. This is proved, for instance, by our capacity to make adjustments at the very last moment. The entire staff has this mentality. Apart from that, we play a leading role in the field of security, which partially has led to our winning two large tenders for 2017: Future Force Conference and the UN Public Service Day."

It seems that the efforts of The Hague Convention Bureau, World Forum, the council plus many enthusiastic entrepreneurs and institutions provide The Hague with a good perspective to break through to the position of the Netherlands' second conference city, heralded by a well-filled calendar.

More information:

www.theconventionbureau.com

www.worldforum.nl



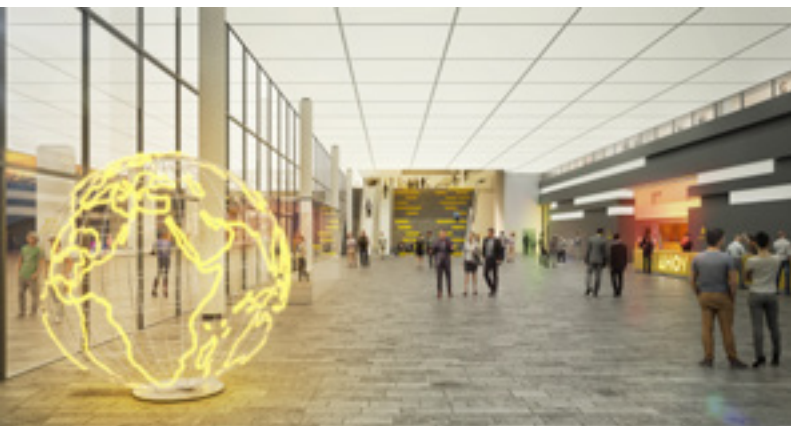
Interior World Forum

World Forum

Photographer: Arjan Veldt

World Forum

Kirsten Vosmer and Nienke van der Malen
Photo: Aart van der Haagen



Rotterdam Ahoy

New facilities for an international future

As diverse as the freights arriving in the port of Rotterdam, as diverse are the audiences and visitors of Rotterdam Ahoy. From concert and sports tournament to trade fair and conference, this is where it all happens. Yet, the ambitions of this versatile event venue exceed all expectations. "With the modernisation of the halls for events and trade fairs, the construction of the largest auditorium in the Netherlands as well as a hotel, Rotterdam Ahoy will place itself even more prominently on the international map", says Kees de Jong, Marketing & Communications Manager.

For as long as 45 years, Ahoy has been the international meeting venue for consumers and enterprises. Years in which the public's demands kept changing. "At this moment, the halls for events and trade fairs are being renovated and restructured. The aim is to more effectively use the space. These days, increasingly larger and heavier installations are used, so the roof and the floors have to be adapted to this heavier load. At the same time we also install a new climate control system."

CONFERENCE CENTRE

Still, the most attention is drawn by the new conference centre and hotel. "These new buildings will be situated at the front side of Ahoy. The conference centre includes a large hall suitable for various functions. Firstly an auditorium/theater, secondly a music hall. Thanks to the clever internal structure, the hall can accommodate conferences as well as musicals, operas and concerts. It seats 2,750, but in case of, for instance, a pop concert, it has standing room for 7,000 people. All facilities and conveniences are present, from orchestra pit to balcony. The space can be

made smaller, in order to be able to create a more intimate atmosphere for smaller companies." This remarkable space already has a name: RTM Stage. "The construction of the space is such that each organisation can create its own, dedicated decoration, or branding", De Jong explains.

MULTIFUNCTIONAL

But that is not all, by far. "Next to the auditorium there will be 35 break-out rooms. Ideal when, during an event like a conference, separate sessions have to be accommodated. The Expo foyer will have high ceilings and large windows offering a wonderful view of the city centre. It will be a great room for exhibitions, but also for formal dinners and receptions." The hotel is still under development, but the plans will soon become visible. The new constructions will be completed in 2019.

www.ahoy.nl | www.rotterdamconferences.nl



ss Rotterdam

The start of new memories

The 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 permanently moored as a hotel, conference and event location since 2010.

Zooming across the water. The imposing Rotterdam skyline on either side. The iconic Erasmus bridge growing larger as we approach. The 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.

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.

Passionate volunteers, many having worked on the ship when it was in service, share the untold stories of the ss Rotterdam.

The combination of the 4 star hotel, 12 beautiful event rooms, 29 modern meeting rooms, self-catering, good access and the best new technology makes the ss Rotterdam an attractive and unique meeting and event venue.

Able to host meetings and events up to 3,500 guests, the authentic and multi-functional Theatre is perfect for product presentations and congresses because

the Theatre provides space for 500 people while smaller rooms such as the multi-functional Sky or Sun Room are perfect for meetings or dinners. The eleven executive boardrooms can also be used as temporary offices. The comfortable design furniture, relaxed atmosphere and cruise-like hospitality add an inspiring dimension to your (corporate) event. Let your personal party manager cater to your every needs.

Altogether, the ss Rotterdam can welcome up to 3,500 guests, while 254 authentic and elegant hotel rooms provide a luxurious overnight stay making the historic vessel a unique venue for multiple day congresses or meetings.

www.ssrotterdam.com

Brainport Regio Eindhoven

Ideal meeting port

It is a well-known fact: regions where high-grade companies and leading knowledge centres flock together, have a huge attraction for innovative firms and startups. Brainport Regio Eindhoven is such an 'attractor'; no wonder that this powerful and inspiring region hosts many international congresses.

The Brainport region actually started with Philips: 125 years ago, this company established a factory for the production of light bulbs in the Eindhoven city center. The history of the Philips company is marked by the applications for patents for new products like the CD and the DVD, and to this day, the Netherlands are leading in Europe where new patents are concerned, thanks to companies and institutions in and around the city of Eindhoven. Strijp-S, Philips' former industrial zone, is now the home of various office buildings, workshops, exhibition halls and other cultural initiatives.

CLUSTERS

But the Brainport Regio has a great many other industries, often working together in clusters:

- Hightech: internationally leading companies like ASML, DAF and VDL generate a corporate R&D investment of more than 2 billion euros, the highest in the Netherlands. The markets served include those of semiconductors, nanotechnology, logistics and automation. Knowledge centers include the TU/e and TNO. The High Tech Campus Eindhoven is an open innovation hotspot where over 135 international companies are settled. These are active in areas like photonics, data science, and high tech software.
- Design: the world famous Design Academy keeps on producing new designers who quickly make a name for themselves with their products, but Philips Design and the TU/e Industrial Design faculty also enjoy global recognition. Each year in October, the nine-day Dutch Design Week is held. Exhibitions, seminars and shows are held at dozens of locations in the city of Eindhoven. Recurring elements are the 'Graduation Show' graduation

work from the Design Academy Eindhoven and the exhibition and award presentations of the Dutch Design Awards.

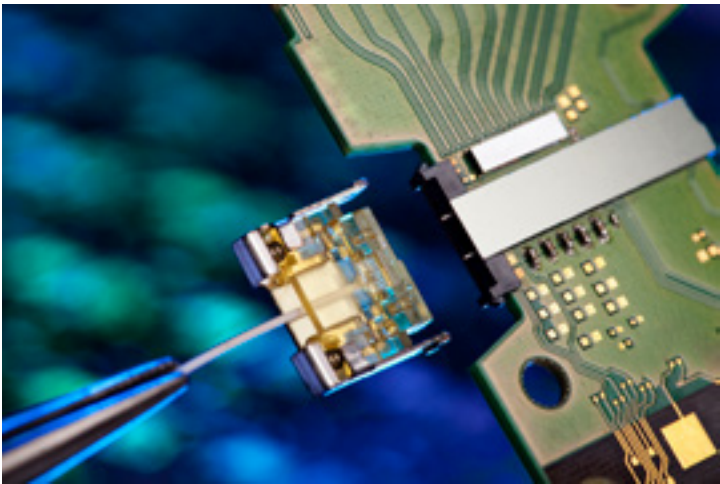
- Health: the Health cluster includes many companies and institutions concerned with all aspects of healthy living and aging. Parties in this area include Philips Healthcare, TU/e and the Holst Centrum.
- Energy: by means of the international research partnership Solliance the energy sector focuses on solar panels; also, applications are developed for sustainable energy supply for heavy duty batteries.
- Mobility: the mobility cluster concentrates on R&D, systems and smart mobility. The Automotive Campus houses, among others, TNO Automotive, AutomotiveNL, and TASS. Large companies located there are DAF Trucks, VDL Nedcar, TomTom, NXP and Philips.
- Agrifood: multinationals like Campina, Bavaria, VION and Nutreco constitute the Food sector, together with hundreds of SMEs. Here, the engineers also develop machines for the food industry, the Food Tech Park Brainport is the center for research, trade and education.
- Security: the Brainport region is also the home of the Dutch Institute for Technology Safety & Security (DITSS). Here, governments, knowledge institutes and companies work together on applications of technology to improve security.

STRONG AND SMART

The Brainport region, with the city of Eindhoven in its center, is a top technology region of world class. Together with Schiphol Amsterdam Airport and the port of Rotterdam it is one of the three pillars supporting the Dutch economy. Hightech and design are combined with an advanced high-end production industry and entrepreneurship. Intensive co-operation and the sharing of knowledge are part of the DNA and mark the open, innovative culture that makes Brainport smart as well as strong. This is further enhanced by an other form of intensive co-operation: that between government, education and enterprise.

Conference center and former science museum Evoluon





CONGRESSES AND EVENTS

That is exactly why, apart from many companies, the region attracts institutes and other organizations and many other parties that want to keep abreast of the most recent developments in the various fields. As a consequence, a great many congresses and events are held here, organized by various parties, to share the knowledge and to keep in touch with all innovations developed in the various sectors. To name an example: the TCI Conferentie 'Global Changes? Challenges for innovation clusters', which is organized early November on behalf of TCI Network by Brainport Development and Wageningen UR. At this meeting, the focus is on the opportunities for innovative clusters within the themes cities and competitiveness, modern cluster policy and learning networks.

A very pleasant secondary consideration is that the region, in fact the entire province of Brabant, can be called extremely hospitable. Some even call the province the Dutch Burgundy. This is because of the population's nature: apart from hard work, also an easy-going, genial lifestyle, enjoying the good things of life. It goes without saying, of course, that the (immediate) vicinity boasts many locations where life can be enjoyed, and people can relax (in whatever way) after all that hard work. No wonder that the organizers of congresses and events know where to find these relaxation locations, which they usually include in the offer for an event venue; to complete the package, as it were. The offer of locations is, of course, tailored to the target group, and there is an abundance of options in the region. Literally something to suit all tastes. In and around the city of Eindhoven itself, but also in the wider area.

ACCESSIBILITY

In the case that the participants in a congress or event wish to relax at a location which is a bit farther away from the Brainport region, it is a great advantage that all cities in this part of the Netherlands are very well accessible. All interesting locations are close by and easy to reach, by public transport as well as by car. Brabant has a

very large offer of recreational options, from world-renowned museums to historic city centers, from guided boat tours to farmers' golf. And do not forget the nature: the Biesbosch is a unique nature reserve, as well as the Loonse en Drunense Duinen. Ample choice when it comes to recreation and composing social programmes. For the international visitor it is a very pleasant convenience that Eindhoven has its own airport, with connections to almost every European capital. Should you not wish to fly, then, thanks to the excellent Dutch infrastructure, you are able to reach Amsterdam or Brussels in an hour's drive, for example. Or in two hours, Cologne or Düsseldorf. No wonder that the province of Brabant holds second place when it comes to favourite destinations for international organizations that want to do business in the Netherlands.

In order to even better be of service to international (business) visitors, various parties in the region have joined forces in the Brainport International Programme. The aim is to intensify the relations with hightech hotspots in Belgium and Germany, and also to build a network with regions in Asia, America and other knowledge centers. Apart from that, the Brainport Talent Centre is one of the most innovative programmes in Europe for attracting and retaining international students and knowledge workers.

STRENGTH

Not only is Brainport Regio Eindhoven ready for the future, it also determines this for a large part. The strength of the region is constituted by the innovative attitude of the organizations that have found a pleasant place of business there, but certainly also by the intensive co-operation between the various parties. The region brims over with energy and dynamism, and that is one of the reasons why it is an excellent location for organizing congresses and events. Just take a look at www.conventionbureaubrabant.nl for a suitable location. Options aplenty!
www.brainport.nl

Facts and figures on Brainport Regio Eindhoven

- In the past ten years, the economy in the Brainport Regio Eindhoven has grown one and a half times as fast as in the rest of the Netherlands.
- The public expenditures for R&D have doubled and in the past three years the number of expats / international knowledge workers has tripled.
- In no other region in the Netherlands the investments in R&D are higher: 2.5 billion euros.
- In the region more unique products with an added value are produced than anywhere else in the Netherlands.
- Together with the industry, the Technische Universiteit Eindhoven (TU/e) publishes the most of all universities worldwide. The university has held that position for six consecutive years.
- According to Forbes, Eindhoven is the number 1 innovation hotspot for entrepreneurs (2015).
- In 2014 the European Commission placed the Brainport Eindhoven Region on the 9th position in the ranking of European IT-hubs of world class. With this recognition, the region scores the highest of all Dutch regions and contributes considerably to the Digital Agenda for Europe.
- In 2015 the TU/e was again proclaimed best university of the Netherlands.
- The European Commission has proclaimed the province of Brabant Innovation Leader in the Netherlands, the only province to achieve this acclamation in the past decade.



Social media: useful or not?

According to people who claim to be knowledgeable in this matter, the modern entrepreneur must be active on all social media. Because that is the way to really make your company successful. But is it?



If you want to actively participate in the social media circus, it will take up a great deal of your precious time. Time you undoubtedly have better use for. So try to avoid the time claims of the social media, and limit your posts and presence to the channels that actually reach your target group.

Participating in the social media can be a lot like actual life: very pleasant, demanding, confusing, weird...and it can bring you a lot. Usually, however, by the time we have left school, this social life no longer dominates our daily existence. Then, people find out that there may actually be something to these social media, but now they have to manage the time they spend on it. With the rise of more and more different social media channels, and the intensity with which some people actively use these, it might be an option to give up and to forget the whole shebang. But as your mother told you years ago: collecting your toys and going home sulking is not the ideal way to handle the frustrations that usually come with social situations.

CONTACTS

Your mother probably had another good advice: choose your friends wisely. This also applies to the social media, when you select your contacts. It is

essential that you choose the best social media for your content marketing activities (and expenditures) to get the best return on your investments in time spent on them. Instead of blindly following the crowd to the currently 'hot' social media site, you had better start an approach that (in hindsight) you should have adopted at school: where is the hangout where I can find people who have the same interests as I have? As our social life becomes more mature, we realize that the definition of the desired social group is different for everyone. You must have a good insight into who your potential or existing clients are, and the sort of content they are interested in. Then, limit the social media playing field by determining where they (your target group) most likely hang out. Here, we provide a short overview of considerations in selecting the best social network(s) for your enterprise.

FACEBOOK is good for you... if you wish to build up a presence in the community or reach an optimally broad network. Amongst the younger users, this medium has been losing some popularity, but with over 70% of the online adults actively participating in Facebook, this remains the most popular media site by far. The medium not only has the most users, it is also the most often used, which shows that it

has a high level of commitment. It may of course be that pure popularity is not your primary criterion. Since the primary reason why people use Facebook is to maintain contact with family and friends, it might not be the ideal medium for your corporate messages.

LINKEDIN is good for you... if you are active in B2B or some other industry or role in which you can offer useful insights to people who think about their work, want to set up business relations, or are looking for another job. Although LinkedIn is trying to broaden its information supply, most people use it for their work, so it is an optimal medium for so-called 'peer networking' and industry-specific information. In view of the high level of income and education of the average LinkedIn user, it offers a specific audience that is worthwhile to approach – with the appropriate message.

PINTEREST is good for you... if you are active in a very visual industry with clients who wish to naturally present themselves by means of images. It may, however, also work in areas you would initially consider visual. Think about your audience and their interests. Is it likely that they collect images on which they base their decision to purchase a product or service? Are they extremely interested in a subject that can be presented visually? Considering the popularity of Pinterest amongst the

female users, it is also the place to be if that is your target group. Inspire and inform them on Pinterest and you can create real commitment.

TWITTER is good for you... if you want to reach men as well as women, especially the younger ones. It is also a popular medium amongst the so-called 'information junkies', so if your company offers breaking news or new insights, Twitter is an excellent choice. Just like Facebook, Twitter is more effective if it acts like a two-way platform on which you answer to and show commitment with followers.

INSTAGRAM is good for you... if, just like with Pinterest, your activities have a visual aspect your clients are interested in. It is interesting to see that the users of this medium are often also active on Twitter, so they can function well in combination. Considering the popularity of Instagram amongst specific ethnic groups and urban residents, it may be a good choice for a specific target group.

Another, slightly less popular, visually centered website is Tumblr. According to Business Insider, an American website for corporate and technological news, Tumblr in general draws a younger and less wealthy audience. BI also considered Google, and came to the conclusion that this is mainly dominated by male users. Google has some interesting





social community tools like 'hangouts' that are worth checking out if you want to create extremely interactive opportunities.

Hopefully, the information provided above has helped you overcome your stress in relation to corporate participation in social media, and you can now choose the platform that is best able to support the communication of your enterprise. This means: finding your clients wherever they are, and approach them with the right content, be it original or collected, on news, entertainment, sports or other reliable sources. But it also means: being realistic about what they are prepared to do and what they are capable of, when it comes to interaction. At the end of the day, social media are two-way channels, so you must participate in conversations that have some use for your clients and your enterprise.

RISKS

Social media can also pose some risks: if someone is not satisfied about a product or service, and he or she posts his/her displeasure on one of the social media, you can have a big problem. In many shops, you can still find notices with the text: "If you are content, please tell others; if you have complaints, please tell us." Unfortunately, the modern consumer does not feel compelled to follow this advice:

disgruntlements are 'told' immediately on the social media. With the consequence that this complaint – justified or not – will start leading a life of its own. This may have grave consequences for your enterprise, because the internet has no compassion, in fact, it is ruthless. Once a message is posted, it is very hard, if not impossible, to erase. A negative remark or review is extremely hard to refute. The excuse that it is just one subjective opinion of one over-demanding person, seldom helps in mending the damage.

RESULT

No one medium can guarantee that an advertisement or other presentation with which you try to reach your target group, will yield any positive result. What is certain, is that if you do not present yourself, people will not know you and you will not sell. So you have to do something about publicity, and the social media may be one channel that works for you. But for these, the same goes: no guarantee for turnover, no matter how many followers or 'Likes' you have. The only thing you can do, is asking the buying customer how he found you. Try to keep tabs on that, and make a survey of the various sources. This way, you can determine what works for you, and what does not.

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NL-5600 AB Eindhoven
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congres- en vergaderclassificatie



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

For more information and our affiliates visit our website <http://www.vergaderhamer.nl>.



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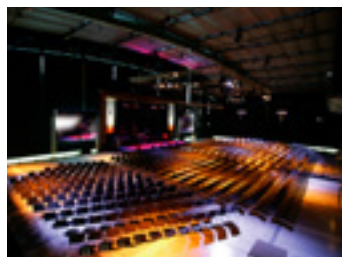
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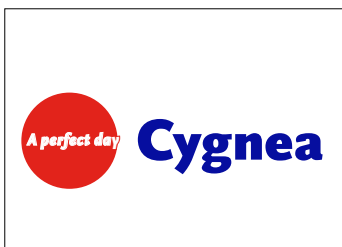


A qualified Convention organization agency (also called Professional Congress Organizer, PCO) is an independent company, specialized in the organization of (inter)national conventions and meetings on a professional basis. They supply high quality service and belong to the top in their field of expertise;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

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

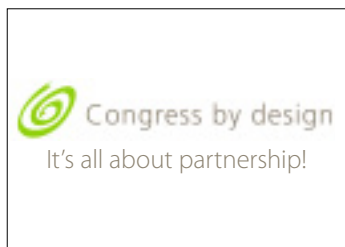
agencies are explicitly in the forefront of the sector with high-grade service in the field of corporate meetings.

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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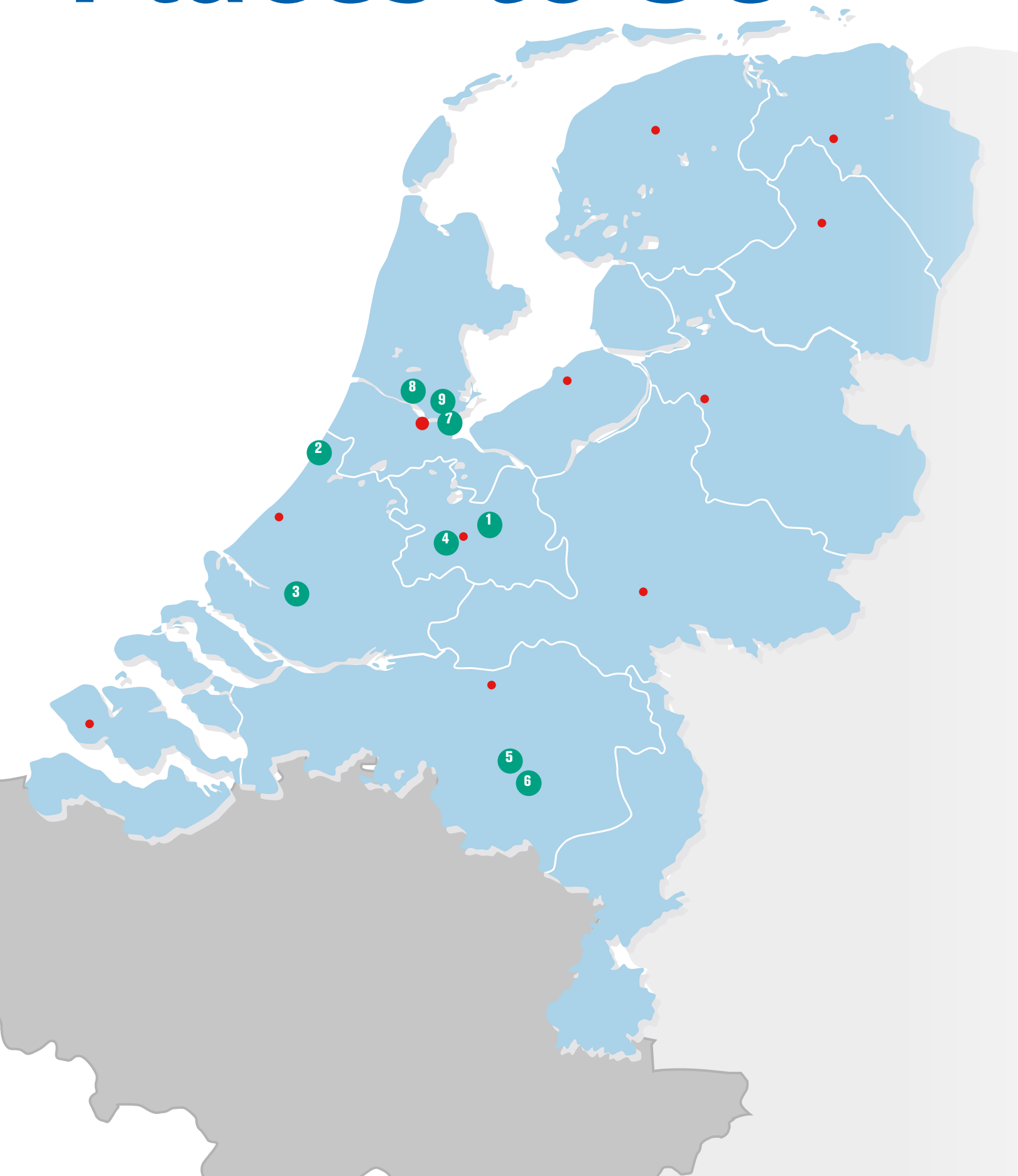
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4



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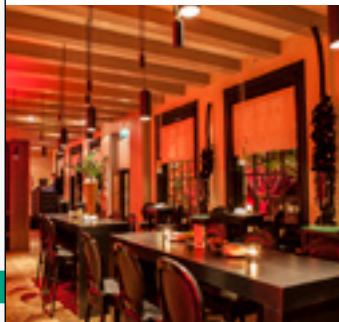
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6

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E raimarketing@rai.nl
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9

“The sugar factory which has become a leading event venue”

SugarCity lies within a stone's throw of **Amsterdam**, the former sugar factory is still industrial and raw like in 1863 and at the same time its modern facilities grant it **international appeal**. Approximately **21'000 square meters** suitable for events, plus the characteristic height, the separate floors, the atriums and the car lift ensure SugarCity is greatly versatile throughout. The various factory buildings can be used separately as well as combined to accommodate both large and smaller events. SugarCity is easily accessible within 10 minutes by car from Amsterdam and Haarlem, or within 15 minutes from **Schiphol Airport**. A **train station** is located directly across the road. The experienced SugarCity Events team will be more than happy to provide you with comprehensive advice to arrange a successful event or convention.





EVENTS

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



Beurs van Berlage, dating from 1903, is the former Stock Exchange of Amsterdam. It is one of the finest architectural landmarks in the Netherlands. Today it is hosting international conferences and events. Legendary meetings in a vibrant city. Visit conferencecentreamsterdam.com

BEURS·VAN·BERLAGE [Conference Centre Amsterdam](http://conferencecentreamsterdam.com)

