

# Meeting International.org Business Destination **Holland**

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## Castles and museums

Parijs has the Louvre and Musée d'Orsay, London has the British Museum and the National Gallery, and in Rome the Vatican Museums are a must-see. The wonderful works of art there attract millions of visitors each year – and rightly so. But the museums in the Netherlands certainly measure up to these: the Rijks museum, the Van Gogh Museum, The Hermitage Amsterdam and the Stedelijk Museum in Amsterdam together also welcome millions of visitors each year. And then we do not even include the visits to the museums outside of Amsterdam! Coincidentally, these museums often have wonderful rooms and halls that can be rented for a meeting, symposium or reception.

The same goes for the castles and country estates. Perhaps you do not expect this in our crowded country, but the many wonderful nature areas around the big cities boast a great many of these historic buildings. The castles were built on strategic locations in order to be able to defend the many duchies and counties. Later on, these fortifications were converted into beautiful, luxurious mansions. In order to maintain these buildings, a large part of them were given a museal or hotel function. The MICE sector profits from this.

In this edition of Meeting International we place – among other things – some Dutch castles and mansions in the spotlight. We also made a list for you of the advantages of meeting in a museum. But as the offer is, of course, much more extensive than we can mention in this magazine, we suggest that you visit the Holland Stand (F30) during ibtm World. There are plenty of options!

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“AD 2017 a presentation with an overhead projector by one of the professors should really be ancient history.”

Erik Werners, page 40.





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When you organise events, and ask your visitors to register, you are officially processing personal data. This implies that, from a legal point of view, you have certain responsibilities regarding privacy and security. We will point out some things you as an event manager should consider – and give you 5 tips to prevent a data breach.

### 40 Congress: boring or spectacular?

More experience and renewal, more attention to innovation, an inspiring day for the visitors. You would think that these are the maxims all congress organisers use. But do they really?

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# The City of Holland: Tourism vs congress arrivals, the art of balancing

**No doubt you have heard or read in the media about the fact that some European cities consider tourism to be a nuisance rather than a blessing. Some cities and districts indeed suffer inconvenience and we do not want to trivialize that. However, we must be wary of this notion becoming a new reality.**

**S**urely we need to strike a balance. And in order to keep the Netherlands lovable, liveable, and valuable we should aim to spread arrivals over time and location. Presumably, this will be easier to control for leisure trip arrivals than for multi-day business events such as conferences.

In general, conferences are less flexible in rescheduling data for various and completely valid reasons; they cannot coincide with other, similar conferences, or be scheduled too close to a world-wide conference. And often - but hardly always - sheer size of a conference dictates the venues you can choose from in your capacity as an organiser... At the same time, availability of a venue can be under such pressure that it may be high time to consider alternatives. I also notice that my Dutch initiators

often suffer from cold feet long before their European or international peers would... That is when organisations such as my employer should step in, and take initiators by the hand to outline alternative opportunities to them. In itself, this is nothing new, as we have been doing so for years. However, now is the time to highlight it more effectively.

Let us not close our eyes to the visitor pressure experienced by some cities. And let us make sure that this sentiment does not have a negative impact on the market of conferences, meetings, and other business events. Once more, we should realize that the added value of general or scientific conferences surpasses the impact of direct economic spending value by participants. Moreover, conference or meeting participants are generally not the type of travellers that visit tourist hotspots during their stay. Time is money and the event is not a holiday, is it? Surely we are allowed to enjoy ourselves as long as we are here anyhow, so please do!

Eric J.A.M. Bakermans  
Director Marketing Meetings, Conventions & Events



Muiderslot

# Castles with a (hi)story

**The Netherlands has over 700 castles and country estates, from defense citadels to luxurious manors. In the seventeenth and eighteenth century these estates were the stately homes of wealthy merchants and nobility. The stories behind these historic premises are still cherished. We compiled a shortlist of the most interesting stories.**

Photography Holland-mediabank

## AMSTERDAM CASTLE MUIDERSLOT

At a stone's throw from Amsterdam lies the Muiderslot. The castle probably dates back to the thirteenth century, when around 1285 Count Floris V of Holland had a stone

keep built at a strategic location on the estuary of the Vecht river. The story of count Floris and his fortress did not have a happy ending. In 1296 during a falcon hunt he was abducted by his own nobles and brutally murdered. The castle was destroyed by enemy troops. In the seventeenth century the castle, which was rebuilt and expanded from 1370 and strengthened in 1576, was inhabited by Pieter Corneliszoon Hooft (1581–1647) the namesake of the P.C. Hooft street - the most exclusive shopping street of Amsterdam. He was 'drost' (sheriff) of Muiden and 'baljuw' (bailiff) of Gooiland, but was best known for his many poems, sonnets, letters and plays. After a period of decay, the Muiderslot was saved from the wrecker's ball in 1825. Nowadays, the rooms and gardens of the castle once again recall the Dutch Golden Age. The castle is a very popular site for films and photos, for example as the location for the castle of 'Sinterklaas' (the Dutch version of Santa Claus) in the children's television show 'De Club van Sinterklaas'. Various rooms in the castle, including the impressive Knight's Hall, can be booked for business meetings.

[www.muiderslot.nl/en](http://www.muiderslot.nl/en)



Museum Huis Doorn

#### MUSEUM HUIS DOORN

Originally, Huis Doorn was a thirteenth-century moated castle. The present shape of the house was mainly established during the renovation in 1796, when the surrounding gardens were also laid out in British landscaping style. The most famous inhabitant of Huis Doorn is the German former emperor Wilhelm II who, after the Germans were defeated in the First World War, fled to the neutral Netherlands. In 1919 he bought Huis Doorn for half a million guilders and had it thoroughly converted. Electricity, modern sanitary fittings and heating were introduced to the buildings. The castle was decorated with over 30,000 objects from the imperial palaces in Berlin and Potsdam, including furniture, paintings, silverware and carpets. These days Huis Doorn is a museum. Visitors can take a guided tour of the original furnishment of Wilhelm II, comprising three floors and twelve rooms. The emperor lies buried in the mausoleum on the estate (according to his last will, Wilhelm II was to be interred only after the restoration of the German monarchy). The museum can be booked for meetings, on demand combined with lunch, drinks, dinner and various leisure activities.

[www.huisdoorn.nl/en](http://www.huisdoorn.nl/en)

#### CASTLE DE HAAR

At the end of the nineteenth century, not much was left of De Haar. When baron Etienne van Zuylen van Nijvelth inher-

ited the castle ruins, he decided to have the family castle rebuilt as homage to his glorious ancestry. His marriage with the wealthy baroness H el ene de Rothschild provided him with ample financial means to realise this. Architect Pierre Cuypers, well-known from his designs of the Rijksmuseum and the Amsterdam Centraal Station, made significant changes to the castle. At that time, Castle De Haar was a very luxurious residence with hot and cold running water, central heating, electricity, a Turkish bath, a state-of-the-art kitchen and a passenger lift. The baron and his

#### Seven reasons to meet at a castle

- Each and every one is an extraordinary location with a unique atmosphere.
- Participants experience a seminar as an 'outing'.
- The peace and quiet of the surrounding gardens offer a great opportunity for a team building or brainstorm session.
- The coffee breaks and lunches or dinners in the historic vaulted rooms or wonderful castle grounds have a calming effect on every visitor.
- The manager not only works at the estate, but often also lives there. This ensures a more personal service.
- A castle is usually run by a small organization; large hotels often have several meetings at the same time, whereas at a castle, you have the place to yourself.
- The venue has an 'old world' atmosphere, but offers all 21st century comforts.

guests used De Haar as a country estate mainly in August and September. In the eclectic interior the neo-gothic style dominates in the form of sandstone sculptures, the painted and stenciled decorations and the leaded windows. The furniture also comes from Cuypers' workshop. Apart from that, Castle De Haar boasts a varied



Castle De Haar

Paleis Het Loo



collection of art objects, antique Chinese and Japanese earthenware, three sixteenth-century wall hangings, a seventeenth-century tapestry, various paintings and panels with religious motifs and even a palanquin from the court of one of the last Japanese shoguns. De Haar is available for congresses, receptions and dinners.

[www.kasteeldehaar.nl/english](http://www.kasteeldehaar.nl/english)

#### **PALEIS HET LOO**

In 1684 'stadhouder' (stadtholder, viceroy) Willem III purchased the medieval hunting lodge Het Loo (now called 'Het Oude Loo' (the old Loo)) including the surrounding buildings, woods, estates and watercourses. At this location he had built the new hunting lodge and summer residence Paleis Het Loo for his wife Mary Stuart (later Queen Mary II) and himself. In the course of the centuries the palace was inhabited by the Dutch royal family. Queen Wilhelmina welcomed Winston Churchill there as a guest. Since 1984 Paleis Het Loo has been a museum. The wonderful wall paintings and ceiling decorations, as well as the collection of 160,000 objects (including paintings, sculptures, furniture, art objects, textiles and costumes, drawings, prints and photos, orders and decorations, books and carriages) show how the Oranje families lived here. The garden behind the palace has been restored to the layout it had in the

days of Willem III and Mary II. The west wing of the Paleis Het Loo has function rooms for business meetings. In 2021 the business possibilities are extended further. The renovation which will be started in 2018 will then be completed. During the renovation the palace gardens, stables and museum restaurants will remain open to the public. [www.paleishetloo.nl/en](http://www.paleishetloo.nl/en)

#### **SLOT LOEVESTEIN**

Castle Loevestein was built around 1357 by order of knight Dirc Loef van Horne. The building was used as residence and as base of operations for his forays and the levy of illegal toll. Later the castle became the property of the lord of Holland and he used it as a defensive work. At the end of the sixteenth century, after a thorough renovation, the castle was used as state prison. One of the best known prisoners was writer and lawyer Hugo de Groot. His most famous work *De iure belli ac pacis* (On the law of war and peace) from 1625 constitutes the basis for the modern international law. In 1619, in a period in which religious wars were mixed with political powerplays, he was sentenced to life imprisonment. After two years he managed to escape from Slot Loevestein hidden in a book chest, an idea from his wife. Dressed in mason's clothes he fled to Antwerp. Later the castle became a part of the Nieuwe Hollandse Waterlinie (new

Dutch water line of defense). This line consisted of forts and fortified cities and was designed to protect the western part of the Netherlands. The lands lying in front of these forts could be inundated to repel any possible enemies. These days, Loevestein is a museum. In the castle, the outer ward and the soldiers' village visitors can learn more about Hugo de Groot, the Middle Ages and the Hollandse Waterlinie. The castle and the fortress offer various possibilities for business meetings.

[www.slotloevestein.nl/en/business](http://www.slotloevestein.nl/en/business)

#### CHÂTEAU ST. GERLACH

Originally, Château St. Gerlach was a place of pilgrimage for Gerlachus, a hermit from the middle of the twelfth century. After his canonization, near his grave a monastery and a minster were built which also housed a mausoleum. After the French invasion in 1795 a notary public bought the monastery and had it renovated into a château (he considered 'castle' too common). The minster was donated to the municipality of Houthem and was used as the new parish church. After 1979 the castle and a number of its outbuildings fell into serious disrepair until Camille Oostwegel, a hotel owner from the province of Limburg, bought the estate in 1994



Château St. Gerlach

and had it renovated. These days Château St. Gerlach is a hotel, restaurant and congress venue, and quite a few distinguished guests have already enjoyed its hospitality. During a short visit to Limburg for the 60th commemoration of the end of the Second World War, the American president George W. Bush and his wife spent the night at the hotel. In February 2002 twelve European bank presidents gathered here. One year later the Euro monument,

made by the Benedictine friar Leo Disch, was unveiled. In 2014 The Rolling Stones spent a night at the hotel when they played at the Pinkpop music festival. It is said that the rock and roll legends also visited the minster and Gerlachus' mausoleum then. [www.oostwegelcollection.nl/en/chateau-st-gerlach](http://www.oostwegelcollection.nl/en/chateau-st-gerlach)



Slot Loevestein



Peter Klosse stimulates new food for thought in gastronomy

## “Ingredients are the basis, not the traditional recipe”

**The Netherlands do not really have a rich culinary tradition. That is partly the reason why our gastronomy has seen an enormous development in the past years. According to Peter Klosse, director of the Academy for Gastronomy, chefs can and should take this development a step further. “The new way of thinking about gastronomy can make a significant contribution to positively affect eating patterns and to stimulate people to make better choices.”**

**D**uring his entire career, Peter Klosse has engaged himself in gastronomy and the concept of taste. In 1995 his parents started the restaurant De Echoput in the village of Hoog Soeren. The restaurant was awarded its first Michelin star in 1967. “My father was always re-interpreting dishes and ingredi-

ents. He did not indiscriminately adopt what everyone was peddling, but instead wanted to innovate and push out frontiers.”

When, in 1985, Peter Klosse took over De Echoput he also had the urge to innovate. “I concerned myself with the meaning of the concept of gastronomy and tried to understand why we do things the way we do. The realization that taste is a profession you can learn about, was the basis for the Academy for Gastronomy which was established in 1991. Here, head waiters, chefs and maîtres can take courses in wine-food combinations, hosting and methods of preparation of venison. Some of these course are also interesting for private persons.”

According to Klosse, the Academy for Gastronomy meets the need for an increasing desire for information.

“These days we have access to a wide range of products. Information on wine and food helps to make the right choice. Besides, consumers have become more particular. A wine merchant then benefits from being able to give a sound advice on good wine-food combinations.”

#### DEVELOPMENT

The level in the higher category of the gastronomy has experienced a considerable development, especially in the Northern-European countries like Norway, Denmark, Germany and the Netherlands. “These countries have seized the opportunity to make inroads in the restricted areas of the traditional gastronomy. In twenty years’ time top chefs in those countries have developed a completely new way of interpreting the northern cuisines. The classic dishes like canard à l’orange were replaced by the chefs by new, lighter dishes based on the flavour of the products. Take, for instance, the Danish chef René Redzepi from restaurant Noma. The Dutch chefs have also developed themselves, for example Jonnie Boer and Sergio Herman, who have gained a great deal of respect at an international level. In their dishes, their distinct signature and flavour play central role. This individuality is also the reason why we go to a particular restaurant in the upper category and why, as a chef, you are awarded a Michelin star.”

Of course this new way of cooking also demands different wine-food combinations. “In the past, it was assumed that fish should be served with white wine, and red wine should go with meat. But who decreed that? The best combinations are created when, based on what is on your plate, you compose a flavour profile and select a wine, or even tea or sake, that is compatible with that profile.”

#### TRADITIONS

The fact that the Netherlands, in contrast with countries like Italy and France, does not have any outstanding culinary traditions, has had a positive effect on the gastronomic development. Klosse: “Because the Dutch generally are not burdened by any traditional way of thinking, there is

#### About Peter Klosse

Peter Klosse was raised with gastronomy. In 1985 he took over star-restaurant De Echoput from his parents, and made it into a five-star hotel with a gastronomic restaurant. In 1991 he established the Academy for Gastronomy and started to write books about the gastronomy and the food industry. In 2004 he obtained his doctorate from the University of Maastricht at the faculty of Health Sciences with the Flavour style concept. In 2011 Klosse became a lecturer in the city of Leeuwarden. These days he works at the Hotel Management School in Maastricht. Klosse is also a member of the Google Food Lab and as a consultant helps several companies and organisations with issues relating to taste. With The Academy For Scientific Taste Evaluation Klosse concerns himself with the role for taste and taste experience in the promotion of healthy and sustainable food.



room for innovation. In the seventeenth century we were one of the first countries that, thanks to the VOC (the Dutch East India Company), got to know spices like cinnamon and nutmeg. We soon started using these status symbols in our dishes. The Netherlands, as agrarian super power, are, on the other hand, used to produce large quantities, because of which too little attention was paid to the own quality. If we use the knowledge and

know-how to improve the quality of our products, we get the best of both worlds. Fortunately, more and more food producers opt for quality and are able to offer their products to a large audience via restaurants and parties like wholesalers.”

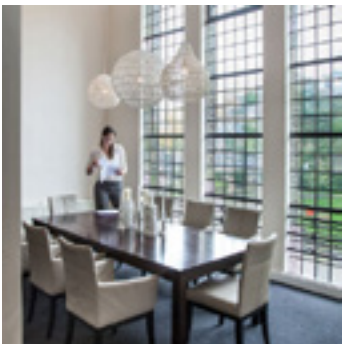
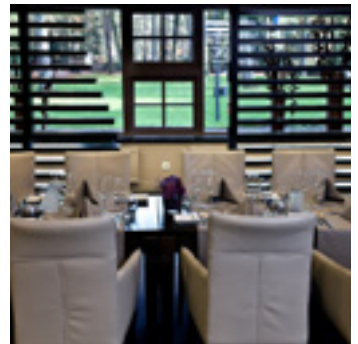
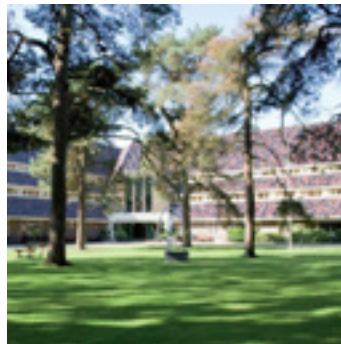
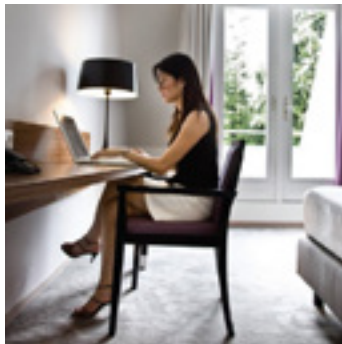
#### DISCERNING

Although most people associate gastronomy with restaurants, Klosse considers this concept in a much wider context.

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“For me, gastronomy is the science of flavour and tasting. That plays a role not only in top restaurants, but also in other segments like McDonalds and sectors like education and healthcare. The entire food sector deals with gastronomy by adapting the products to the consumers’ taste. But there is a different side to this: the food industry uses words which insinuate that the products in, for instance, the supermarket, contain the authentic or natural flavours with healthy nutrients. At the same time, so-called food experts claim via their own websites or social media channels that they know all about food and give wrong advice. People are more and more discerning in what they put into their mouth and that realization is a good development. But those ‘experts’ get away too easily with spreading nonsense because the average citizen has too little

knowledge of the subject to see that it actually is nonsense.”

#### **SOCIAL THEMES**

Fortunately we do have the chance to acquire that knowledge. “Flavour is what a product has, that is an indisputable, measurable notion”, Klosse explains. “By reading books, learn more about ingredients and wines and how to prepare new dishes, you can learn how to better recognize flavours. When you know how flavour is made up and know what someone has a liking for, you can prepare the dishes in such a way that their taste matches these preferences and so are found delicious. Ingredients then form the basis, not the traditional recipe. By linking concepts like flavour and delicious with consumers’ preferences, you can better respond to social themes like

health, sustainability and use of land and water. The new way of thinking about gastronomy can make a significant contribution to positively affect eating patterns and stimulate making better choices.” In this process, Klosse sees an important role for the chefs. “Chefs understand about delicious and can help change unhealthy or undesired eating patterns. More and more modern restaurants focus, for instance, on vegetables as main ingredient for their dishes, without calling it vegetarian. By approaching certain social notions in a positive manner, chefs do not emphasize that there is less or no meat on the plate, and the guests will not do that, either. Because they are too busy enjoying their meal.”



Utrecht Convention Bureau proud of region's progressive character

# Breeding ground for innovation

**Nowadays, the choice for a congress destination is no longer based on image, price and accessibility. The story also plays a role and what you stand for as a destination. Knowledge city Utrecht and the surrounding region offer the necessary facilities as well as inspiring, intrinsic starting points for international knowledge events.**

**Photography** Juri Hiensch en Renzo Gerritsen

**I**n Utrecht knowledge development takes place on a large scale and in various disciplines. The theme Healthy Urban Living - long, healthy, vital, social and independent co-existing in a clean, safe, nice, sustainable and economically sound city - and the measures taken, constitute the connecting thread for these developments. The various knowledge institutes and companies located at the Utrecht Science Park contribute to the mission of Utrecht: passionately creating progress together. "Partly thanks to

the Utrecht Science Park, a breeding ground for innovation, Utrecht was declared one of the most competitive regions in Europe", says Monique André de la Porte, account manager with Utrecht Convention Bureau. "At the moment we are working hard to develop a network in which educational institutes, companies, authorities, the province and the council can find each other even more easily. This ensures a powerful innovation dynamics and makes Utrecht an experimental garden for urban developments."

"A great example in the field of healthcare is the Princess Máxima Center for Children Oncology", Business Researcher Liza Verkroost adds. "Usually, a hospital and a laboratory are two physically separated entities. The Princess Máxima Center is the first centre in Europe to combine care expertise and research in one location. That is why paediatric oncology specialists from all over the Netherlands will be working together with top research-

ers from all over the world at the Princess Máxima Center. This initiative is characteristic for Utrecht; knowledge and care institute join forces to jointly and passionately bring progress."

### CONNECTING

For knowledge events that have a clear link with life sciences and health, innovation and sustainability, Utrecht is the ideal congress destination. André de la Porte: "In all our activities, connecting various parties plays a big role. For instance, when we organise a site visit we not only show what Utrecht has to offer in locations, but we also bring parties into contact with companies that may offer an interesting meaningful addition to the congress. Besides that, there are ambassadors from all kinds of trade sectors who can sometimes also act as initiator of a congress. That makes the subjects of the congresses we welcome here very diverse, but they all agree with the developments taking place in Utrecht", says Verkroost. "Knowledge events on mathematics, health-care for pigs, children's psychology and cancer research, as well as the congress of the International Association for the Study of the Commons (IASC) have opted for Utrecht." "Utrecht is a region with a human measure, but with metropolitan facilities", André de la Porte adds. "This means that when a congress with 900 participants takes place in the city, there is a very natural interaction with the inhabitants."

### FACILITIES

Not only the city of Utrecht itself, but the facilities in the province of the same name



#### About Utrecht Convention Bureau

Organisers planning to organise a knowledge event in Utrecht can count on the support from Utrecht Convention Bureau. This bureau offers free, independent and expert advice on the possibilities for congresses and informal programs in Utrecht, and provides, among other facilities, a bidfund. Initiatives like Hotel Service Utrecht, a free online reservation service through which congress and event participants can easily and safely reserve and pay for their hotel room, also make organising international meetings easy. Besides, from Schiphol Amsterdam Airport Utrecht can be reached by train and car within half an hour, and the region has very favorable rates compared to other European cities.

create a very varied congress destination. "Thanks to our partners in the woody area of the 'Utrechtse Heuvelrug' Utrecht offers many options for the organisation of knowledge events", says André de la Porte. "Congress organisers can choose a historic

or rather a modern location in the lively city, or a stay in the region, in an inspiring rural environment", Verkroost adds. "A number of association congresses has specifically chosen for a location in the region. The small distances between the various cities and areas are no problem. From nearby Zeist, located in the middle of the heath, you can easily walk into the woods." With the possibility of extending into the region, Utrecht can receive up to 2,000 delegates per congress. André de la Porte: "Regarding the hotel capacity we now have some 2,000 rooms. In the next few years we expect an additional 1,000 rooms. Extra attractive is of course the Stimulation Fund Knowledge Events, which makes especially association congresses very happy. It offers an additional support of up to 10,000 euros per congress, provided this has common grounds with the spearheads Green, Healthy and Smart." "All these special USPs can be reached in 30 minutes from Schiphol Amsterdam Airport and also have an excellent price-quality ratio. All the more reason to consider Utrecht as destination", says Verkroost.

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



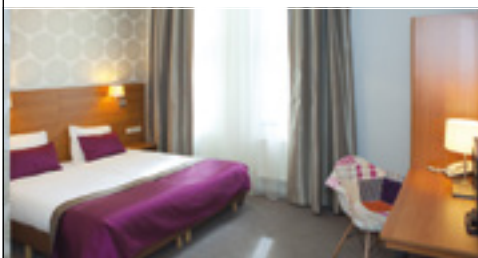


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MEETINGS | HOTEL | EVENTS

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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 146 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/en](http://www.mitland.nl/en)



## The 5 key factors to ensure your next conference is a success



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The function rooms of the Spoorwegmuseum

# Take a different track

**Situated in the city of Utrecht, the Spoorwegmuseum (Dutch Railway Museum) attracts more than 400,000 visitors each year. It has a wonderful calling card: the entrance of the historic Maliebaan station. This classic railway station from 1874 has been restored to its former glory and breathes nineteenth century grandeur, complete with marble floors and chandeliers. It has a wonderful classic reception hall and beautiful large waiting rooms by the platform with view of the trains, a covered terrace and even a Royal Waiting Room!**

## VARIOUS OPTIONS

On the other side of the tracks sits the new museum building, showing the entire history of the railway. There, you can really see, smell, and feel the history. The basic principle being: the museum as experience. From majestic waiting rooms to industrial rooms between the impressive steam locomotives in the large museum hall, the museological setting and wonderful trains always add an extra experience to meetings or events. In the breaks you can wander around between the trains and enjoy the history of the railway, if required, on a guided tour.

## FUNCTION ROOMS

The Spoorwegmuseum offers the business visitor a wide variety of options. Situated wonderfully in the heart of the city of Utrecht, it has a large parking area right in front of the museum and is – of course – well accessible by train. The train from Utrecht CS stops in the middle of the museum! The 14,000 m<sup>2</sup> large covered museum hall offers many possibilities. Business or festive meetings of up to 3,000 persons are no problem. The hall can be used in several manners, like, for instance, during the Facebook 'Boost your business' Event. On the days when the museum is closed

to the public, the entire museum can be used. The award-winning Allerhande Kerstfestival is one example of this option: for three days the entire museum is rented out to the Dutch supermarket chain Albert Heijn. This year the event was awarded a prize as 'Best brand and engagement Event'.

But there is also room for private receptions. High above the majestic trains there is the Bedrijfsschool, the old trainings institute of the Dutch Railways. The function room has its own foyer for a warm reception of your guests. But you can also find there an old power plant, an Exhibition room for 300 persons or a real theater room seating 200 persons. Our professional staff and high-quality caterers ensure a successful event.

## CONTACT

Interested? Please contact our Sales department: call. +31-30-2306289, [sales@spoorwegmuseum.nl](mailto:sales@spoorwegmuseum.nl). More information can also be found at [www.spoorwegmuseum.nl](http://www.spoorwegmuseum.nl).

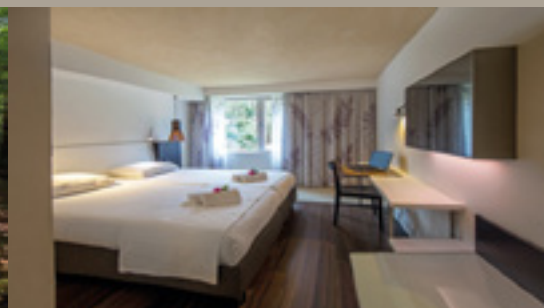


# Landgoed Zonheuvel



## SUSTAINABLE HOSPITALITY IN NATIONAL PARK UTRECHTSE HEUVELRUG

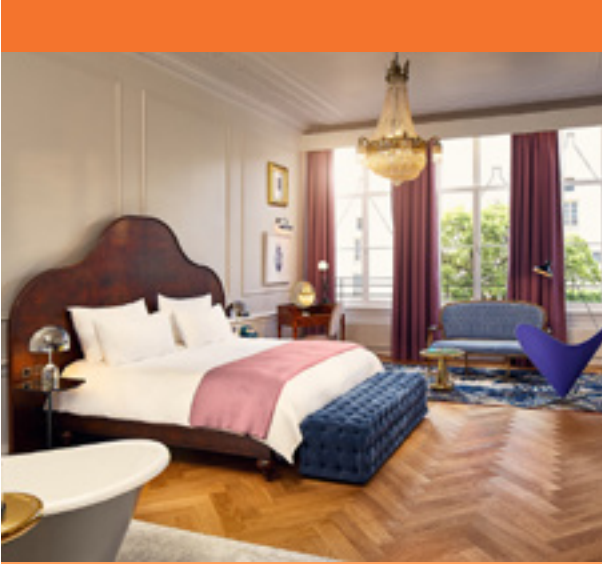
- Centrally located in the Netherlands, about 65 km from Schiphol Amsterdam Airport
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[www.landgoedzonheuvel.nl](http://www.landgoedzonheuvel.nl)





## Interior design and architecture Pulitzer Amsterdam acclaimed best in Europe

In October, at the 15th edition of the Prix Villegiature Awards in Paris, Pulitzer Amsterdam won the award for 'Best Interior Design and Architecture in a hotel in Europe'. By winning they bested prestigious hotels like Hotel Eden, Dorchester Collection in Rome and La Réserve Hotel and Spa in Paris. The jury, consisting of 24 prominent internationally recognised journalists and correspondents, have unanimously decided that Pulitzer Amsterdam has the most beautiful hotel interior and architecture in Europe. Earlier the hotel managed to land several awards with its hotel and design, including the 'It-List' 2017 from Travel + Leisure, JetSetter's 'Best of the Best' Awards 2017 and National Geographic Traveller's Big Sleep Awards 2017. In August 2016, after an 18-month renovation and restyling of all twenty-five canal-side buildings from the Dutch Golden Age, the Amsterdam five-star hotel reopened its doors. Creative Director Jacu Strauss has combined original and historic elements with rich contemporary design. A mixture of eclectic details and design pieces, together with the individual character of each canal-side building, make Pulitzer Amsterdam come to life. Director of Business Development Yvonne van der Klaauw and PR Manager Sophie Janssen received the 'Best Interior Design and Architecture in a hotel in Europe' award at Château de Ferrières just outside Paris. [www.pulitzeramsterdam.com](http://www.pulitzeramsterdam.com)



## Hotel guests test world's first sleep robot in WestCord Hotel Delft

Somnox, the world's first sleep robot developed by four TU Delft students, will be tested in WestCord Hotel Delft in the next few months. The sleep robot helps people with sleeping issues in a non-medical manner by means of breathing simulation, sleep promoting sounds and sunrise simulation. WestCord Hotel Delft is the world's only hotel where this sleep robot is used. The WestCord Hotels' philosophy is to provide the guests with the highest possible service level. It is however impossible to influence the guests' sleeping behavior. The collaboration with Somnox was initiated to provide an extra service in order to let guests start the day well rested. At the moment a prototype is available which the WestCord Hotel Delft's guests can try out; this way, the sleep robot's functionalities can be further optimised. Four students at the TU Delft have hatched the idea to develop a robot that can help people with their sleeping issues. The process of falling asleep is quickened by means of scientifically proven techniques, the sleep is monitored and regulated by means of breathing simulation. Bed manufacturer Auping supplies materials for maximum comfort. On 14 November a crowdfunding campaign was started to sell the first 1,000 sleep robots. They will become available on the market mid-2018, until then Somnox can be tried out in WestCord Hotel Delft. [www.westcordhotels.com](http://www.westcordhotels.com)

## Amsterdam No. 8 in Global Smart Cities Ranking

Award-winning smart parking app, EasyPark, have released the 2017 Smart City Index, revealing Copenhagen, Denmark as the smartest city, followed by Singapore, and Swedish city Stockholm. Creating technology which is designed to make people's lives easier, EasyPark's ambition is to help build more livable cities for the future. They undertook this study not only to highlight those metropolises which are on the forefront of smart urban growth, but also to learn from those cities which are showing impressive acceleration towards making life smoother for their citizens through digitalization. To start the study, EasyPark first created a list of 500 carefully selected cities. They were then analysed for 19 factors aiming to define what makes a city 'smart', beginning with digitalization - meaning 4G, high-speed internet and high smartphone penetration. Next, they looked into transport and mobility, which should be knowledge-based with smart parking, traffic sensors and car sharing apps. A smart city should also be sustainable, with a focus on clean energy and environmental protection. Lastly, there should be excellent online access to governmental services and a high level of citizen participation. All of these factors, and more, were then analysed to determine the final index of 100 cities. To round off the study and add a human element, the research team then asked 20,000 technology and urban planning journalists to rate how smart their cities are. Amsterdam takes 8th place in this ranking. The Dutch capital scored excellent on Business ecosystem (8.82), Expert Perception (8.2), Traffic (8.36), Citizen Participation (9.02), Digitalization of Government (9.83), 4G LTE (8.40), Living Standard (9.01) and How The City Is Becoming Smarter (8.20). The average score is 7.54 (Copenhagen scored 8.24).



26  
>  
Congress city Amsterdam

# Metropolis with intimate setting

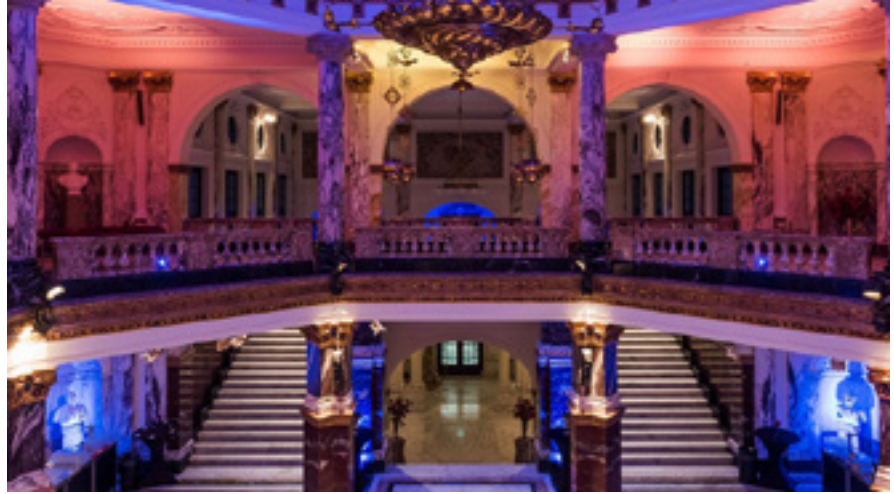
**For many years, Amsterdam has been a favorite destination for (inter)national meetings. This is not only because of the city's ambiance and atmosphere, but certainly also thanks to the way the capital presents itself in the congress market.**

**T**he free, creative and enterprising trade spirit and the economic developments in and around Amsterdam constitute the basis for creative collaboration relationships in the areas of technology and knowledge between various education and research institutes and innovative companies. These institutes and companies

can provide inspiration or even a substantive contribution to congresses and knowledge events. In the Amsterdam harbor, for instance, there is a great deal of logistic activity and there is a vast knowledge of water. Where connectivity is concerned Amsterdam has one of the world's fastest internet connections. Apart from that, the physical connections in and around Amsterdam are well structured. The capital has flight connections with Asia, Oceania and North and South America. Thanks to the extensive public transport facilities in the city itself, visitors and inhabitants can use excellent transport by tram, bus and subway.

Besides that, Amsterdam has a very diverse cultural offer. Amsterdam is a real metropolis, but in a classic and intimate setting of a village environment. You can, for instance, visit the icons in the inner city, but also choose to discover the various neighborhoods of Amsterdam. The peace and quiet and the wide open spaces of the dunes, the beach and nature are within easy reach thanks to the excellent railway connections.

The open mind mentality related to the typical Amsterdam trade spirit as well as the stable political climate make sure that all subjects are given a chance. That is underlined by the fact that Amsterdam houses more than 180 nationalities.



### FACILITIES

Amsterdam not only has knowledge and inspiration, but also offers a wide range of facilities for the hosting of meetings. Last year the offer of hotel rooms doubled from about 20,000 to over 40,000 rooms. It is expected that in 2018 more hotels will open, including Crowne Plaza Amstelkwartier, nhow Amsterdam RAI, Rosewood Hotel Amsterdam and Park Inn by Radisson Amsterdam. In the hotels particularly the smaller congresses with less than 300 visitors are organised. Regarding the larger meetings, organisers can use the RAI Amsterdam facilities. The Beurs van Berlage and Amsterdam ArenA are also used more and more often for large-scale meetings and congresses. Just like the number of hotels, the number of congress centers will also be increased in the coming years. From 2018, the new congress hotel Maritim Amsterdam will have the capacity for 4,000 participants. TEKA Holding is planning the construction of a new congress center with the provisional name Aviodome in the Nieuw-West quarter.

However, the offer of hotels and locations is larger than that of the Amsterdam city itself. Several partners in the various neighborhoods and just outside Amsterdam are associated with Amsterdam Marketing. For instance Trophenhotel (KIT Meeting

& Events), Steigenberger Airport Hotel Amsterdam, Postillion Hotel Amsterdam or Hotel Casa 400.

### SUCCESS

The ambiance of and atmosphere in the city, the knowledge at the knowledge and research institutes and the wide range of venues make a very successful combination for the MICE market. Amsterdam annually hosts more than 5,000 congresses, of which more than half has an international character. Our capital scores very well in the ICCA ranking. In 2016 Amsterdam managed to win the seventh place. In total the business meetings alone attract more than a million visitors' days per year. The participants are attracted by business meetings on very diverse subjects. In 2015 meetings took place from 26 trade sectors, from medical to industry, finance, ICT and technology. Some examples are the 25th Annual Congress of the European Respiratory Society (23,000 visitors in 2015), the International Broadcast Conference 2016 (55,000 visitors) and The Next Web Conference (20,000 visitors). In July 2018 Amsterdam will welcome the International Aids Conference.

### AMSTERDAM MARKETING

Congress and event planners who would like some assistance in organising a busi-

ness meeting in Amsterdam and surroundings, can contact Amsterdam Marketing. Via the website meeting planners can use, among other apps, the Venuefinder, with which they can find the perfect location ([www.iamsterdam.com/venuefinder](http://www.iamsterdam.com/venuefinder)). For citywide congresses the label I amsterdam® approved was established. This is a collaboration association between the hotels in Amsterdam, Amsterdam Marketing and RAI Amsterdam. This label guarantees the best deal for stayover accommodations plus the guarantee that at any moment, 16,000 rooms are free in the city. This way, Amsterdam can quickly and efficiently meet the demands of the organisers. Especially for organisers of meetings, congresses and events, Amsterdam Marketing has developed information material that can be used as a roadmap for congress participants and trade show visitors. These products can be ordered usually free of charge or at reduced prices ([www.iamsterdam.com/meetings](http://www.iamsterdam.com/meetings)). The city's cultural offer makes sure that during the free hours during a congress, there are more than enough options to organise a nice, relaxing activity. Amsterdam Marketing can help you make the perfect choice.

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



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## 'Perk up your event' at Kimpton De Witt

*Say goodbye to ho-hum meetings with local bike rides, beignet breaks and Genever tastings. At Kimpton De Witt, wow your guests with Amsterdam-themed perks.*

**Healthnut Perk:**

*8K Vondelpark bike ride*

- Experience Amsterdam like a local. Jump on a bike and cycle around Amsterdam's most famous park. Take in the ponds, rose garden, sculptures and wildlife.

**It's 5 O'clock Somewhere Perk:**

*Genever tasting*

- Holland's iconic juniper spirit, also known as Dutch gin, comes in many flavors and styles. Arrange a tasting of genevers with our knowledgeable bar team.

**Lekker Love Perk:**

*Sweet treats for your meeting break*

- Our in-house Miss Louisa Coffee & Beignets shop sends over fresh, sugar-dusted beignets and our custom blend of coffee for a pick me up during your meeting.

*Welcome to the terms and conditions, a.k.a. "small print": Must be 18 or older to enjoy the hosted social hour. is based on availability and does not apply to groups already contracted and/or in conjunction with another promotional offer. All perks are based on availability and subject to size and availability of space. Alternative options may include multiple sessions of your preferred group perk. Food and beverage minimums may apply. Finally, Kimpton Hotels reserves the right to cancel reservations booked with erroneous room rates.*





House Bar, which dates back to the Dutch Golden Age. With our unique personality and heartfelt service (without the attitude), consider our intimate boutique hotel your personal sanctuary.

What better place to host your next event or meeting? Our eight elegantly appointed meeting rooms and three unique event spaces cover 602 square



# Kimpton De Witt Amsterdam

Welcome to our first European boutique hotel, **Kimpton De Witt Hotel**, which exudes a modern approach to luxury through 274 fresh, refined rooms and imaginative spaces steeped in inspired Dutch design.

**N**estled in the heart of Amsterdam's thriving city centre, our hotel inspires you to imagine, explore, create and find a comfortable place to relax. Unwind in our leafy garden conservatory. Savor a meal at our local restaurant. Cradle a nightcap in our cozy

meters in Amsterdam's city centre. Two of our spaces are fitted in The Netherlands' Golden Age style, with art and historical design elements that evoke the era with contemporary flair. Our sunny Penthouse De Witt on the sixth floor doubles as a luxurious apartment with jaw-dropping views over Amsterdam from its 30-square meter balcony.

For more information please email [amsnl.meetings@KimptonDeWittHotel.com](mailto:amsnl.meetings@KimptonDeWittHotel.com) or call +31(0)205211852.





# Untangling your association's stakeholder engagement strategies

**Whilst most associations acknowledge the significance of a potent stakeholder engagement strategy, how many organizations use specific KPIs to measure impact and success? And even more worryingly, how many are just using it as a byword?**

**I**n a fast paced digital era, social media and innovative technologies play a major role in the way we function, both as businesses and individuals. As the competition to attract stakeholder attention rises, traditional, old-school static reports and surveys can no

longer keep up. Stakeholder engagement often becomes a norm that associations go through to tick a box, rather than seeking to understand what engagement really means to them, as well as to their community. Thus, any attempt to engage stakeholders stays in a state of limbo.

#### **POINT ZERO: LAYING THE GROUNDWORK**

In order to make stakeholder engagement meaningful, associations can't just coast to success on public relations and communications. As there are increasing external pressures which impel associations to engage more, such as fierce competition, the remarkable rise of online



communities, emerging digital tools and the ever-growing stakeholder needs, signing blindly on an engagement method without understanding it, or using it intently, can only get them so far. Adding to that the struggle to link engagement to the association's core business activities, it exponentially becomes a greater challenge to handle.

So, take a moment to reflect on the key foundations for developing a successful stakeholder engagement strategy as well as its essential compounds. Is it aligned to your association objectives? Have you identified who your stakeholders are? What is your return on investment? Reaching stakeholders in a click is not an easy task, however, it is all about listening and responding; attending to your association's goals and choosing the right tools for the job.

#### **SOCIAL MEDIA FEVER**

For many associations, social media channels can still be a bit difficult to digest. More and more voices clamoring in multiple outlets asking for attention, is altering the reasons companies and associations engage. Changing along the way how they engage and with whom.

Nevertheless, social media still embodies a great asset; a two-way balanced dialogue between stakeholders.

Building a dynamic social media strategy into your overall communications strategy allows you to reap the benefits of real-time interactions with stakeholders, increased brand awareness, as well as strong - and active - online communities.

And as these social platforms evolve and grow, communication becomes effortless, eliminating any geographic borders. This creates plenty of engagement opportunities, enabling you, as well your stakeholders, to extend the reach to international audiences.

Keywords and hashtags (now available in most social media channels, not just Twitter) can further help you target your messaging even more, linking it to specific areas of interest and allowing the vast online audience identify your key offerings more easily. This also keeps the spark alive, allowing you to maintain a continuous and vivid dialogue.

The key for maximum impact lies in the content. Social media are the go-to platforms to tell a story and engage your stakeholders through a unique blend of insights and emotions.

#### **MCI BENELUX (AMSTERDAM & BRUSSELS)**

MCI is a global leading provider of strategic engagement and activation solutions in association, congress, meetings, and events industries since 1987. Through face-to-face, hybrid and digital experiences, we help associations and companies to strategically engage and activate their target audiences, building the dedicated online and offline communities they need to strengthen their brands and boost their performance.

#### **ONLINE PORTALS - YOUR GATEWAY TO YOUR STAKEHOLDERS**

Taking this multi-stakeholder dialogue to the next level, your options don't live and die with social media. In fact, online tools such as hubs or portals can help your association build greater trust and on the long run, drive better results in growth and engagement. Take, for instance, a personalized portal that allows your stakeholders to register, create individual profiles and exchange knowledge, insights, opinions and content. If you add the integration of other programs and systems into the mix, like your association's CRM system, you can really build a powerful online tool to facilitate and track participation, as well as assess the levels of interest and engagement.

#### **WHAT HAPPENS WHEN IT'S ALL OVER?**

Stakeholder engagement is never really over. A well-executed online stakeholder engagement strategy culminates in positive perceptions of an association, and these outcomes are assets to deliver value and yield additional revenue streams. So, how could you give that up?

# Your event in Rotterdam Make It Happen.

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

## Must see city

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

## Connecting city

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

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



## ROTTERDAM AS MICE DESTINATION:

- Easily accessible, also from abroad;
- A mere 26 minutes by train from Schiphol Airport;
- Compact city centre;
- Excellent price to quality ratio;
- Modern conference and meeting facilities with a capacity of 5,000 people;
- Over 7,000 hotel beds;
- One of the world's leading regions in the fields of Life Sciences & Health, Maritime & Offshore, River Delta Technology, Agri-food & Logistics, Clean Tech, Energy, Chemistry, Architecture, Business Services, Smart Industry & IT;
- Versatile offerings for leisure;
- 2nd conference city of the Netherlands (ICCA rankings since 2007).





#### OUR SERVICES:

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

#### More information:

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

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

#### Top venues

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

#### Convention Bureau of Rotterdam Partners

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

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

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

**ROTTERDAM.**  
**MAKE IT**  
**HAPPEN.**

**ROTTERDAM**  
**PARTNERS**



People walking at shopping street De Meent



Rotterdam Central railway station



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



An innovative drone company at RDM Rotterdam

Rotterdam: internationally recognized as a dynamic economic and cultural centre

# Action instead of words

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

**Original text** Aart van der Haagen

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

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

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

**MORE THAN 170 PARTNERS**

Rotterdam Partners strives to increase the national as well as international recognition of Rotterdam as the progressive city on the river Maas. As account manager Business Events, Mark de Jong represents the Convention Bureau of Rotterdam Partners, which advises and supports organizers of meetings and congresses independently and free of charge. "Backed up by a network of more than 170 partners we can supply any required information, establish contacts and help to find specific locations for events, dinners and stayovers, as well as provide suggestions for extracurricular cultural or other activities. We also draw their attention to our digital guides, like the Rotterdam App and the publication Dining in Rotterdam." Case in point for the collaborative mentality in the city is the marketing campaign 'Rotterdam. Make It Happen', an initiative from the coun-

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

**MEETING IN A HANGAR**

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

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

**BIDBOOK**

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

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



Floating Pavilion at Rijnhaven



Skyline with Erasmusbrug and Wilhelminapier where De Rotterdam is located



Cube houses with in the background the Willembrug



Education and Entrepreneurship meet at RDM Rotterdam



The Markthal



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CONCERT  
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## A first for Hotel van Oranje: first Autograph Collection hotel in Europe with Mobile Key

Since 1 November guests from Hotel van Oranje can open their room door with their smartphone. This makes Hotel van Oranje the first Marriott Autograph Collection hotel in Europe that offers this service. Hotel van Oranje has already welcomed its first guest who has opened her room door with this system.

Marriott's mobile check in and check out system can be accessed via the Marriott App and now offers the possibility to download the personal Mobile Key to enter the room. This system is compatible with all iOS smartphones from iOS9 or higher and will also be adaptable for Android in Q2 of 2018. After downloading the Mobile Key it is possible to open the room door without using the internet, the connection is made via Bluetooth.

Jaap Liethof, general manager: "The new generation expects us to be progressive in technological developments. I am proud that we are the first Autograph Collection hotel to offer this mobile service. Apart from that, this development is very much in line with our vision to be progressive in the fields of developments and technology."

One example of this is the fact that Hotel van Oranje has 84-inch touchscreens in boardrooms which enables guests to give interactive presentations. Guests can also use the Marriott Meeting Service App by which on request service to guests can be provided even quicker and better. [www.hotelsvanoranje.com](http://www.hotelsvanoranje.com)

## NH Hotel Group introduces innovative reservation and payment system

NH Hotel Group introduces its worldwide Instant Booking Tool, the first tool that enables guests to online directly reserve and pay hotel rooms, function rooms and facilities for events. Within the European hotel sector the tool is the first of its kind and based on an existing technological solution. The Instant Booking Tool can be used 24 hours a day. Via an intuitive, userfriendly process this tool makes it possible to reserve, per session, two function rooms for up to fifty persons and several function rooms for groups of nine to twenty persons. Users can also reserve equipment, catering and other services, look up prices and specifications and even compare offers from various hotels. They can then choose to pay directly online via a secure process, or at a later moment. As soon as a reservation is completed, the guest receives a confirmation email with a summary of the services ordered, after which, if necessary, the hotel staff will telephone the guest to clarify any issues. This way, the client retains the personal touch. This revolutionary new addition to NH MEETINGS for the meeting and event sector is yet another innovation with which NH distinguishes itself from the competition by applying new technology and takes the added value for guests to new higher levels. The tool that can be accessed via <http://meetings.nh-hotels.com/>, was tested in a pilot project in Germany and achieved great results there. From now on, from all over the world guests can request current prices and availability of meeting rooms and function rooms and pay and reserve these directly.



## Conference Compass wins innovation funding for worldwide knowledge platform

Conference Compass, a Dutch pioneer in the world of event apps, has a mission to enable medical and scientific professionals worldwide to share and exchange knowledge that is connected to the symposia and congresses they visit. To realise this platform, the young tech company has won an innovation funding of 1 million Euro from the RVO (Netherlands Enterprise Agency). The investment of RVO in Conference Compass accelerates the continuous development of its technology and supports the growth of their worldwide partner network. The knowledge platform will support the learning goals of millions of medical and scientific professionals by enabling them to access, share and exchange relevant knowledge, no longer limiting them to the time and location of a congress. Founded in 2010, Conference Compass serves more than 150 events and hundreds of thousands of users each year, making them a trusted partner of the largest medical and scientific organisations in Europe and North America. As a front runner in the event app world, Conference Compass sees great opportunities to further improve their value. CEO and co-founder of Conference Compass Jelmer van Ast: "We predict a shift to the more strategic use of event apps, giving them a central role in reaching event goals. Aside from this, we expect professionals to no longer settle for an event experience that is limited to a few event days. They long for an integration with their professional goals throughout the year."



Security & privacy:

# Do's & don'ts for event professionals

**When you organise events, and ask your visitors to register, you are officially processing personal data. This implies that, from a legal point of view, you have certain responsibilities regarding privacy and security. We will point out some things you as an event manager should consider - and give you 5 tips to prevent a data breach.**

Text Rutger Bremer, Momice - [www.momice.com](http://www.momice.com)

As event manager you are continuously collecting and processing personal data. Think about it: how many registration lists are on your computer? Are these data secured? Do you share lists with suppliers, agencies, registration or software partners? Make sure your policy

is in line with all parties involved - as most data breaches are caused by human mistakes. As from May 2018, a European regulation will be in force, holding managers (directors) of a company responsible for a data breach. In other words: if something happens to your data, it is not only unpleasant for your clients, but your organisation will risk a (big) fine.

#### STORAGE: INSIDE OR OUTSIDE THE EU?

It is important to know where the registration data are stored: inside or outside of the EU. The European Union has strict privacy laws that secure the privacy of your data. The US regulations, however, are less strict. This means the American government can easily access your data. This can be highly inconvenient!

### A DATA BREACH IS A SERIOUS MATTER

Since 1 January 2016, Dutch companies have an obligation to report each data breach. This implies that organisations (companies as well as governments) must immediately report a (serious) data breach to the Dutch Authority Personal Data. We speak of a data breach when a person or organisation loses control of the destination of large numbers of sensitive personal data, regarding health or religion, but also financial or login information. This is a serious matter: it can cause serious damage to the people involved - and in some cases even lead to dangerous situations. Apart from that, it can result in considerable reputation damage for your organisation (or your event agency's client)!

### LIMIT THE AMOUNT OF PERSONAL DATA

You can't avoid asking certain data from your visitor, like first name, last name and an email address. However, always try to limit yourself to the necessary data. Avoid collecting passport, creditcard and medical information: these data are extremely sensitive and require a higher level of security. In any case, always protect your personal data well! Here are some tips to keep your data safe:

### 5 TIPS FOR SAFE DATA STORAGE

#### 1. Protect your lists with a (strong) password

If you keep the event data in an Excel file, always secure the document with a password. Particularly when you email these lists to a supplier. Send the password separately (preferably in a text message) to make sure only you and the supplier can access the data.

#### 2. Work with trusted event software (partners)

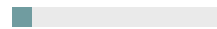
If you work with event software or registration partners, ask them about their security policy. Are the registration data encrypted, when sent between website and server? Where and how are the data stored? Become familiar with the policy of your partners, so you know whether you can trust them with your data!

#### 3. Be careful with free software

Free software is never really free. Commercial products that don't demand payment for their services, always have a different business model. There is a chance that they sell your data on to third parties: client data are worth a lot of money! Carefully consider whether you want to share your valuable database with a free service.

**“Without proper awareness you can not comply with privacy laws. Make sure, therefore, that you always know which personal data you process and why”**

Legal advice bureau ICTRecht



#### 4. Don't save your passwords in the browser

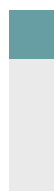
If you use online software to store your event data, never save the log-in data in your browser. Suppose someone gets hold of your computer, then this person can access your valuable data with just one click. Of course, saving your passwords might seem efficient, however, remember why you needed a password in the first place.

#### 5. Close a processing agreement with your supplier(s)

As from 25 May 2018, the new General Data Protection Regulation (GDPR) will be effective. According to this new law, you have the obligation to close a processing agreement with every person or organisation that processes personal data on your behalf (for instance an external marketing agency or a web developer). This agreement determines how certain data should be processed - and what the consequences are if an incident occurs.

### CONCLUSION

As event manager, you are responsible for the personal data of your relations. New regulations (like GDPR) make the careful handling of data more relevant than ever before. If you make sure to involve your suppliers early in the process and secure your own data well, the data of your valuable contacts will remain in safe hands!



**Rutger Bremer** is founder and managing director of Momice. His company develops all-in-one software for event professionals. Respond to this article? Send an email to [rutger@momice.com](mailto:rutger@momice.com).



# Congress: boring or spectacular?

**More experience and renewal, more attention to innovation, an inspiring day for the visitors. You would think that these are the maxims all congress organisers use. But do they really?**

Text Erik Werners

**W**ith most of the congress requests we receive, the conversation usually starts with: "We are looking for an inspiring venue and an innovative programme." We want something new and different. The very moment we go deeper into the objec-

tives, the available budget and the basic programming, these elements suddenly are a lot less important. Many associations remain very 'conservative' and find it hard to abandon the fixed structure of the annual congress. They are mainly afraid they will put off the participants which will automatically result in less registrations. Step by step we try to help the management to consider what is feasible within the target group. Even with small changes, original surprises and optimisation of the programme, in keeping with the objectives, you can already make a difference.





### PROFESSIONALISATION

AD 2017 a presentation with an overhead projector by one of the professors should really be ancient history. The stuffiness and dullness during an association congress has long ago been dusted off already. These days the catering is almost always in good order, at most of the venues the technical facilities in the function room are up to par and the networking moments are used in an optimal manner. But sometimes you see exactly the opposite. Too often, the management underestimates the programming of an association congress. Too often, we see the obligatory talk by the chairman, the General Meeting combined with the congress and the limited preparation time allotted by the management for the congress. Is this a bad thing? Not necessarily

if it is in keeping with the objectives and the participants expect it. If, however, the aim is to really innovate, the standard structure will have to be abandoned. Many associations unions are struggling with this but fortunately, you see more and more professionalisation within this target group. Here lie the opportunities for professionals to support the associations in this transformation.

### NEW LOCATION

First and foremost: start selecting a different congress location. Break away from tradition of traveling to the same location year after year. Of course, the new location has to be compatible with your target group. If a large part of the guests travel by public transport, you should not organise the event in a picturesque small village, but opt for a city that has excellent accessibility. There are quite enough innovating venues and if you invite several tenders you will surely remain within budget. Your negotiation position with a new location is often stronger than with a location you have been visiting for years – until the moment you tell them you want to go somewhere else. Then, a lot more can suddenly be discussed. That is a missed opportunity for the location because they should have entered negotiations concerning innovations much sooner. The extra portion of the budget should have been used to implement new items in the programme. A new location offers new dynamics and automatically leads to new ideas and solutions. This is a first, easy step to gradually implement renewals.

### RENEWING

And this spectacle, is that really necessary? Yes, it certainly is! A congress that keeps on renewing and is talked about ensures that it remains profitable and that there is always a quest for more

Erik Werners is manager/owner of De Vergaderstoel. Under the label Congres-Service.nl De Vergaderstoel organises various congresses for, among other clients, several associations. Werners can be contacted via [erik@devergaderstoel.nl](mailto:erik@devergaderstoel.nl)

innovative elements. Fortunately, there are enough examples of (association) congresses which act in such a professional manner that their congress is always a guaranteed success. The risk, however, is that the content becomes less important than the spectacle because every edition, the bar is raised even further and expectations are higher as the last edition must be outdone.

### AMBASSADORS

Organising an excellent congress can only be successful if the congress is a fixed item on the organisation's agenda. If time, means, know-how and budget is made available by the organisation. What is good and what is wrong? Nothing is all good or all bad. The contents and the set-up of the congress should fit the organisation from an organisational, financial and intrinsic viewpoint. But always keep in mind that renewal can also be done in small details. Engage, for instance, an other supplier for new ideas, reevaluate the programme once more in a critical manner and talk with your participants. They are your ambassadors!



Bonnefantenmuseum, Maastricht



Gemeentemuseum Den Haag, The Hague



Paleis Het Loo, Apeldoorn

# Meet our Dutch museums

**More and more often, meeting and event planners opt for an exceptional location for their meeting. On this quest for such an extraordinary venue, it is certainly worth while to consider the ample offer of Dutch museums.**

**A** little more than half of all the museums in the Netherlands has a collection featuring history. Second place is for the museums that present a collection with regard to industry and technology. The number of museums that focus on exhibiting art comes only third, but draws the most visitors relatively. This category is mainly constituted by the large state and provincial museums that are very widely known, such as the Stedelijk Museum, Paleis Het Loo, the Groninger Museum and the Museum.

Visitors from abroad are exceptionally attracted by, among other, the Van Gogh Museum, the Rijksmuseum and the Anne Frank Huis.

## VALUABLE LOCATION

Often, the added value of a museum is primarily found in the location. Many museums are housed in a remarkable building, either historic or especially built for a museological function, like the Rijksmuseum voor Oudheden (State museum for antiquities), the Stedelijk Museum Amsterdam, Museum Boijmans van Beuningen, Gemeentemuseum Den Haag and the Bonnefantenmuseum. It also happens that state monuments are given an other function as a museum because of their historic features and in order to preserve a real estate. Examples of this are Museum de Fundatie and

## RECORD HOLDERS

**-Oldest museum**

The Teylers Museum in Haarlem is the first and oldest museum of the Netherlands. In 1778 the wealthy Haarlem silk manufacturer and banker Pieter Teyler van der Hulst (1702- 1778) bequeathed his fortune, extensive collection of books, physical instruments, drawings, fossils and minerals to a foundation for the promotion of arts and sciences. To house all this, a museum was built behind Teyler's residence. Since 1784, the oval 'boek- en konstzael' (book and arts room) has been open to the public and is part of the present Teylers Museum.

**-Most recently opened museum**

On 10 September 2016 Museum Voorlinden in Wassenaar opened its doors to the public. The regular collection consists of the art collection of Joop van Caldenborgh, the largest private art collection in the Netherlands. The museum for modern and contemporary art shows, among other items, works by Roni Horn, Richard Serra and Leandro Erlich.

**-Smallest museum**

There are several Dutch museums that claim to be the smallest in their kind on a national level:

-the Dief- & Duifhuisje (Thief and pigeon house) are the last remains of Slot

(castle) Capelle in Capelle aan de IJssel.

The building dates from the 16th century and was once used as a prison for the inhabitants of the castle. The museum measures only four by five meters.

-The Small Museum was opened as an exhibition room in May 2016. This room at the front of the Amsterdam pop stage Paradiso is housed in one of the announcement boxes and is used for works of art that are related to Paradiso or pop culture in general.

-Klèng Wach is housed in a former customs office. Heemkundekring (local history circle) Sankt-Tolber from the village of Vaals has decorated the museum with all kinds of artefacts from the customs history, such as a walking-stick which was used to body-search ladies without actually hand-touching their bodies.

**-Largest museum**

In 2013, the Rijksmuseum in Amsterdam was reopened to the public after a renovation lasting almost 10 years. The total surface of the museum is 30,000 m<sup>2</sup>. This includes 12,000 m<sup>2</sup> of exhibition space, the 14,418 m<sup>2</sup> garden, an atrium of 2,250 m<sup>2</sup> and a museum shop taking up 300 m<sup>2</sup>. The collection consists of more than 1 million objects, of which 8,000 are on display in 80 halls.

Kasteel het Nijenhuis, the Jheronimus Bosch Art Center, Museum Prinsenhof Delft and the Mauritshuis. In some cases a building is a museum in its own right, thanks to its historic and/or special character. For instance castles, country estates and canal-side houses, but also the Mondriaanhuis in the city of Utrecht, Villa Mondriaan in Winterswijk, Deltapark Neeltje Jans, the Spoorwegmuseum (railway museum) or the Czar Peter house.

**THEME AS INSPIRATION**

Apart from the location, the theme of a museum can also be a source of inspiration for a business meeting. As divers as associations and business are in the various economic sectors, as divers is the offer of museums. Thanks to this, there is always an interesting option for any party. With its collection, a museum can reflect industrial activities, or the historic development of the industrial activities, like the Scheepvaartmuseum (naval museum) or the Nederlands Openluchtmuseum (Dutch open air museum). In some cases, this choice is made because of the fact that a company has a certain link with the building itself or the location of the building. The Dolhuys for instance, a former mental hospital in Haarlem, can be interesting for psychiatrists.

**FACILITIES**

Many museums can provide a number of function rooms and/or an auditorium for the MICE market. These rooms are fitted with all possible AV facilities. When meetings are held during the daytime, the regular visitors have to be considered. On days when the museum is closed and in the evenings, it is often possible to rent the venue exclusively. After the meeting or the convention, in conference with the museum, pleasant activities can be organized like a guided tour or a workshop. At so-called 'do-museums' the visitors can really enjoy themselves, like at technology museum NEMO. Besides this, most of the museums are located in or near the city centre, which makes it possible to combine a meeting at the museum with an activity downtown. An other big advantage of organizing a business event at a museum, is that this way, you contribute to the upkeep of cultural heritage.

**TURNING POINT**

That the Dutch museums have become aware of the fact that they have something special to offer in the field of business

Teylers Museum, Haarlem





Mauritshuis, The Hague



Museum Boijmans van Beuningen, Rotterdam

Jheronimus Bosch Art Center,  
's-Hertogenbosch



Groninger Museum, Groningen



Museum Prinsenhof Delft and Old Church, Delft

**Top 10 best visited Dutch museums  
(2016, Dutch and foreign visitors)**

1. Rijksmuseum: 2,260,000 visitors
2. Van Gogh Museum: 2,077,000 visitors
3. Anne Frank Museum: 1,296,000 visitors
4. Sexmuseum Venustempel: 769,000 visitors
5. Stedelijk Museum Amsterdam: 655,000 visitors
6. NEMO Science Center: 618,000 visitors
7. Nederlands Openluchtmuseum: 532,000 visitors
8. Noordbrabants Museum: 512,000 visitors
9. Hermitage Amsterdam: 470,000 visitors
10. Spoorwegmuseum: 432,000 visitors

events, is obvious from their growing interest in facilitating and organizing these events: no less than 93% have expressed their willingness to become active in this market. This increase in interest is also noted by Mariëlle Beek and Brenda Mulder, both owners of East Side and Perspekt. With East Side they devise and organize events. Perspekt focuses on creating and shaping museum exhibitions. "Museums are more and more left to their own devices", says Mulder. "By organizing events they attract large groups of new people who would normally not visit a museum. Larger museums such as the Spoorwegmuseum (railway museum) and NEMO are already doing well, but for medium-sized organizations this often requires a review of the internal mindset. Organising an event is enormously demanding. Your organisation has to be prepared for this."

Mulder and Beek themselves have a strong preference for museums. Beek: "Thanks to our company Perspekt we know that there are a great many opportunities within the Dutch museum sector. For us, the combination of events and museums is one of the best you can imagine. You often have the best locations, the most beautiful buildings and a lot is possible. These venues are much more than just a function room, they also offer the necessary features that in many ways can be linked to a business meeting. There is also the element of surprise. Combined with the knowledge a museum offers, an event can really supply an added value."

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

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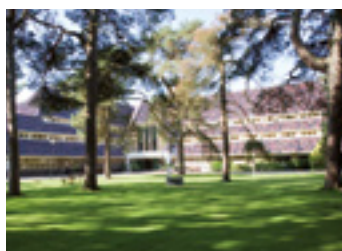
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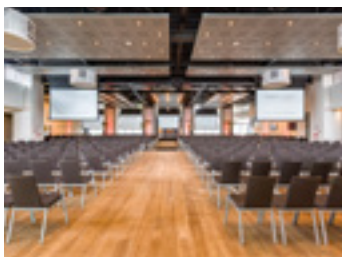
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3316 EH Dordrecht  
T +31 78 - 618 44 44  
E hotel.dordrecht@postillionhotels.com  
I www.postillionhotels.com/dordrecht



### Postillion Hotel Deventer

Deventerweg 121 +31  
7418 DA Deventer  
T +31 570 - 624 022  
E hotel.deventer@postillionhotels.com  
I www.postillionhotels.com/deventer



### Golden Tulip Hotel Central

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5211 RX 's-Hertogenbosch  
T +31 73-6926 926  
E info@hotel-central.nl  
I www.hotel-central.nl



### Landhuishotel De Bloemenbeek

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T +31 541 - 551224  
E sales@bloemenbeek.nl  
I www.bloemenbeek.nl



### Landgoed de Rosep

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T +31 13 - 523 21 00  
E info@rosep.com  
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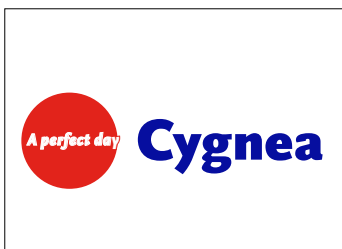
A qualified Convention organization agency (also called Professional Congress Organizer, PCO) is an independent company, specialized in the organization of (inter)national conventions and meetings on a professional basis. They supply high quality service and belong to the top in their field of expertise; 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.



### Cygnea

Achterwetering 23  
2871 RK Schoonhoven  
T +31 182 320126  
E info@cygnea.nl  
I www.cygnea.nl



### Congress by design

P.O. Box 77  
3480 DB Harmelen  
T +31 88 089 8100  
E info@congressbydesign.com  
I www.congressbydesign.com



### Congress Care – Uw medisch specialist in congressen en symposia

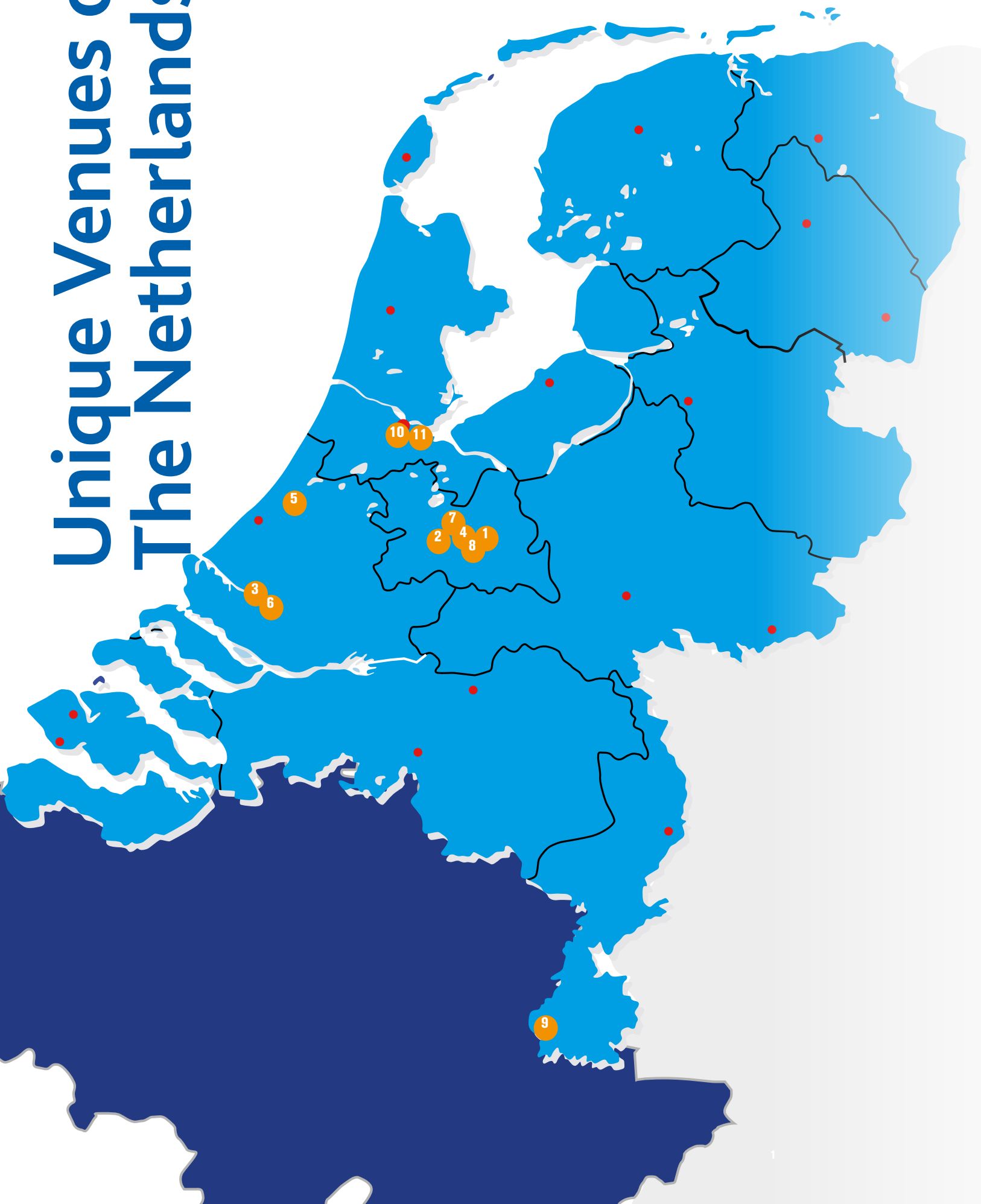
Europalaan 16  
5232 BC 's-Hertogenbosch  
T 073 - 690 1415  
E info@congresscare.com  
I www.congresscare.com



### Pauwels Congress Organisers


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**1**

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**2**

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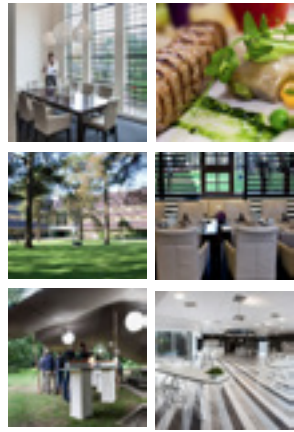
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**THE START  
OF NEW  
MEMORIES**



**SS ROTTERDAM**

**3**



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**4**



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**eccleiden.com**

**ECC LEIDEN**  
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**5**

**ROTTERDAM.  
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HAPPEN.**




**NEW CONVENTION CENTRE  
IN 2020!**

- > Need extra space? The exhibition & event halls of Ahoy offers an additional 30,000 m<sup>2</sup>
- > Lonely Planet's Best in Travel 2016 made Rotterdam one of the top 10 cities in the world
- > Ahoy is based within 10 minutes from the city centre of Rotterdam
- > Expected in 2020: a 250 room hotel on the premises of Ahoy

**ROTTERDAM  
AHOY**

**6**

**spoorweg  
museum**



**SPOORWEGMUSEUM**  
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T +31 30 230 6289  
Sales@spoorwegmuseum.nl  
WWW.SPOORWEGMUSEUM.NL

**7**

**KNVB | CAMPUS**

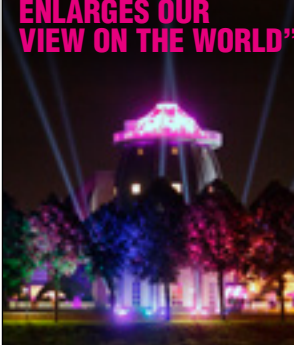


E info@knvbcampus.nl  
I www.knvb.nl/campus



**8**

**"ART WILL MAKE  
US TALK AND  
ENLARGES OUR  
VIEW ON THE WORLD"**





**Bonnefantenmuseum  
Maastricht**

**WWW.BONNEFANTEN.NL**

**9**

**KIMPTON  
DeWitt  
AMSTERDAM**

Nieuwezijds Voorburgwal 5  
1012 RC Amsterdam  
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KimptonDeWittHotel.com  
www.kimptondewitthotel.com

**10**



**BEURS·VAN·BERLAGE**  
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E events@beursvanberlage.nl  
I www.beursvanberlage.nl

**11**

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

The Bonnefantenmuseum,  
Il museo di Maastricht by Aldo Rossi

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- Highlights of 2018: exhibitions by Robin de Puy, Melanie Bonajo and David Lynch
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- > Need extra space? The exhibition & event halls of Ahoy offers an additional 30,000 m<sup>2</sup>
- > Lonely Planet's Best in Travel 2016 made Rotterdam one of the top 10 cities in the world
- > Ahoy is based within 10 minutes from the city centre of Rotterdam
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AHOY**