

Whitepaper

How to **wow** your guests hosting a business event in the historic centre of Amsterdam

Amsterdam Conference Centre
BEURS VAN BERLAGE



INTRODUCTION

Amsterdam, the vibrant heart of the Netherlands, stands as a beacon for international business events, drawing event planners and corporations from around the globe. This city, renowned for its rich history, cultural diversity and innovative spirit, offers a unique blend of the old and the new, making it an irresistible choice for event organisers seeking to impress and inspire their guests.

Strategically located in Europe, Amsterdam benefits from excellent connectivity to the rest of the world through the Amsterdam Airport Schiphol, one of the busiest and most efficient airports globally. Furthermore, Amsterdam's compact size and efficient public transportation system, including its iconic canals, make moving around the city both convenient and enjoyable for visitors.

Choosing Amsterdam as the destination for your business event is therefore an excellent choice. But other than the obvious plusses that Amsterdam has to offer, what can you do to give your business event just that little extra? How do you make your event not only the perfect sales pitch for your business, but also the most memorable business trip your guests could ever wish for? This whitepaper offers tips, suggestions and must-do's for event planners looking for top-service on their Amsterdam based business event.

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FOCUS ON EXCEPTIONAL SERVICE AND HOSPITALITY

Amsterdam's hospitality sector is renowned for its high standards, with a plethora of hotels catering to international visitors and offering top-notch service. Exceptional hospitality can transform a standard gathering into an extraordinary experience, leaving a lasting impression on attendees. Choosing a venue that specialises in personalised service, attention to detail and a seamless attendee experience, is key to leaving an impression that lasts. Outstanding hospitality involves every touchpoint of the event, from the initial welcome to the final farewell. Which hospitality standards and service levels will take your event to the next level?

Top-level attendee management

Sophisticated event venues like the Beurs van Berlage offer dedicated conference services for attendees, handling everything from hotel arrangements and rental bikes to special dietary needs. This high level of care ensures that participants can focus on the event itself without the distraction of logistical concerns.

Cutting-edge technology support

The level of technology support offered by event venues can make or break your event. Advanced venues provide comprehensive tech support, including high-speed internet access, state-of-the-art AV systems and on-demand tech troubleshooting. More so, they offer innovative technology solutions like AR/VR setups for immersive presentations and AI-powered networking platforms to enhance attendee interaction. Full-service event venues like the Beurs van Berlage provide these and more services, offering you and your attendees a worry-free experience.

State-of-the-art event locations stand out by their services



Outstanding catering experiences

Tasteful, healthy and high-quality food and beverages are an important part of most events. Leading venues like the Beurs van Berlage offer gourmet catering services with menus curated by renowned chefs. These culinary experiences can be customised to reflect the theme of your event or the cultural diversity of your attendees, adding an exquisite touch that enriches the overall event experience.

High-class event locations that offer advanced hospitality services not only ensure the comfort and engagement of attendees but also significantly contribute to the overall impact and legacy of the event. In the competitive landscape of business events, mastering hospitality is not an option—it's a necessity. Ultimately, the enhanced attendee experience driven by exceptional hospitality leads to a more successful event, marked by higher engagement, satisfaction and participation rates. This not only justifies the investment in the event but can also lead to tangible business outcomes, such as partnerships, deals and brand loyalty.



EMBRACE INNOVATION

Amsterdam is at the forefront of innovation and technology, home to a thriving business ecosystem that spans sectors such as fintech, life sciences, sustainability and creative industries. This environment fosters a spirit of innovation, especially on business events. The adoption of new technologies in event planning and execution opens up a realm of possibilities for creating more dynamic, interactive and successful events. This chapter highlights today's most popular trends and gives suggestions on how to implement them in your business event.

Virtual- and Augmented Reality (VR/AR)

VR and AR technologies can offer an extra layer of experience for your event's participants. VR can be used for virtual site visits, enabling stakeholders to explore venues remotely. During your event, AR can enrich the use of interactive displays and presentations, enhancing the learning and networking experience.

Event apps and platforms

Customised mobile apps and platforms facilitate seamless event navigation, networking and engagement. Features like personalised agendas, live polling, Q&A sessions and networking tools empower attendees to curate their event experience and interact more effectively with content and each other.

Harness the power of technology

Live streaming and hybrid events

The rise of hybrid events—combining in-person and virtual experiences—has expanded the reach of business events beyond geographical limitations. Live streaming sessions and virtual participation options can engage a broader audience, increase accessibility and collect valuable data on attendee preferences and behaviours.

Sustainability tech

From digital ticketing and event materials to waste-reducing apps and carbon footprint calculators, technology offers tools to minimise environmental impact and promote sustainability. These innovations align with the growing demand for eco-friendly events and can significantly enhance your brand's reputation.

AI tools

AI is reshaping the event industry quickly. Among the possibilities are chatbots and virtual assistants, predictive analytics about attendee preferences and automated content customization.

Integrating AI and other technological advancements will not only make your event more impactful and memorable, but also signal your brand's commitment to excellence and forward-thinking. As the event industry continues to evolve, those who embrace innovation will lead the way, creating unparalleled experiences that resonate long after the event concludes.

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EMBRACE SUSTAINABLE EVENT PLANNING

Amsterdam is a leading city in green initiatives. This commitment is reflected in its event industry, with many venues and suppliers adopting sustainable practices. Event planners looking to minimise their environmental impact will find Amsterdam a conducive city, where sustainability can be seamlessly integrated into event planning, from eco-friendly venues to sustainable catering options. What should you look for to ensure your event aligns with best practices in sustainability?

Eco-friendly venues

The foundation of a sustainable event is the venue itself. Look for venues with green certifications, such as Green Globe, which underlines a venue's sustainability standards.

Waste reduction and recycling programmes

Venues can play a significant role in waste management by offering recycling and composting options. Make sure your venue has a clear policy and facilities for reducing, reusing and recycling waste.

Sustainable catering

Venues that provide sustainable catering options use locally sourced, organic and seasonal ingredients to minimise the carbon footprint associated with food transport. Look for venues that offer a variety of vegan options, thereby limiting their CO2 footprint. They should also practise portion control, to reduce food waste.

Digital and eco-friendly materials

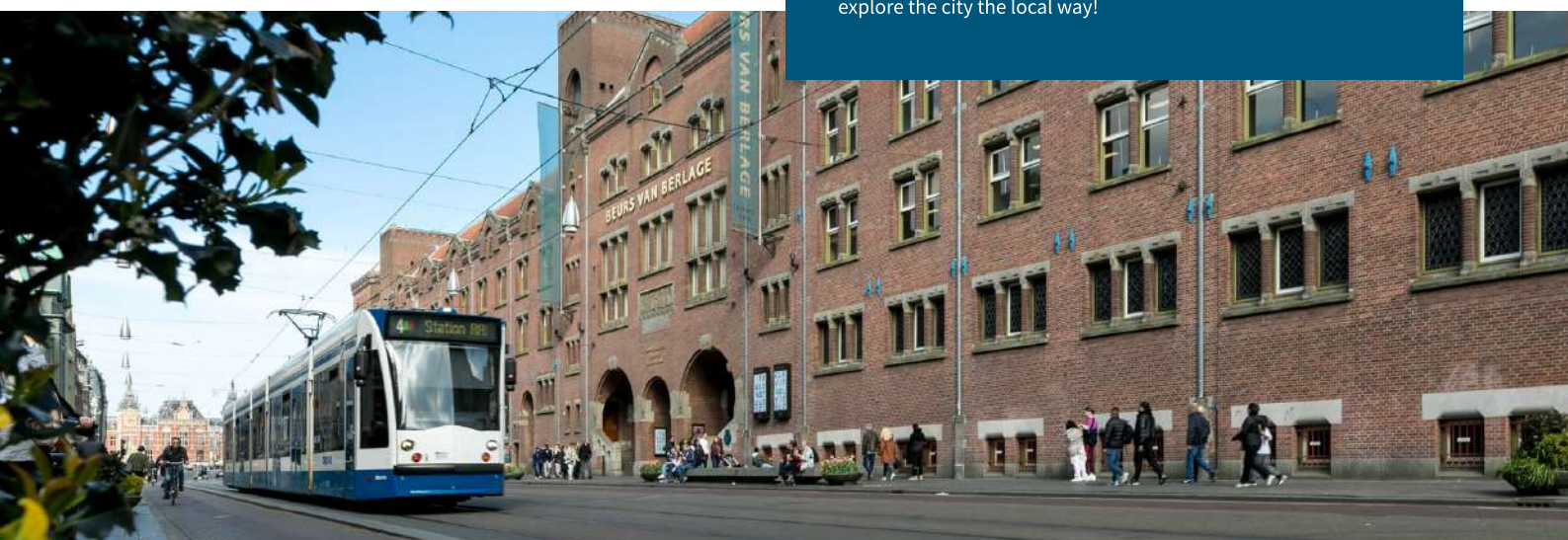
Digitalisation of event materials significantly reduces paper waste. Venues can support this shift by providing high-speed Wi-Fi, digital signage and AV capabilities for paperless presentations. Necessary printed materials should be offered using recycled paper.

Energy and water conservation

Venues that implement energy- and water saving practices contribute significantly to the sustainability of your event. Keep an eye out for initiatives such as LED lighting, motion sensors, water saving restrooms and efficient heating and cooling systems.

Transportation and accessibility

The location of the venue affects the event's overall carbon footprint. Venues that have excellent public transport connections, reduce the need for individual car travel. Venues that are centrally located like the Beurs van Berlage, also offer bike rental options. A great way for your event attendees to explore the city the local way!



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BEYOND YOUR EVENT: MAKE THE MOST OF AMSTERDAM'S CULTURAL AND HISTORICAL HERITAGE

Amsterdam, with its rich history, vibrant culture and innovative spirit, offers a unique backdrop for business events that few cities can match. Amsterdam's picturesque canals, historic buildings and world-class museums offer a backdrop that blends cultural richness with modern sophistication. Exclusive event locations like the Beurs van Berlage provide several services to make sure your attendees will enjoy the full Amsterdam experience.

Guided tours

Some venues arrange guided tours around the city. The Beurs van Berlage also offers guided tours around the building. Listed as one of UNESCO's most important buildings ever constructed, it offers visitors a unique view of Amsterdam's history.

Custom excursions and activities

To fully experience Amsterdam, event attendees can enjoy custom excursions and activities that showcase the city's art, history and lifestyle. From private canal boat tours that offer a unique perspective of the city to exclusive visits to the Van Gogh Museum or Anne Frank House, these tailored experiences ensure attendees capture the essence of Amsterdam.

Local culinary delights

The Beurs van Berlage and other elite venues in Amsterdam can arrange for culinary experiences that highlight Dutch cuisine and contemporary gastronomy. Tasting sessions featuring local cheeses, herring, stroopwafels and craft beers can be organised, along with dinners at top-rated Amsterdam restaurants, providing a taste of the city's culinary diversity.

Exclusive venues like the Beurs van Berlage play a crucial role integrating the full Amsterdam experience for your event attendees. Choosing the right venue for your business event can ensure its success, even beyond the walls of the conference rooms.



CONCLUSION

In the heart of Amsterdam stands the Beurs van Berlage, a monument not just of bricks and mortar, but of history and prestige. Hosting an event at this iconic venue offers an unparalleled opportunity to immerse your guests in the essence of Dutch culture and sophistication. This whitepaper is designed to guide you, the event host, through the process of creating not just an event, but an experience that will resonate with your attendees long after they return home. Making use of the Beurs van Berlage's exceptional services, you are set to elevate your business event from ordinary to extraordinary.



ABOUT THE BEURS VAN BERLAGE


The Beurs van Berlage is a worldwide known premier-class venue for conferences, events and exhibitions. The building is a national monument located in the historic centre of Amsterdam, with a total area of 16,000m2. The monumental setting of the building has a unique appearance and can be transformed into a setting that is suitable for that specific event.

High quality and service, an impressive atmosphere and excellent facilities define the Beurs van Berlage. As a full service venue, we aim to leave you completely unburdened. We take on any question or needs you may have, varying from hotel services to state of the art AV-solutions and from tailor made catering solutions to event management advice. Our permanent professional partners offer tailor-made proposals regarding catering and audiovisual support.

At the Beurs van Berlage you can choose from various historic rooms that will undoubtedly inspire you and your guests. An unforgettable, high-class experience is central at all times. Are you looking for a location for your business meeting in the heart of Amsterdam? We have a selection of rooms that can be used in different ways, with physical space for up to 1,300 guests. Whether it concerns a staff- or shareholders meeting, charity gala, branche event or product presentation – at the Beurs van Berlage you will take your event to the highest possible level.

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