

EventMgzn.

Classy, Catchy & Responsible

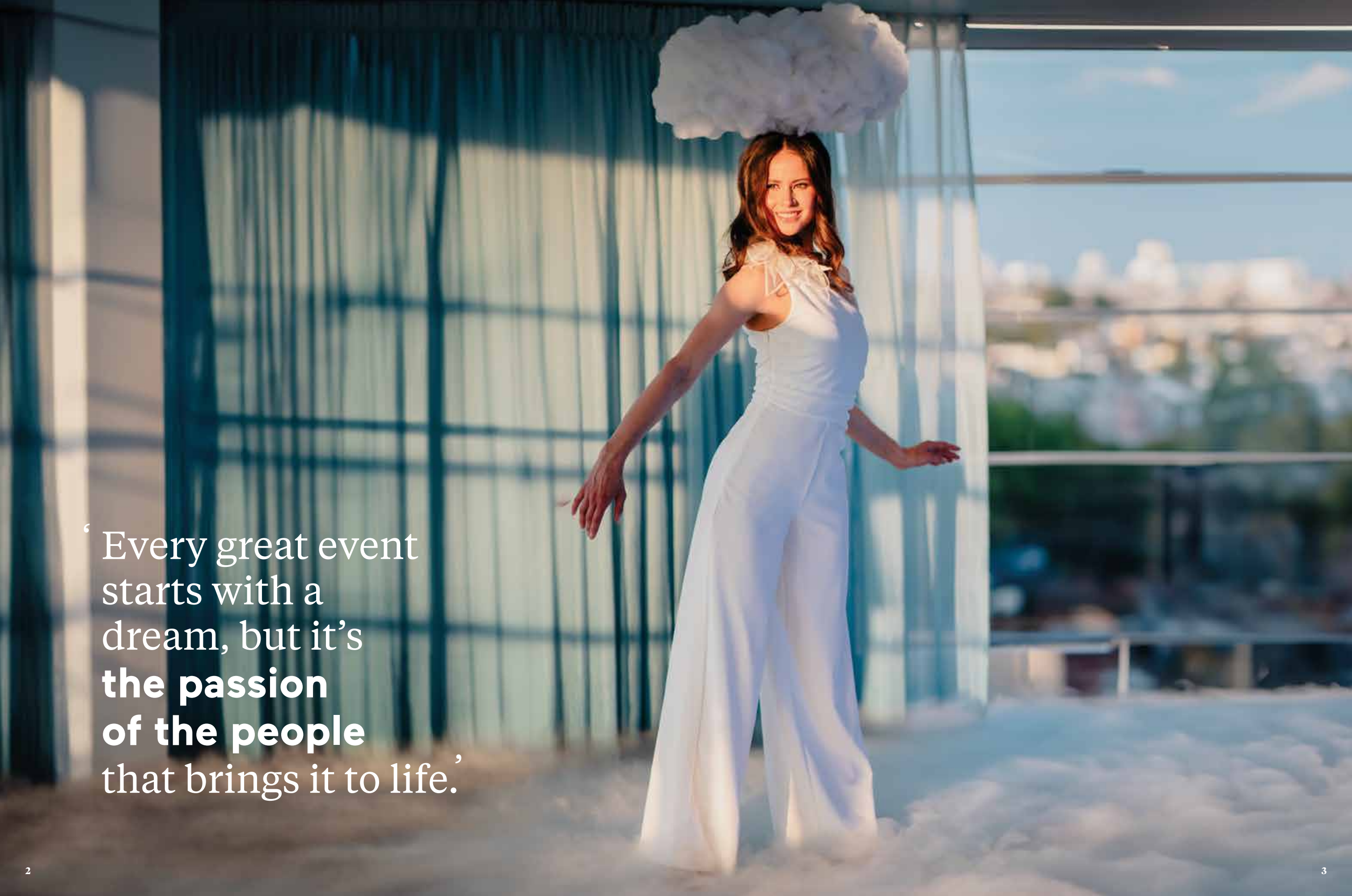
Read all about the
new Vermaat Events

Escape the ordinary

The most creative and
original locations for
your event

It's all
about the
people

vermaat
events

A woman with long brown hair, wearing a white jumpsuit, stands on a layer of white clouds. A large, fluffy white cloud is balanced on her head. She is smiling and looking towards the camera. The background features a large window with a grid pattern, through which a cityscape is visible under a blue sky. The lighting is warm, suggesting late afternoon or early morning.

‘ Every great event
starts with a
dream, but it’s
**the passion
of the people**
that brings it to life.’



It's all about the people!

That's the theme of this EventMgzn. and our motto for just about everything we do. We're proud of the talented people we have within Vermaat. We offer them all the space they need to develop and grow. That's extremely important; for them as well as for us. Because our people make our product, our service, our brand. Our people make Vermaat Events.

There's also the power of 'togetherness'. That too is all about people. Cooperating within Vermaat, with large external partners and with small trendy startups. All with the aim of exceeding our client's expectations. Cooperating with clients, event organisers and locations strikes a chord with our guests. One of our people's strongest points is their eye for detail. In everything they do, they keep our client's goal in mind.

We've recently undergone a huge repositioning. A new name, new slogan, new house style, new website, all of which enable us to strengthen our ambition. Vermaat Events is the leading hospitality specialist and ideal partner for venues. Our approach is distinctive, committed, creative, original, professional, ambitious and enterprising, and we'll be communicating this much more to the outside world from now on.

We were able to organise many amazing events again last year, several of which are mentioned in this EventMgzn. For instance, we're delighted to give you a behind-the-scenes look at DelfSail, tell you more about the Lunch of Love at the Amsterdam WTC and take you through the opening of NIO House. We're increasingly using surprising concepts when delivering events, and you can read more about this here too. Out of the box thinking is also an essential component of a distinctive, engaged and enterprising approach, which is why we cooperate with trendwatchers, but also with social partners so we can employ those people furthest from the labour market.

'Our people make Vermaat Events'

This EventMgzn. offers you a look behind the scenes, a glimpse into the future and hopefully lots of inspiration for your own events. Because however creative, enterprising or distinct your event is, it is ultimately about ensuring that your guests have a fantastic experience. It's all about the people!

Pieter Munten

*Commercial Director
Leisure & Events NL*



Table of contents

DISTINCTIVE

- 10** Vermaat Events
Ready to sparkle?
- 14** Sustainability is a top priority
at ARTIS
- 20** Three distinctive locations for
your next event

ENGAGED

- 24** The personal touch: Let's make
it yours!
- 28** Event case: Lunch of Love
- 34** How do you get more
engagement for your event venue?
- 37** Stronger together at
EventSummit
- 40** How events connect and
inspire the healthcare sector
- 44** Company family days are hot!

CREATIVE/ ORIGINAL

- 48** Art on your plate?!
- 53** Trends in food & events
- 56** Event case: Opening of NIO
House
- 62** Customised Culinaire
- 67** Escape the ordinary



PROFESSIONAL

- 72** Expertise down to the finest
details
- 74** Esther's Event Essentials
- 76** They ZZZZZZZZ me scrolling!
- 82** A look behind the scenes at
the Dutch Grand Prix
- 84** Untapped Talents
- 86** You're faster alone, but
together you go further
- 88** Amazing & Interesting

AMBITIOUS

- 92** What the SUP?!
- 95** An event with a positive impact
on the climate?
- 100** Event case: DelfSail 2024

ENTERPRISING

- 108** Hotspots!
- 110** Event case: Rooftop Sessions
NOK
- 116** Blow the roof off your event!
- 118** Events to visit
- 120** Let's make it Classy
- 122** Let's make it Catchy
- 124** Let's make it Responsible
- 126** Venues

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‘Dare to be different’

Distinctive

Vermaat Events is distinctive
and original. We always go for
something unique.



Vermaat Events Ready to sparkle?

Vermaat has grown rapidly in recent years and now organises over 8,000 events a year. A mature company deserves a new name, new slogan and rock-solid positioning. Vermaat Partyservice and Food Fantasies have merged to form the brand-new Vermaat Events. One label offers more clarity for the client and lays a firm foundation for the brand. The new proposition is a match for our ambition: Vermaat Events as leading hospitality specialist and ideal partner for venues. Marketeer Romy Alberts tells us more.

‘The new Vermaat Events has high ambitions, and this demands a rock solid look and proposition’, explained Romy. That’s why a repositioning process started in December 2023, together with Bluefield Agency. Annemieke from Bluefield Agency explained how such a process works. ‘First, we make sure we understand the core of a company. The strategy that flows from this forms the basis for the repositioning and the rebranding. Our brand strategists and designers define a unique positioning and a concept that nobody can ignore.’ Romy added: ‘The new style emphasises our identity within Vermaat. Think of us as a younger sister, with a fresh and quirky look. You’ll recognise elements of Vermaat in the positioning, but with a difference. Let’s make it yours, but with added sparkle! Elements of Vermaat also recur in the house style but with its own twist.’

Logistics powerhouse

Extensive research among colleagues, partners and clients helped identify how Vermaat Events is known, its place in the market and where the opportunities lie. Romy explained: ‘We are a true logistics powerhouse. Major challenges, such as the KLM Open, TEFAF and the Dutch Grand Prix are annual high points for us, in which we enjoy working with the entire Vermaat Events team and are always able to ensure a successful event.’

Classy, Catchy & Responsible

The research also showed that Vermaat Events is already doing a lot with respect to sustainability, trends and food experience, but isn’t showcasing itself enough. ‘We’ll be working hard on that’, stated Romy. ‘We’ve already developed so many amazing >>

Curious?

The launch of our new branding will be a spectacular surprise for our business contacts. How, what and where remains secret for now, so keep an eye on our social media for more information!



concepts in recent years and we're constantly developing customised proposals for our clients. It's not without reason that our slogan is 'Let's make it yours!', but we're going to communicate this more actively. We're grouping these concepts under three key topics: **Classy, Catchy & Responsible**. For instance, we have a detailed Food Vision and we'll be more actively promoting our Net Positive concepts.' In terms of concept development, our ambition for growth is high. Besides our logistics expertise, this is Vermaat Events' great strength.

As unique as a fingerprint

'Vermaat Events is a partner you simply can't ignore', stated Annemieke. 'They always go the extra mile and offer tailored solutions, and, as they immerse themselves totally in the client's DNA, they always provide that unique touch.' Vermaat Events is a recognisable label that blends seamlessly with the Vermaat label. Premium, but a touch more rebellious. 'The Touch of Vermaat' brand element will be reflected on many of the communications. Romy: 'Because every event is as unique and personal as a fingerprint. Our core values are already reflected in our proposition text. This text presents exactly who we are, what we stand for, on whom we focus and what we consider important.'

Let's make it yours!

Not much will change in practice for Vermaat Events' business contacts, assured Romy. 'We'll continue to be an event powerhouse with a personal touch, high engagement and top quality. In terms of catering, we'll be focusing even more on tailored solutions. We call that Customised Culinaire. We'll also be promoting ourselves more. As we experience so much and attend so many cool event locations, we enjoy inspiring our guests and clients with ideas, knowledge and stories. It'd be a shame to keep all these experiences to ourselves, wouldn't it? We'll also be launching a new website with concepts, event cases and location information, starting with our own social media channels and a newsletter.'

Romy Alberts

Marketeer
Vermaat Events



We are **Vermaat Events**.

We create culinary experiences.
Classy, Catchy & Responsible.

In a warehouse, a **cool event location** or simply at your own office space.
From **colourful street food experiences** to exclusive VIP dinners with top Michelin star chefs.
An original company party or a **carbon neutral dinner**.

Culinary excellence is our artform.
Blow your guests' minds with **flavour, atmosphere and sensations**. That's our mission.
Every single time.

We go that extra mile for that **unique twist**. So that your event really stands out.

Your taste, our touch.

On our own or with partners.
But always with **daring and passion**.

Ready to sparkle?
Let's make it yours!





Sustainability is a top priority at ARTIS

ARTIS is one of the world's five oldest zoos and includes a historic park and two museums, as well as being a unique event location. 'You can hold an event here so you can also experience the ARTIS ambiance; a unique combination', stated Iris Visch, Sales Team Leader at ARTIS.>>



ARTIS hosts some 250 events per year on average. From meetings for six people to events for 5,000, in which they make exclusive use of the entire park. Vermaat arranges the catering for visitors, while Vermaat Events offers event catering. The catering for visitors is entirely vegetarian and largely plant-based, and even during events we aim to offer vegetarian as far as possible. It's a bold choice that has resulted in us really setting an example. Irish Visch and Laura de Jong, Vermaat's General Manager at ARTIS, explained how this process went.

Food and beverages from our own garden

Laura: 'Together with ARTIS, we developed a future vision up to 2027. Our sustainability ambitions are high, and this includes eating plant-based and local, where possible. ARTIS has a stunning "edible garden" full of herbs and vegetables that aren't only used as feed for the animals but are also used in the restaurant and at events.' Iris: 'Of course, it's great to take people into the garden and serve them elderflower cordial made from an edible ARTIS Park flower. This is how we create a total experience that makes us truly distinct.'

The proof of the pudding

'We try to involve people in the story as far as possible', continued Iris. 'Many organisations that visit us also have a high focus on sustainability. Particularly younger people think it's great that our range is entirely vegetarian. If people do have any concerns, we offer them a tasting at Vermaat Events so they can try and experience it themselves first. After that, people are often positively surprised. If someone wants meat or fish, we do that in the most sustainable way possible. We source sustainable and locally-obtained produce and, for example, also serve smaller portions of meat or fish. But vegetables from the garden do just as well in the starring role instead of that piece of meat.'



From making distinctive choices to becoming a role model.

Toasting with tea

Iris: 'My ideal vision for the future is that people specifically request 100% plant-based food and that everything else matches that. From the napkin made of recycled materials, to the floorplan made of paper with seeds that can be replanted in the ground. There's also an increasing demand for alcohol-free events. For example, we recently hosted an extensive lunch in which the client wanted to serve an alcohol-free alternative to wine. We did this using tea pairing. We started with a sparkling tea as aperitif and then offered a tea to match each course. It's surprising and incredibly delicious.'

A dinner with positive impact

Another successful event revolved around the CO₂ impact of food. Iris: 'Vermaat Events can easily calculate the carbon footprint of various >>

**The joint vision of
ARTIS and Vermaat**

ARTIS is collaborating with Vermaat to achieve sustainable objectives. This concerns sustainable objectives including carbonreduction, sustainable and healthy food and the transition from animal to plant-based protein. But they're also focusing on saving energy, reducing waste and reducing food waste. For example, they use a smart scale to weigh food waste and, based on the insights gained, make adjustments to the food range. Since the introduction of these scales, food waste has reduced by some 65%.



dishes. Including this information on the menu tied in very nicely with the theme of the event. It enabled us to make a concrete contribution to the programme and offer a total experience, in which you involve people in every detail of the story. If organisations come to us with a specific question and are themselves also interested in sustainability, you can really work together to create a far-reaching and fantastic experience.'

Challenging choice

Laura admitted that opting for a vegetarian range had commercial impact. 'At the start, we thought: "If we only offer vegetarian, will we lose guests? And can we accept that?" We were daring in our catering for visitors and made that very choice. Turnover decreased in the first year but it increased again after that. You'll succeed if you can tell your story well, your products are good and customer appreciation will then increase. These are sensitive decisions, but you also gain customers who make a conscious choice for this. Moreover, people always have the freedom to take their own picnic to the park with them.'

Just do it together

According to Laura, the fact that ARTIS and Vermaat have the same basic principles forms the basis for the success of this collaboration: 'You're always challenging each other to go that step further. Every quarter we discuss what we could improve on to keep enhancing our sustainability. Iris: 'Informing and activating people to handle nature responsibly forms the basis of everything we do. It's been quite a step, for Vermaat too, to make the catering for visitors vegetarian. But an increasing number of parks are starting to ask how we approached this. We've been able to set an example with this and this is something we managed together.'

Laura de Jong

General
Manager ARTIS



Iris Visch

Sales
Team Leader ARTIS



**oba
congres**



For information, options,
location visits or an
obligation-free quotation:

+31 (0)20 523 09 10
congres@oba.nl



Amsterdam - 2 to 90 people
Meetings, workshops, theatre, congresses and private dining

Three distinctive locations for your next event



1. B. Amsterdam:

where business meets fun

At B. Amsterdam anything goes! Really, nothing's too crazy here. It's no wonder their slogan is: our business is your playground! With no fewer than 44 rooms suitable for groups from 2 to 1,000 guests, B. offers the ultimate flexible setting for your event. Their motto? The sky's the limit! B. Amsterdam has everything for your next event. Meeting rooms, of course, but also a green screen studio or interview room, a bar bistro with roof terrace and even a gym, yoga studio and padel courts. Oh, and another great feature: the location is easy to reach by public transport and by car. There's a parking deck with 800 spaces and they also have all the audio-visual tools you'll ever need. Of course, you can also count on delicious food. From breakfast to

Boring meeting rooms and bog-standard drinks are so last century. Business events can be fun too - no, they simply have to be fun! We've identified three unique, distinctive locations so you can take your event to the next level. Choose distinctive and choose smart!

appetisers, plant-based or not, luxury or nice and basic, exactly as you want it.

In House of Rituals, you make your event truly distinct.

2. House of Rituals:

the art of soulful living

Who says a store can't be a cool event location? The Flagship House of Rituals store in the heart of Amsterdam begs to differ. This is the place for team building, business retreats, off-site meetings and wellbeing events. The house is designed to add beauty, luxury and more meaning to every aspect of your life. Here you can relax your mind and find fulfilment for your soul. The impressive private dining room and inspiring meeting rooms add that extra something to your event. Together with restaurant Rouhi, you can enjoy a feast for the senses and surprise your guests with a culinary journey full of impressive dishes.

3. DOT Groningen:

beach party in the city

Distinctive and unique: a beach in the heart of the city. Feel the sand between your toes, enjoy a taste of summer with every sip and get carried away by those urban vibes. DOT Groningen is the place to be for parties, drinks, food and networking. Ready to party? At DOT you can organise your own business festival, in your very own style. Ibiza Chique or Raw Techno, with DJs, live music, beach bar and food trucks: anything goes. Indoors or outdoors, depending on the weather. Whether you're looking for a private party or are organising a business event, DOT takes your event to the next level. Let's DOT!





‘In it together’

Engaged

Vermaat Events is deeply engaged and passionate in our focus on welfare and growth.



The personal touch: Let's make it yours!

Organising an event is all about teamwork. From the account manager to waiting staff and the people behind the scenes in the kitchen, everyone is just as important in making your event a truly personal experience. But who do you meet during this process? Who are all those people, whether you see them or not, who are focused on ensuring that your event is distinctly yours? We asked several colleagues why they enjoy their work at Vermaat Events so much. It's all about the people!



Making an inventory, contributing and developing ideas: sales

'I can be so creative, be completely myself and at the same time enjoy my greatest hobby: food & drink. And I get to do all that together with great colleagues and for the best clients.'

Anniek de Groot

Sales Account Manager



Arranging, organising and supporting: sales support

'The variation in activities, in which I have contact with various clients, the organisation of both large and small events and, of course, a great team that supports and inspires each other!'

Merel van der Linden

Sales Support Worker



Culinary surprises and pampering: the chef

'There's no secret to our Vermaat Events' success. It's about just doing your best and ensuring you have good people around you. Because alone you can't do much and together you can do it all. And then it's actually so much fun.'

Tim Meulenbeek

Executive Chef



Everything is thought through in advance: materials planning

'The best thing about my work at Vermaat Events is being able to contribute to super cool and diverse events. You've made all your preparations and then all the pieces of the puzzle fall into place to make the event a success: that's why you do it!'

Joyce de Weerd

Operational Planner - Materials



Everyone creating delicious food on time: kitchen planning

'I make an inventory, devise and order everything in advance and I make the kitchen sheets so that the chefs on location know exactly what they need to make. It's always a huge challenge if there are last-minute changes, but then it's so fulfilling when everyone pulls together to make a success of it.'

José Faaij

Operational Planner - Kitchen



All materials in the right place: materials delivery

'Creative concepts sometimes demand the strangest materials or tools. From a nut bar to a doughnut wall, as well as tableware for dozens of people, I make sure that everything's in the right place at the right time!'

Hennie Janssen

Logistics Assistant



A flawless event: party manager

'Even if you plan and prepare simply everything, there'll always be last-minute challenges. The weather changes, something falls over or first aid is needed for accidents; I make sure that everything runs smoothly during the event. And if something goes wrong, I resolve it quickly and unobtrusively.'

Lhassan Ait Ali

Operational Manager



Service with a smile: the waiting staff

'Working for Vermaat Events is always like party time. All the colleagues have so much fun together. The smile our guests see is real!'

Olivia Rodriguez

Waiting Staff





Event case:

Lunch of Love

Everything is love

900 neighbours around the table at the Lunch of Love

No fewer than 900 people attended lunch at the WTC building in Amsterdam on Valentine's Day. A huge table swirled through the building like a pink ribbon for the so-called Lunch of Love. The free lunch brought together all kinds of people from Amsterdam Zuid: colleagues, neighbours, entrepreneurs, actually anyone who wanted to come! The Lunch of Love was organised by the building manager, CBRE Dutch Office Fund, together with Vermaat. The goal was to increase engagement with the neighbourhood and let everyone know that they could use the building's facilities.

Imagine you have a stunning, modern and huge office building in the heart of Amsterdam's Zuidas. All kinds of people work in the building and there are lots of services such as a hairdresser, a physiotherapist, a sandwich store, a cocktail bar and a restaurant. But the building is so stunning that the neighbours don't think they can simply walk in. While they're actually more than welcome! This was true of the WTC building in Amsterdam and that was exactly what the Lunch of Love was meant to change. The lunch took place between 12 noon and 1.00 pm, a short and limited timeframe in which everyone needed to be welcomed so they could enjoy delicious food. It was a huge logistics challenge

that Loes Aanhanne, Activation Marketeer at Vermaat, together with the Catering Manager and the on-site team were delighted to tackle.

Working and living together

Loes explained: 'Amsterdam's Zuidas gives the impression of being rather closed off and WTC Amsterdam is a dominant building in the area. Now that people are increasingly working from home, it's a challenge to keep such buildings lively and to keep people engaged in the building. Until now, people from the neighbourhood often didn't know that they could simply walk in for a coffee, sandwich or cocktail at the >>



cocktail bar. The building is actually a kind of square with many places to sit, it's such a waste if people don't know they can go there. That's why they wanted to create a community at WTC. They appointed a Community Manager to bring hustle and bustle to the building, which is already extremely innovative. Four major events will be organised per year to enable the neighbourhood to get to know the building. Vermaat is the partner to help organise these events.'

Lunch of Love

The first big event was the Lunch of Love and that was immediately a huge challenge. Loes: 'We were only asked to do this six weeks in advance and the plans were ambitious. The Community Manager wanted to create the Netherlands' longest lunch table. We'd done that previously in The Base Schiphol and that involved 400 guests. We wanted to do something bigger this time, which is why we aimed for 750 guests. Early on, only a few people had registered but just beforehand we suddenly had 750. And on the day itself more people came along so we eventually had 900 guests.'

Pink ribbon through the building

Laying everything out and setting the tables for all those guests was a huge operation, explained Loes. 'We had a long row of 192 benches and 96 tables with pink runners throughout the entire building and the building opposite. We were supported by a lot of hotel school students and volunteers from Vrouw & Vaart, a local development centre run by and for women. They helped with setting up and with serving.

Specifications

Number of days:	1
Number of guests:	900
Location:	WTC Amsterdam
Theme:	Engagement



♥

Welcome Mocktail
Prepared with love to get you in the right mood.

Freshly-baked Croissants
Crispy outside, soft inside.

Freshly-based Pistolets with various fillings
Both white and brown.

Freshly-pressed Jus d'Orange
Freshly pressed for that extra kick.

Coffee & Tea
An extensive selection of coffees and teas.

♥

What was on the menu?

We went through 750 croissants, 1,200 pistolets, 190 jugs of orange juice and 90 pots of coffee. Everyone was also given a welcome drink from one of the other local businesses in the WTC. Hats off to the catering manager, who was busy with this day and night!

Mister Love

And if the lunch wasn't enough, Robert ten Brink who is, after all, the one and only Mister Love, also made a surprise visit to various care institutions and agencies to pick people up in a special bus. 'This meant it was a really mixed group, which was great fun', stated Loes. There was live music and there were cards on the tables on which people could state their wishes and ideas for the building. Partners such as Tony's Chocolonely also came by to hand out some tasty treats.

Emotional high point

'The responses we received were super', stated Loes. 'It was free, of course, and a huge amount of work and passion went into it. People don't expect that from a property company. Of course, community management isn't just about one event, so this does need to be followed up. But that won't be a problem because there are already so many ideas for new events. This first event was a huge success. The image of all those different people at that long pink table was a true high point; it made me feel quite emotional.'

Loes Aanhane

Activation Marketeer
Vermaat



How do you create **more engagement** for your event venue?

Online engagement is incredibly important for good event venue positioning. Clients don't only need to know where to find you, they also need to like you. A handy, effective and easy-to-use tool for this is social media marketing! If you make effective use of social media, you increase people's engagement and your visibility. And you generate more requests. We'll show you how in 9 steps!

1. Know your target group

The starting point of your online visibility is to identify your target group. Are they wedding planners, commercial event managers or private individuals who want to celebrate a special occasion? Make sure you know what they want to see of you online. Get inside their heads and discover their needs and preferences and the type of content that appeals to them. What do you want to sell at your location? What can be run there perfectly? What is the ideal event? What makes you distinct? Dare to choose!

2. Create visually attractive content

Use good (your own and authentic) photos and videos to present your location. There's a reason for the expression 'a picture is worth a 1,000 words'. Share images of previous events, amazing decorations and all the cool USPs from your location. Do you have your own city beach or a beach bar? An inviting open fire or a retro dance floor? Make sure you show it! We probably don't need to say this but, never use photos from the internet. Invest in a videographer and photographer. Also ask your clients whether they could share after movies and photos with you and whether you can use them as content for your own channels. A win-win situation.



3. Storytelling

Using storytelling enables you to create an emotional connection with your audience. Look for recognition, address people's feelings, needs or wishes by sharing examples of events organised at your venue. And make sure you also share reviews from satisfied clients. This gives potential clients an impression of how their event could look.

4. Frequent and varied posts

An important social media principle is that you need to stay active. Post frequently to keep your public engaged and make sure your content is varied. Your posts could include tips for event planning, behind-the-scenes images, customer cases and announcements of special offers or events. So don't only post commercial content as you want to inspire your audience. Give your followers a reason to follow you: what's in it for them?

5. Be active and respond

Engagement goes two ways. Respond to reactions, thank people for their shares and be active in answering questions and responding to comments. This shows that you value your followers and enables you to build a loyal community.

6. Use hashtags and location tags

Use relevant hashtags and location tags to increase your reach. This makes it easier for people who are looking for event locations in your region to find you.

7. Cooperation with influencers & event professionals

Cooperate with influencers and/or event planners that have a large social media reach within your target group. They can promote your location to their followers, which can result in increased visibility and more bookings. Buying ads or social posts from industry-related platforms enables you to reach the right target audience a lot more effectively.

8. Advertisements and promotions

Talking about a large reach: you can also increase your reach via paid advertisements on LinkedIn and Instagram. Target specific target audiences that are likely to be interested in your event location.

9. Analyse and optimise

A strategic approach to social media marketing can bring real results. Experiment with various types of content and keep analysing to help continuously improve your strategy. Use analytics tools to monitor your social media campaign performance. Check which types of content do best and adjust your strategy accordingly.

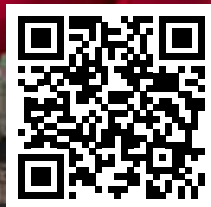
Extra tip: Keep on learning

Want to read more? Take a look at [Venuemarketing.nl](https://www.venuemarketing.nl) or listen to the marketing podcast for venues and hotels by Stijn Oude Vrielink. See you on social media!



YOU'RE A SMOOOOOTH OPERATOR

Book your next meeting with us.
We've got you covered.



SCAN TO BOOK A MEETING ROOM



waar **creativiteit**
de show steelt.

vermaat
events

Waar **smaak**
de show steelt.

vermaat
events

Stronger together at the EventSummit

EventSummit, the trade fair for the event industry; as event professional you can't afford to miss this. You'll gain inspiration, increase your network and strengthen your business contacts. Together with partners, Vermaat Events has its own square at EventSummit every year. We asked several participants at the last trade fair about their experiences. >>



Rachel Swaab from Beeld & Geluid

Everything was facilitated perfectly and ready to go

'The Vermaatplein offered a perfect, central location with an inviting bar where it was easy to get talking. The excellent facilities were a huge added value as visitors could immediately have a taste of the Vermaat Events culinary creations. Under one roof, we made contacts quickly, both with other locations and with colleagues. Vermaatplein was extremely valuable for my network. It was easy to make new connections and strengthen existing business contacts. Everything was facilitated perfectly and ready to go, from the stunning spot to the banners. The careful organisation and welcoming atmosphere made it a really pleasant experience.'



Jenny Oerlemans from Naturalis

Vermaat Events pampers everyone!

'It's great to be able to present yourself as a team. It also has added value for visitors, as you can provide both useful information about the location as well as about the catering options. Vermaat Events takes on a huge amount of the organisation, which enabled us to engage directly with them on practical matters. Of course, they also took great care of us with delicious bites and drinks, which we could also offer to visitors at our stand. Vermaat Events pampers everyone at EventSummit!'



Nina Schmidt from B.Amsterdam

A great network with a pull factor

'This was our third time on Vermaatplein. With Vermaat Events as our F&B partner, we're part of something bigger; a great network with a pull factor. The presence of exhibitors on the square means you come into contact with various suppliers, event managers and colleagues. Vermaat Events offers snacks, a bar, barista coffee corner, cocktails and mocktails and does everything it can to create a vibrant concept. And they're successful too. Vermaat Events takes care of everything down to the very last details, not only for themselves but also for the locations that form part of their square. That's reason enough for us to join them every year.'



Simone Brinkman from Spoorwegmuseum

Higher staffing enables direct connections

'We had a stand on Vermaatplein to create more visibility for our location. This collaboration meant more staff at the stands to help clients. When a client had a question about the availability of the location or specific catering questions, we could join forces and be of service to them directly. Another added value was the drinks event on Vermaatplein to which we were able to invite our clients in advance. This enables you to make it more attractive for existing and potential clients to visit.'



Niels Verhoog from Circuit Zandvoort

First drink of the trade fair is a big bonus

'We've organised various business events at new locations in recent years. Of course, we're delighted to share this with our target audience, which is very well represented at EventSummit. Together, you attract more business contacts and potential clients, and you can use each other's network. The atmosphere, the service, the catering at the stand and particularly the "first drink of the trade fair" are an absolute bonus. This enables us to give our guests a warm welcome without having to spend time on arranging the catering ourselves. The collaboration was really fantastic, just like in previous years. All the affiliated organisations discussed how to set up the square in advance and everyone could contribute their ideas and ask questions. The set-up was arranged perfectly and on the day itself, the atmosphere was again top notch!'

How events connect and **From policy to plate** inspire the healthcare sector

If there's one sector in which knowledge sharing is literally lifesaving, it's the healthcare sector. To contribute to this, Vermaat organised an event on 14 May for Dutch hospitals, with the theme: From policy to plate. An event is a powerful tool to stimulate knowledge sharing and create connection. For example, it's a perfect way to introduce policy successfully that the target audience embraces.

Bram Hoeben is Activation Marketeer at the Hospitals business unit. He explained how the event was realised. 'All hospitals in the Netherlands aim to switch to healthy food by 2030. That's been adopted in the National Prevention Agreement. Many hospitals are finding it difficult to develop such a nutrition policy, which is why we organised this event in which we presented them a nutrition policy almost literally on a silver platter.' Eating healthy and delicious food is an important theme within Vermaat, continued Bram. 'Under the main Connecting Hospitals theme, we're working with three themes: nutrition vision, engagement and hostmanship. We explain each theme with an event. The theme



of this event was, therefore, developing a nutrition vision.'

Surprising vegetarian

Some forty medical professionals, mainly from facility management and management, visited the Radboud Experience Centre to share knowledge, strengthen relationships and gain inspiration from each other. Eamon van de Kamp, Vermaat's chef at Radboudumc in Nijmegen, tackled a surprising, responsible and entirely vegetarian and alcohol-free menu. This menu with exciting dishes including steak tartar made from watermelon, brought the nutrition vision to the plate. It was a fantastic example of delicious, eye-catching and healthy food and drink. 'We showed how "From policy to plate" could look in practice', explained Bram. 'The dinner was in the bar, with presentations being held between courses in the adjacent meeting room. This meant that the guests needed to walk around frequently, which kept them moving and attentive. During the food rounds, there were question cards on the table to reflect on the topics that had been discussed.'

Connecting factor

The responses during and after the event were extremely enthusiastic. Bram: 'Our guests found it inspiring and instructive. They were extremely enthusiastic about the fact that we, as an intermediary, can be a connecting factor in the medical landscape. People are facing the same challenges so it's really valuable to be able to exchange ideas with sector colleagues.' Knowledge sharing is really important in the medical world. That's why Vermaat will also be organising events this year regarding the other themes. 'The main theme is >>



to connect people. As market leader within this sector, we have the ideal starting position for this. And it is appreciated because, for the coming event, 70 people have already pre-registered.'

From hospital to care home

Together with a research agency, Vermaat outlined the hospital landscape for the coming ten years. 'A hospital will have a much wider role', explained Bram. 'A hospital will become more like a care home, as it also has services including physiotherapy and drop-in options for the neighbourhood. We can share a lot of knowledge regarding hostmanship, nutrition and engagement. At policy level, these are the most important themes for hospitals right now. We can run the staff restaurant and visitor restaurant, but we're also a knowledge partner at policy level and a partner in organising events.'

Medical events

'Within the hospital landscape, Vermaat has various locations in which events can be organised, such as the Radboud Experience Centre, but medical events can also take place at our other event locations', explained Bram. 'MECC Maastricht for example is next to the MUMC, another one of our clients.' Some 344 medical congresses have already been booked at Vermaat Events for 2024. If you would also like to take your organisation that step further or increase your organisation's internal knowledge level, we'd be delighted to help organise an event that conveys your message in a playful, but above all effective way.

Want to know more?

Download our Connecting Hospitals white paper via this QR code!



MENU
14 MEI 2024

Starter

Beet carpaccio | beet gel | strained yogurt | crispy potato | radish cress | radish | orange

Main Course

Steak tartare (watermelon) | piccalilli | sourdough | crispy mustard | hucatay cress | truffle

Dessert

Strawberry daiquiri | strawberry | buffalo yogurt | sponge cake | vanilla | anise cress | 0.0% rum

Drinks

Oyster mushroom bitterballen | local mustard
100% Dutch wheat bread with dips | mocktail bar

vermaat van beleid tot bord



Bram Hoeben

Activation Marketeer
Vermaat



What was on
the menu?



Company family days are hot!



You often spend more time with your colleagues than with your partner. Wouldn't it be great for your family members to get to know your colleagues, and vice versa? Company family days are the perfect way to do this; an employer-organised event to give both employees and the family a simply fantastic day.

Work-life balance is an important aspect for a healthy working environment and demands engagement from both sides. Organising an event for your employees and their families ensures that you contribute to an improved work/life balance. At the same time you engender more engagement and loyalty while also working on team building. A company family day can take various forms. From a party to a barbecue or a day out to a zoo or museum that's fun for children. Be inspired by our locations!

Spoorwegmuseum

Want to give your colleagues and their family an

unforgettable day? Whether your guests arrive by train at the museum's own station or enter via the historic Maliebaanstation entrance, at the Spoorwegmuseum (or Railway Museum in English) the party already starts on arrival. The day starts together in the industrial Expo. This is where you'll find the impressive Longmoor, the Netherlands' biggest steam locomotive and the legendary blue Utrecht Central station sign. The Expo is the place for a lively chat with colleagues and to meet each other's family, while enjoying entertainment and tasty snacks and drinks from the very best food trucks. Then the adventure starts and everyone can go their own way to discover the exciting world of rail. Take a blood-curdling journey in the dark where you come face to face with real Steel Monsters or dream away in the Steam Theatre with the Orient Express. There's so much to experience in the museum that there's something for everyone.

ARTIS

Want to get face to face with a sea lion or a flamingo? At ARTIS, your employees and their families can discover, walk, enjoy drinks and of course enjoy all the animals together during an exclusive 'ZOOmer' evening. The entire ARTIS Park will then be available



exclusively for your guests. A central meeting place is created in the heart of the park for a get-together full of fun, music and activities. Learn more about ARTIS and its residents during a tour, visit the ARTIS Big Museum or ARTIS Mircopia, play the park game or visit the ateliers: the possibilities are endless! As well as activities for adults, there are also many options for children's activities, including shows in the ARTIS Planetarium, workshops or puppetry. Seasonal dishes are served in the park from cargo bikes or food trucks and there are several bars.

Duinrell

If you're looking for a special place in the heart of the Randstad with enough parking, Duinrell is the perfect location! With over 40 rides and 21 slides in the Tikibad swimming pool, there are more than enough experiences for young and old. Enjoy the thrills of a perpendicular descent in the Falcon, show off your flying skills in the Wild Wings or go on an adventure together in Rick's Adventure Castle. Your permanent contact person will arrange simply everything so that you, your colleagues and their families can enjoy an unforgettable day. As well as family days, there are also countless other options at Duinrell. As it has over



ten unique locations, you can also arrange your staff parties, team trips or business meetings here. Whether you opt for an extensive lunch in the restaurant or prefer to use the various food trucks on its own food square, anything goes at Duinrell!

Circuit Zandvoort

The circuit at Zandvoort captures everyone's imagination. And you can hold your company family day in the exact location where Max Verstappen and his colleagues have made a name for themselves. Welcome your guests in the Pitlane Lounge or the Champions Lounge and switch up a gear! Your employees can gather throughout the day in the lounges to chat and meet each other. But of course they're mainly there for the circuit. Experience the ultimate high-octane experience by taking a seat in the fastest race cars with an experienced driver, or try doing a circuit yourself behind a safety car. Enjoy racing in Racesquare's simulators, take a look behind the scenes at the pit boxes, take the Tarzan bend, visit the race tower roof and take a look around the paddock. Of course, you can also opt for a tour. A mini kart track can be set up on the grounds for the kids. Ready? Set. Go!

“Creativity unleashed”

Creative/original

Vermaat Events is creative, original, and aims for unique, innovative proposals and experiences.





Art on your plate?!

Do you dine at a neatly set table? Think again! You can also dine in the heart of a museum room or from a 3D painting! Imagine; your dinner becomes a total experience with art, design, music and food. And as a guest you're part of the artwork. Your food is art, and the art is edible. How cool is that? That, and much more, is the added value of Creative Chef Studio.



Creative Chef Studio is all about immersive experiences that create impact. Art, design and music, all combined with delicious food. Creative Chef Studio comprises Jasper Udink ten Cate, chef, musician, designer, but mainly artist, and Jeroen Prins, experience designer and producer with a wealth of experience in advertising and events. Jasper is the creative brain behind all the concepts and, with his experience in production, Jeroen can transform Jasper's ideas into reality. Creative Chef Studio collaborates with partners including Vermaat Events to realise all these creative concepts. >>



Holy shit!

The pair are overflowing with versatility, but there is a theme, Jeroen explained. 'From event to art object; everything we do stimulates different senses and is linked to food. The objective is to create an unforgettable experience that stirs something in guests. For example, you don't have to dine at a square, triangular or round table; the table can be an art object in itself. Jasper started photographing his food creations from above so that it looks like a work of art; we expanded that by also photographing his table concepts from above. In this way, guests form part of the art scene and part of the artwork. We base our experiences on storytelling methods and they have a beginning, a middle and an end. Combined with all the sensory elements, it's truly inspiring. When you leave one of our experiences, we want you to think "holy shit, this was a really awesome experience!"'

Art you can feel

One of Jasper's most spectacular concepts produced by the Creative Chef Studio was a still life made from food. Jeroen: 'It was a 3D box that looked like a painting from 1613. When you stood in front of it, you couldn't see that the food was real. We had expositions with this in places including Mauritshuis and even in The Metropolitan Museum in New York. At Mauritshuis, there was a blind woman that we took through the painting by telling her how the painting was set up. The woman started crying. She had never been able to experience art until then. It was so beautiful that we wanted to do something with this. After that, we set up an exposition in the Centraal Museum in Utrecht, which we made accessible for people with a visual impairment, for example by translating parts of the painting in light. People could feel where the light was shining because it was warm and what was in the shade, as that was cold. Food was linked to art, storytelling and experience, with inclusivity being the starting point. It proved to be a global success.'



Add your own creative touch?

If you'd like to add your own creative touch to your event, scan the QR code!



Sticky fingers

'The opening of the Groninger Museum, in collaboration with Vermaat Events was also a really impressive project', explained Jeroen. 'We were able to create and serve a dinner experience in a shared museum space while an exposition was showing. That was unique. People were immersed in the experience and were part of the artwork. The menu was zero waste and was eaten at tables made in organic shapes, based on nature. This was truly one of those projects in which all the parties, Vermaat Events, Groninger Museum and Creative Chef Studio, said: let's not talk too long about this, we should just do it.' The event took place again during the museum's opening of the Rolling Stones exposition. 'We incorporated everything from The Rolling Stones on the menu, right down to the sticky fingers from cotton candy. The tables looked like LPs; it made the whole thing complete. An incredibly enthusiastic museum director appeared before me, who thought it was all fantastic. That's when you're sure you did a good job.'

Add more colour to your event!

A new and special dinner concept that Creative Chef Studio is offering together with Vermaat Events is the Colour Dinner. 'This brings various concepts together and we colour your event together, and we don't always stay within the lines. The message is: add more colour to your event! At the end, you'll have had a fantastic evening and you'll be completely inspired. Fun moments with a light-hearted message and delicious food. Add more colour to your event, the people around you and to your life!'

Jeroen Prins

Experience Designer



COLOUR DINER

Creative Chef Studio x Vermaat Events



Trends in food & events

There are plenty of trends you can spot in the hospitality industry and world of food and drinks, including digitalisation, sustainability, food awareness and healthy eating, low-alcohol or alcohol-free drinks or hypes such as the cromptouche or the crookie. Gijsbregt Brouwer is a speaker, podcaster, video host, columnist, author, co-founder of food platform De Buik, but he's also mainly a trendwatcher. We asked him how these trends work.>>



Gijsbregt is always 'on top' of all the trends. But how do you notice these trends? According to Gijsbregt, you need a trained eye. 'Future trends have often been around for a long time, only you need to know how to find them. It starts with experiencing things. Contact with people is essential if you want to know what's going on. I talk with chefs, entrepreneurs, restaurant guests, CEOs, legislators, artists, actually everyone! I'm also always constantly looking around me. What's happening, where is it busy, where are people going, what do they have on their plates? I keep watching and if I see steak ten times and zero fish, that's a signal. Finally, I look and listen a lot. Books, social media, vlogs, magazines, reports, whatever. If I see something happening in a wider context, if you're increasingly seeing a movement, that can be a trend. Several years ago in London, and later also in Rotterdam and Amsterdam, I saw increasing numbers of establishments opening that were, in fact, a combination of a bar and a restaurant. There was still no word for this type of business at that point, so I when I wrote about it, I called the concept a restobar. People talked and wrote about this, and then something like that takes wings. Some two restobars are now opening every day.'

Developments, trends and hypes

From long-term to short and sweet, there are developments, trends and hypes. 'People's behaviour doesn't change that fast. It can be years or even decades before people really start changing their behaviour. We'll not all suddenly stop eating meat next year', explained Gijsbregt. 'I'd place developments, such as those in sustainability and eating less meat to the left of a trend. To the right of a trend are the quick hypes such as the crookie; a croissant filled with

"The hospitality industry could learn a thing or two from events"

cookie dough.' There are trends in all kinds of areas, from food to sport and fashion. 'Sometimes you see fashion or sport trends appearing in hospitality', stated Gijsbregt. 'This includes the so-called "quiet luxury"; we're living in an unequal society and people are a bit embarrassed about this. They wear brands that are

really expensive but that are only instantly recognisable to connoisseurs. Similarly, there are chic restaurants that are very inconspicuous, or even completely private. You need to be a member to be allowed inside. Or there are hospitality concepts that appear at festivals or in sport. This includes festivals with food trucks and wine bars, or juice bars in gyms.'

Send a clear signal to your network

According to Gijsbregt, events are often ahead of the rest of society. 'With an event you can take more risks because you're being judged on the event as a whole. Food isn't the only component as there's also a big focus on the setting and the experience. The hospitality industry could learn a thing or two from events about this holistic approach.' Choosing to be chosen and embracing bold choices are things for which events are ideally suited. Gijsbregt: 'At events you can make more radical choices to give a clear signal to your network. You see that a lot with sustainability and plant-based food. For example, you can offer 80% plant-based food at an event, but food of the very best quality. If someone really doesn't want it, they can have a simple burger. We still often associate meat with luxury and pampering, and vegetables with poverty and not tasty. At an event you can demonstrate that plant-based food can be just as tasty. You can win the battle by being surprising and offering quality. This development is really important and is led by events.'

Rapid response to trends with innovative catering

At business events, you can respond well to the fast, trendy hypes. Gijsbregt: 'AH had the crompouce on its shelves just two weeks after it became known. If you're an innovative caterer like Vermaat Events, this is also something that works well at an event.

You then incorporate a last-minute option into your menu, which you can use to introduce a trend. So you opt for two traditional desserts and keep the third option free for a hype like the crookie. As a caterer, you don't need to predict trends yourself, you

just need to set up the organisation in such a way that you can pick them up quickly. A creative team is an essential here, as is collaboration with innovative partners. Part of the menu then comprises signature dishes from well-known chefs, with another part being created by a food trend watcher.

Event with a sporty touch

Customisation and automation are playing an increasing role in hospitality and at events. 'Using automation and robots to put together a menu, sometimes even making and serving it, reduces costs. You can make predictions using special software, which results in less waste and less food waste. At the same time, tailored solutions are becoming more common, and events are increasingly put together in a modular way. So there'll be more standardisation at the back end, to enable personalisation at the front', stated Gijsbregt. Another notable trend in the hospitality industry is that cafe sports are being reintroduced. 'We're on the eve of a whole new section of hospitality where "sports" and culinary entertainment are intertwined. Sporty with a twist, from darts to billiards, jeu de boules and karaoke. This concept is extremely suited to business events or team outings. Good food, fun with friends or colleagues mixed with a game of padel or pub quizzes, how great is that?'



Want to know more about Gijsbregt?

Or would you like to invite Gijsbregt to be a speaker at your event? Just scan the QR code and, of course, don't forget to follow 'De Buik' on Instagram and listen to Gijsbregt's podcast 'Bekt Lekker de podcast'.

Gijsbregt Brouwer

Trendwatcher





Event case:

Opening of NIO House



Limitless horizon

NIO House Amsterdam opened on 23 May in the iconic Metzgebouw on Leidsestraat in Amsterdam. NIO produces powerful and smart electric cars and is all about innovation, smart design and service of the highest level. Everyone is welcome in the community houses to immerse themselves fully in the world of NIO. There are various rooms where visitors can relax, be inspired, work or meet. You can also book meeting rooms or organise a business event in the special Event Space.

Alice de Bontridder, Head of User Development, explained all about NIO House. 'NIO House is the brand's flagship and offers a wide variety of flexible and functional spaces. There are seven main zones where you can relax, meet, undertake activities and work in co-working spaces. People can marvel at our cars in the Gallery, while the Lounge is perfect for meetings, lectures or workshops. Various meeting rooms are available for business purposes and you can also hire the Event Space on the 6th floor. You can visit NIO Café for coffee, breakfast, a delicious lunch

or for the "Tulips from Amsterdam"; a unique mocktail that was composed especially for NIO House.'

Limitless possibilities

The Netherlands has two NIO Houses: one in Rotterdam and one in Amsterdam. The Grand Opening of NIO House Amsterdam took place on 23 May. Some 150 guests came to discover and admire the building. 'The overarching theme of the opening was "Limitless horizon, limitless possibilities", because we wanted to show that the house offers limitless

opportunities', explained Alice. 'From workshops to product launches, music performances and meetings; what's on offer is incredibly wide-ranging. We have various rooms with different layouts, all in the same building in the heart of Amsterdam. We enjoy creating the best possible event, together with the client and Vermaat Events.'

A surprise on every floor

Like all the other establishments worldwide, NIO House Amsterdam is divided into seven main zones. There are subtle colour changes on the floors of each floor; a nod to the NIO logo with the horizon running across the blue sky and earth. During the Grand Opening,

each floor had its own theme and guests could experience something new on each floor. For example, there were expositions from sustainable fashion artist Ronald van der Kemp. In the Rietveldkoepel, right at the top, there was a 'cloud lady', making a perfect link to the NIO vision: BlueSkyComing. Vermaat Events devised an amuse-bouche for each floor within the theme and the colour of the floor. 'These are the details that really complete an event. Michelin star chef, Jonathan Zandbergen, had designed the Event Space on the sixth floor, where guests could marvel at his talents. This was again a perfect match for the snacks made by Vermaat Events; it was an amazing total experience.' >>



Prosecco
with golden sparkle and edible flowers

Crispy small brioche
with creamy Dutch burrata and confit
tomato

Mini cornetto
with ceviche from Dutch asparagus,
Hollandaise foam, vadouvan and grated
egg yolk

Smoked spring carrots
with sea buckthorn vinaigrette, miso
and seaweed

Beetroot madeleine
with Tomasu, smoked beetroot and
flower petals

Crispy cup
with a roulade of orange grouse, morels
à la crème and tandoori spices

Matured cheese
with sour cream and black pepper

Cotton candy
with pineapple and red pepper

What
was
on the
menu?

Specifications

Number of days: 1

Number of guests: 150

Location:

NIO House Amsterdam

Theme:

Engagement

Good crowd management

It's essential that safety is safeguarded within such a historic building, emphasised Alice. 'If you have lots of people in a building, you always need to ensure that people are well-dispersed. We resolved that in a handy way using a dynamic wristband. As soon as it became too busy somewhere, those whose wristband flickered were invited to go to a next room. This enabled us to manage the crowds really well.' Guests absolutely raved about the opening. 'People were amazed at what the building has to offer. Since the opening we've received a huge number of requests from so many different quarters. That shows that we presented the building in a good way, which is exactly what we wanted to achieve. From whatever part of the community you come and whatever goal you have, everyone is welcome in NIO House.'

Alice de Bontridder

Head of
User Development

About NIO House Amsterdam

Exciting and free events frequently take place in NIO House Amsterdam. You can find these in the NIO app, which is free to download. You can also book the various rooms exclusively for your own event. The Forum is, for example, extremely suitable for workshops for up to 25 people and you can use the meeting rooms for meetings of five people or also for gatherings of up to forty people. For an exclusive dinner or event, you can book the 6th or 7th floor, which offers you up to 200 m² of space that you can set up entirely as you wish.



Customised Culinaire

As soon as he hears a theme, Vermaat Events General Manager, Patrick van Fraeijenhove's brain starts working overtime. This continuous flow of inspiration and ideas leads to creative concepts. From spekkoek in all the colours of the rainbow or a healthy fruit wall, to complete menus inspired by Justin Timberlake. Otherwise known as: Customised Culinaire.

Patrick manages the Vermaat production kitchens in IJsselstein and Groningen and is responsible for all events at Vermaat locations. From former president Obama to the Royal House, Patrick has had them all at the table. And each menu that Patrick devises for these events, is creative. 'At ARTIS, for example, there's a beehive where bees make honey. This inspired us to develop the bee girl who serves sweet snacks from a honeycomb.'

When the cogs start turning

'Customised catering starts with the client's request', he explained. 'Many clients and events have a theme. That's when our cogs start turning. For example, I'm busy with a huge event at the moment that has Summer Vibes as its theme. I know the location and know what kind of people work there. I try to put myself in the guest's position as far as possible and devise what I'd like to have if I were to be invited to such an event. I make a list of products that match the client's theme

and budget. We're currently working with huge paella pans and a Spanish chef who serves paella on site. But also with El Cortador; a chef with a leather apron who slices ham straight from the leg. It's really exclusive, in a small room that's not directly accessible for everyone.

where flavour steals the show

Once someone discovers it, guests really go in search of it. There are lots of small pop-up surprises during the event. It's about the total experience.' >>

I'll have what Justin is having!

For five years, and with each artist at the Ziggo Dome, Patrick devised 'the story' for the guests in the skyboxes. 'Then, for example, Justin Timberlake comes to perform and I dive straight in. I start Googling and I search on Instagram and Pinterest. I search for where he lives, his favourite restaurants, his favourite food and I base my menu or the snacks on that. When serving, you can tell that story: this is his favourite dish and he ate that at this restaurant at a certain point. Telling this story with it completes the event.' The strength of creative concepts isn't just that it's delicious, but also that it looks good on paper, according to Patrick. 'When your guests see the menu, they should think that it looks exciting. Ooh, I'm looking forward to this!'

Unique pearls

Patrick is so full of ideas for creative ways of presenting. 'The doughnut wall was really popular a few years ago, but now we have a cheese station, a raw station with raw food, a Let's go nuts nut bar or a pink Madeleine bar. As culitainment, we also came up with a chocolate oyster station. There are people who don't like oysters and as an alternative we create oysters and pearls from chocolate.

Everything for the gram

For Patrick, there's no greater compliment than when his creations are photographed and shared a lot. 'If someone finds the dish Instagrammable and posts it, I know my idea's been a success. Such as a company or event logo being incorporated in an edible wall. Most employees think it's worth a photo opportunity for their social media, before removing the natural ingredient themselves and adding it to their dish. We've done so much over the years; a matcha station,

cheese carriers carrying cheese and dips among the guests, and popcorn stations where people could serve themselves five different types of popcorn before heading to a match. We also did a blind tasting once. We deconstructed a dish completely so we could allow all guests to try the individual components. They were able to taste six or seven separate ingredients. From mackerel and yuzu to puffed rice and East Indian cherry. Individually it tastes weird but together it's a fantastic signature dish. That surprise is fantastic. People stood in line to try it; it was amazing.'

Every plate's a painting

The food and the presentation of it are both really important, stated Patrick. 'If you're arranging a dinner, every plate needs to look like a painting. Certainly for high-end events in places such as the Rijksmuseum, Stedelijk Museum or the Concertgebouw, every plate needs to match the theme, the season and the colour of the dish. With street food, it's more about how you present it.' The ideas for designing the menu and the presentation are endless. Patrick: 'We have so many options! A client needs to really experience such a concept, so to explain the concept to a client, we often organise a tasting in advance.'

Everything inspires me

Patrick's brain is always racing. 'I think and breathe food. If you look at my phone you'll see just loads of photos of food. From the 10,000 photos 9,990 are of food with a few of my children. Everything inspires me. We also work with an extremely passionate team of chefs, each with their own speciality and several Michelin star chefs. Together we create the most surprising concepts and presentation ideas.'

Patrick van Fraeijenhove

General Manager
Vermaat Events



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Escape the ordinary

The most creative and original locations for your event

Searching for the wow effect for your event? Then skip the boring meeting rooms and discover truly inspiring and original locations that are sure to surprise your guests. From a UFO to historic heritage; these surprising locations offer the perfect setting for an event that makes an impression. Ensure that your event stands out in a place that's brimming with creativity and originality. >>

BEELD & GELUID

In need of a hefty dose of inspiration? Constructed from numerous stills from television shoots, this colourful building oozes creativity. You're not only welcomed in an inspiring environment, they also offer every facility to ensure that your event is perfect. Enhance your event with a workshop, masterclass or quiz. If you'd like to make something really special of it, opt for one of the break-out sessions or workshops. Beeld & Geluid? Something you'll want to see and hear!



MUSEUM DE LAKENHAL

Museum De Lakenhal combines the past, present and future in a unique way. With spaces including the Achterplaats, Auditorium and Atelier, there are ample opportunities to organise symposia, lectures, receptions and walking dinners. From the Auditorium the large windows offer stunning views across the canal; a romantic decor for receptions and parties. In the Atelier, your guests can express their creativity in various workshops. Modern meetups with a historic touch!



KUNSTHAL ROTTERDAM

Searching for a dynamic and inspiring location for your event? This iconic building has seven different exhibition halls, a characteristic Auditorium and a stylish Kunsthal café. The colourful Auditorium is ideal for giving presentations, lectures, film screenings and performances. In the Kunsthal café you can welcome your guests for a walking dinner, sit down dinner or creative buffet. The art in and around the café and the spacious terrace create a unique and creative atmosphere.



NEXT NATURE MUSEUM

A meeting where people, nature and technology converge and challenge each other? Be amazed by the Next Nature Museum. This spaceship offers a range of options for your event, from big presentations to intimate meetings and workshops. Every meeting room, named after a planet in our solar system, has its own unique character. This is the place to challenge your guests and offer a glimpse of the future. Make yourself future proof!



STEDELIJK MUSEUM AMSTERDAM

Have you ever organised an event in a bathtub? You can at Stedelijk Museum Amsterdam! This unique location offers an exclusive, stylish and inspiring environment for your events, with the internationally renowned art collection close to hand. Immerse yourself in a world of legendary artists during an exclusive tour of the museum. An event at Stedelijk Museum is an invitation to shift your perspective and get out of your bubble.



PANORAMA MESDAG

Dining inside the Netherlands' biggest painting? At Museum Panorama you can surround your event with a unique 360° experience of the former fishing village and the emerging resort of Scheveningen. Combine your meeting with a tour of the museum, including a look behind the scenes. This cultural-historical monument guarantees an unforgettable meeting in a unique icon in The Hague. Transform your event into an artistic journey that your guests certainly won't have taken before. Let's go to the beach, but with a twist.





‘Excellence in every detail’

Professional
Vermaat Events is professional,
combining knowledge with
efficiency and delivering quality.

Professional down to the finest details That is Hemel & Aarde!



Restaurant Hemel & Aarde in Utrecht is a true slice of heaven on earth. In the former Polman's Huis, under the same roof as Hotel The Nox, chef Rene van der Weijden and his brigade cook with respect for nature and common sense. Using regional produce and natural processes. Without wastage and with vegetables in the starring role. The menu is decided by whatever the earth offers at that moment!



The best host

If you wouldn't go to Hemel & Aarde for the food, you'd certainly go for the service. Maître Marco Westra was crowned Host of the Year at the prestigious Gault&Millau Awards 2024. 'SVH Meestergastheer' Marco is simply delighted with his award. He would like to set 'an example for the younger generation, so that they stay working in hospitality'. The secret of being a good host? According to Marco that's about quickly determining the guests' expectations. Marco: 'What does someone expect from the evening? And, as host, can you and your team realise and exceed these expectations? Guests will always remember that. You get positive energy from the place, the team and the food, but whether you work in a three-star establishment or a coffee shop: do it with dedication.' What else does Marco do with dedication? Making wine! 'I set up a vineyard with several others: Stadswijngaard Utrecht. Young and older volunteers show people all about making wine. That makes you enjoy a good glass all the more. Walking among the grapes really helps to clear my head.'

Wine bar Hemel & Aarde: the sassy sister

The Hemel & Aarde team thinks you can never have enough professionalism and hospitality, which is why they opened a sister: Wine bar Hemel & Aarde. The wine bar is located next to the restaurant and is such an easy-going and welcoming place to enjoy wines

from across the world. At Wine bar Hemel & Aarde, quality, creativity and personal service come first. But then with a rebellious touch. High-end but accessible. Elegant yet funky. Stylish but quirky. Just like the dishes in the restaurant, the wines also change per season. And with all that deliciousness, you can also, of course, enjoy bites and snacks from the big brother's kitchen.

Private Dining

Lunch, dinner, a wine bar, business events; is there more to experience at Hemel & Aarde? You bet! You can also enjoy an exclusive private dinner in the stylish vaulted cellar. An exclusive dinner for twenty or fancy drinks, everything's possible. And exclusive here really does mean exclusive because, if you want, you can even reach the entrance to the Private Dining on Kromme Nieuwegracht by boat.

Starburst

Gault&Millau publishes a leading restaurant guide each year. Besides Hemel & Aarde, Vermaat locations Restaurant RIJKS, Wils Restaurant, Wils Bakery Café and restaurant Rouhi are also highly rated. And even more recognition: RIJKS and Wils have both received a Michelin star and Wils Bakery Café can call itself Bib Gourmand. When will you be visiting?



Esther's Event Essentials

In this EventMgzn. you can see all kinds of amazing events that Vermaat Events has organised. But you can also give your event that extra drive even without an event manager and professional chefs. Sales Account Manager Esther Schwarze is delighted to give you some tips.

1. Planning

Planning is everything! Start organising your event on time as that helps you avoid stress. Produce a schedule and a roadmap so you've mapped out everything that needs to be done and when. Booked the caterer too late? That won't happen to you! Even better: produce an annual plan for all your events!



2. Budget wise

Everything hinges on the budget. If you're organising your event at your own location, think about what's important for your event. How important is the catering, layout and decor or entertainment? Divide your budget by item and monitor it carefully.

3. Imagine yourself at the event

You know better than anyone who will be attending your event. Imagine yourself at the event, think what they'd enjoy and what would make it a cool evening or day for them. Adjust the food and your entertainment to your guests' profile.



4. Team theme

Peak Blinders, Glamour, the 1980s, Ken & Barbie, an Amsterdam bar, Hollywood or Olympic Games; having a theme is always good! Attaching a theme to your party or company party increases the anticipation and, above all, the party fun! Hand out a fun item when guests arrive so they get in the right mood straight away. If you don't want to make it too difficult for your guests, opt for an easy to implement theme, such as summer, pastel colours or a touch of red.

5. Be creative

Be creative! You can still decorate your premises nicely even on a limited budget. Choose larger decorative items rather than small ornaments. A big eye-catcher adds much more to your event. For big events, create a moodboard so that you have a good idea of how the location will look.



6. Record it

Hire a photographer and/or videographer to capture the special moments so that you can enjoy them long after the event. An added advantage is that it provides you with so much promotional material for a subsequent event, for your social media channel content or for your newsletter.



7. Enjoy

Despite the fact that you'll probably be run off your feet on the day, make sure you try to enjoy the result and the happy guests. You made this amazing party possible! Of course, things will go wrong or you may forget something but that shouldn't spoil the fun. Your guests don't know what you had in mind so they'll not notice if you have to miss something out.

8. Evaluate

It's over! What did the guests think? Of course, that's something you want to know! So send an evaluation to your guests after the event. This will provide you with good tips for the next event.



Esther Schwarze

Sales Account Manager





They ZZZ ZZZ ZZZ me scrolling!

Gen Z, Generation Z, born between 1995 and 2012, is something else! This young generation is the first true generation to grow up in a digital world. And that's reflected in their behaviour, wishes and needs. What is their influence on the event market and how can we best approach this generation? We asked Chris Lukkassen; day chair, presenter, communications advisor and just within the Gen Z range.

Chris studied law, obtained a master in journalism and has a blossoming career in various fields. But she also really enjoys scrolling for hours and quickly through TikTok, receiving a goodie bag with the latest mascara and refuses to be photographed at an event with a keycord around her neck. Why wait on hold for customer service if you can do it online? You don't only search for restaurants on Google, but on TikTok as well (for short films of the atmosphere and the food!).

Faster, shorter, more!

You can never tar an entire generation with one brush, but a feature that does apply to this entire generation is that they all grew up with a mobile phone and social media. 'This generation moves really fast because they're in continuous contact with everything that's going on in the world. They receive stimuli all the time. As they're in continuous connection, they have a short attention span. If something isn't exciting in the first three seconds, they continue scrolling. I notice that myself too. I leave if something doesn't grab me immediately. What is also true of the majority of this generation is that they want the freedom to arrange their work themselves. They are entrepreneurial and do multiple things at the same time.' Although it's not a common opinion, Chris also sees this generation as being rather materialistic. 'If something's trending on TikTok, we all want to have it and it's immediately sold out everywhere.' It is sometimes mockingly said that all Gen Zs have call fear, but that makes sense, according

to Chris. 'Gen Z knows exactly how to find their way around the internet and that it's not necessary to call anyone.'

Don't talk about but with

To appeal to Gen Z with events, it's essential to respond to the above characteristics, but mainly to involve them in the event. 'Gen Z is a really interesting target group and a very interesting topic. Yet at an average event on, say, attracting Gen Z to your company in the labour market, you only see Millennials and older generations. And there's also not a single Gen Z on stage either! Besides my work as a day chair, I also work as a communications advisor in healthcare. Often with people who are deaf or hard-of-hearing. There the motto is: 'not about us, without us'. The same applies here too. The biggest battle to be fought in the event world is to innovate. Allow young, inspiring people to speak at your event and create a promotion for your event. If there are names that nobody knows, it won't attract anyone. You need to find speakers who resonate with your topic and the target audience.'

From info to fun

Business events in particular will need to make major adaptations to remain interesting, according to Chris. 'An event with a few plenary and content sessions, with something fun or amusing in between is just no longer enough. Everyone with a keycord around their necks; that's >>

always simply awful if you've made an effort with your outfit. If Gen Z comes to an event, we want them to post about in on social media. There needs to be a real shift from what events are now: information with a bit of fun, to fun with a bit of information. An event must offer opportunities, such as a photo booth, background screens where visitors can make content themselves; it needs to be much more interactive, faster, more visual. This generation is extremely visually oriented. A location needs to be Instagrammable. There needs to be a vibe where you think 'I want to go there'. The promotion also needs to be more visual: no summary of the programme, but videos and fast content.'

Offer value in a short space of time

Without the fun part, Gen Z won't attend your event, stated Chris. 'The generations with a 9 to 5 job enjoy a day away from work but that doesn't apply to Gen Z. They have their own



Allow
young,
inspiring
people to
speak at
your event.

business, multiple jobs and are more critical about their time. So organise shorter events or a dinner in the evening. Gen Z wants short, fast and inspiring talks. They also want to do things themselves, be interactive and make social media content about it. If you do it right, the whole of TikTok will be full of your event. TikTok is in any event the most important promotion platform. If your company can't be found on TikTok, you're finished. Give something away too. If there's a goodie bag on offer we're likely to think: let's go there! And I'm not talking about a bag with folders and a pen but some real, fun goodies that match the event.'

Seek recognition

To make a real shift, we need to reverse the roles, stated Chris. 'If you want to attract Gen Z you need to ask yourself: what step can I take towards Gen Z. What can I do to get closer to that generation? Make

sure you involve Gen Zs in the organisation. Young colleagues, freelancers; involve them and take them seriously. Remember: information isn't the first reason for Gen Z to attend an event, it mainly needs to be fun. I think you can add a real twist to every topic. At an event about the legal profession, also have a start-up lawyer as speaker, then it will be fun for the younger generation to watch too. Everyone wants to recognise themselves in a speaker.'

Chris Lukkassen

*Communications Advisor
and Day Chair*



Chris'
tips

- Involve Gen Z in the organisation
- Keep it short (Dinner, anyone?)
- Offer value (Goodies!)
- Offer a visual spectacle, make it Instagrammable
- Communications should be fast and visual
- Fun goes above info

Want Chris Lukkassen as a speaker at your event? No problem! Check the QR code for more information.



Come and work at Vermaat Events

Will you soon be making every event unforgettable? Vermaat Events is seeking enthusiastic professionals with an eye for detail and a passion for hospitality. Whether you're an experienced event manager or a talented starter, we'll give you the opportunity to grow and let your talents shine!

Where **you** steal the show!



Scan de QR code
and find your
dream job!

vermaat
events



A look behind the scenes at the Dutch Grand Prix

The Dutch Grand Prix is a fantastic event each year. But what does organising such an event entail? Come and take a look behind the scenes!



Let's add it all up

Every night we supply 4 trailers with food from our production kitchens in Groningen and IJsselstein.

Every night we wash 12,000 plates and cutlery sets.

On event days we pour some 54,000 glasses of wine and champagne and 155,000 glasses of beer, as well as all the soft drinks and water.

We serve some 20,000 hamburgers and 35,000 portions of fries over the 4 days.

February 2024

Take your position

Our sales & operations department made the initial contacts with clients.

They now know the layout of the lounges and discuss the outlines and requirements.

May 2024

Ready

We organise 5 tasting sessions for 7 different lounges.

We're in contact with 22 different clients.

We produce some 35 quotations, spread across 18 lounges.

22 & 23 August 2024

Get set

Pre-receptions are organised prior to the event for some 2,200 guests, spread across 12 different receptions.

August 2024

On your marks

All agreements and plans are made by 1 August.

Some 16 refrigerated and freezer containers arrive at the event site for the food and drink.

Some 11 complete kitchens are installed.

24 & 25 August 2024

Go!

The event is on! This weekend we provide VIP catering for 36,000 people.

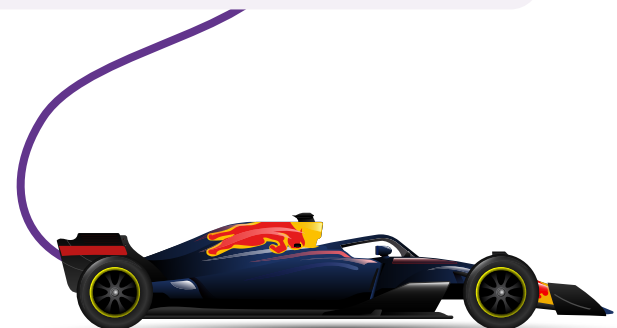
Our logistics team (around 20 colleagues) works in shifts at the event site 24 hours a day for the delivery and removal of materials, food and drink.

We set up a crew campsite for the majority of them, with 400 sleeping areas, including showers and, of course, breakfast, lunch and dinner.

26 August to 8 September

Final lap

After the event, we're busy for some 14 days finalising all the administration.





Untapped Talents for events with extra impact

Many asylum seekers would like to work while their asylum application is being processed. They are allowed to do that, but it's not easy in terms of administration. This is why Raphaël Nouwen decided to start Untapped Talents some three years ago; a social organisation that helps people with a refugee background to find work. There are now some 90 talented people working at Vermaat via Untapped Talents. Some of them worked at the Purpose Day event on 18 April.

Raphaël and his colleagues select people with a refugee background who would like to start work, for example from an asylum seekers centre. The organisation offers language support and guidance, and arranges all administrative matters. Raphaël: 'The legislations and regulations to enable these people to work are complex and time-consuming. We take care of this completely so that a client doesn't have to do a thing.'

Participating in society

Dorieke Looije, Manager Social Return and Lead Diversity & Inclusion at Vermaat, added: 'We think that everyone should have a fair chance of finding suitable work. We do this by taking on people from all kinds of social return target groups. We started with a pilot of 50 people from Untapped Talents, but this was so successful that we decided to employ these people as much as possible. They are incredibly motivated, really want to work and it doesn't matter that someone can't yet speak the language. This enables us to contribute to an inclusive society and give people the opportunity to participate in it.'

Purpose Day: an event with impact

A great moment to demonstrate the successful cooperation to the outside world was Purpose Day, which was organised on 18 April. The purpose of this event is to accelerate the transition to a purpose-driven economy, with companies that aim for a positive impact on people and planet. Raphaël was asked to speak at the event. He suggested having the catering organised by Untapped Talents in cooperation with Vermaat. He explained: 'This was a really great event to demonstrate this integrated approach. You then align your catering to the event's vision; climate neutral and social. This enabled us to add those finishing touches to the event.'

Great example of the new economy

Various talented people started working for Vermaat on Purpose Day and it was a huge success. Ralph Zebregts, founder and initiator of Purpose Day stated: 'The cooperation between Vermaat and Untapped Talents showed me that if you have a positive enterprising aim you can have so much positive impact. It was a great example of the new economy that is very much needed.'

Think out of the box for an event with impact

Are you an event organiser and do you want to organise an event that has major social impact? You could also consider using employees furthest from the labour market! Employing this target group ensures there's always a mix of experienced Vermaat event staff and Untapped Talents and is how we guarantee that there's good support.

Vermaat x Untapped Talents

Vermaat is keen to give everyone who wants to work a chance, including people with a physical or learning impairment or those furthest from the labour market due to language, background or age. By cooperating with Untapped Talents, asylum seekers can be helped while they're waiting for their application to be processed.

Dorieke Looije

Manager Social Return and Lead Diversity & Inclusion



“You’re faster alone, but together you go further.”

As General Director of the Genootschap voor Eventmanagers, G14 and Event Pro Connect, Dirk Prijs is the matchmaker of the event world. Dirk is also Chair of EventPlatformNL and Director of Platform Cultuur Locaties. Since 2017, Dirk has been enabling event professionals to build their network, exchange ideas and keep up to date with their profession.

The Genootschap voor Eventmanagers focuses on event professionals from corporate companies, government agencies and non-profit institutions. Dirk ended up there in 2011 because he had written his graduation thesis on touchpoints (contact moments) at business events. He started work immediately at the Genootschap and organised various events. He became the Chair in 2017. He explained: ‘The Genootschap was founded because event managers at large organisations often work on their own at events. They felt the need to meet and exchange experiences.’



G14: gathering all the favourites

The foundation of G14 in 2014 was a logical next step. ‘Trade organisations often focus on senior roles, while there are actually many young people working at event agencies. They are well educated, but don’t yet have a network. I’m incredibly proud that in ten years all these young people have been able to build a successful network via us. Organisations also really think about who to send to the G14 and they’re usually the most talented. This is the club where most of the cooperation seems to start. These people help each other succeed and enjoy tackling things together.’ The G14 intake is around 28 years old, so Gen Z is yet to join. And yet Dirk is already looking to the future. ‘I’ve just appointed a new colleague aged 22 to manage the club. It’s the only way to enable that generation to make their own thing of this. I’m really curious as to what will happen there.’

Event Pro Connect:

when the young ones aren’t so young any more

G14 will have been in operation ten years this year. The young ones of then are now in senior positions and have different needs. That’s why Event Pro Connect was established in 2024: the network for senior level event professionals. ‘Trade experts are also involved in Event Pro Connect, such as locations and seasoned caterers. This is where networking, knowledge sharing and business take place,’ explained Dirk.

Mix and mingle

The three networks come together several times a year and that’s always a success, stated Dirk. ‘You see that it works and that people like and enjoy each other. These are the moments I’m most proud of.’ One of those joint events is the INSPIRE festival (which takes place this year on 29 August). That’s something you really shouldn’t miss. It’s where you get a real feeling of what’s possible and it’s the high point of the year!’



Collaboration in the chain

According to Dirk, as an event professional, it’s essential to be a member of a network club. ‘You’re faster alone, but together you go further. Today’s challenges are not something you can resolve alone. You need to address themes such as sustainability and inclusion together with partners, and you need the entire chain for this.’ For Dirk, the world of events is a fantastic sector. ‘Almost everyone is full of passion. It’s a small world, so everyone knows each other and you keep on coming across each other. Most event professionals really stay put and that’s great to see.’

Dirk Prijs

General Director



Amazing & Interesting!

AI, artificial intelligence is here to stay. Need inspiration for a speech, to write product texts for a brochure or to generate personal images? AI is your buddy! You can also use AI at events to make your event even more spectacular and personal with less effort. We asked Bart Ensink, digital technology and strategy expert, about the trends and expectations.

Bart sees the event sector making increasing use of digital technology to enhance the event experience. 'With AI, you can produce much more content for the same budget. Texts, images, social media posts, automated email flows in which you can already view the floorplan and the programme, and so much more. For organisers it's easier to create much more good content. Emails, announcements and social media posts take a lot of time and often need to be done in addition to the standard work. Doing it this way makes it all possible.'

Personal approach for maximum experience

AI is extremely suitable for personalising your communications. Bart: 'If you give the right input, the result is incredibly personal, with the visitor feeling as though you're addressing them directly. How amazing is it if every guest is addressed personally by name in a welcome or thank you video? AI is perfect for use throughout the process, both in advance as well as in the follow up, which is often forgotten.'

Virtual tours

Bart expects a huge growth and increase in options to enhance the experience. For example by using AR (augmented reality) and VR (virtual reality) at and around events. 'Virtual tours, an app in which you can use AR to view the signage or see what you can do in each room. I have high expectations of Meta smart glasses. These AI sunglasses from Meta and Ray-Ban enable visitors to share their experiences directly via their social media as they're seeing it online. That really adds something to events.'

Sentiment analyses

Another handy application is the use of AI for sentiment analyses. Bart: 'After an event, or even during it, you can monitor everything that visitors share via public social media and use AI to extract the sentiment from that. This ensures that you know quickly if people are, for example, complaining about crowds or noise, and you can make the necessary adjustments.'

This is how to use AI at your event:



Allow AI to help you produce your roadmap (tools including ChatGPT, Claude or Microsoft Co-pilot)



Video presentations or welcome videos (tools such as Synthesia, Tavus or Lumen5)



Live subtitling or translation via AI (eg. Syncwords or CapCut)



Generate copyright-free music via AI (Soundful)



Collect snippets from a video for your social media (Lanva)



Analyse your event using an AI sentiment analysis

Creative catering

Developments are happening at an incredible pace. Bart is expecting specialist AI services to be developed, for instance with respect to food or developing recipes. AI is also ideal to make processes more efficient and prevent food waste. 'There are, for instance, smart waste bins such as the Orbisk, which analyse all discarded waste, helping you to buy smarter and waste less.'

With safety in mind

Digital skills are important when using AI. Bart: 'You need to give the system the right tasks. The better the task, the better the outcome. Of course, you always need to be very careful with personal data. For big public events you need to manage payment data. So you need to ensure that you use the proper security measures. However, if you use it responsibly, the advantages of AI are much greater than the disadvantages. If you want to optimise your AI use and retain your competitive position, you need to ensure that your digital knowledge and skills are tip-top.'

Who is Bart Ensink?

Bart Ensink is the owner of Andsync. He is an experienced digital expert and strategist with over seventeen years' experience in the software, cloud, digital marketing and data world. He has run projects for multinationals and SMEs and has worked with Google and other well-known tech companies. Bart's mission is to increase digital knowledge, mindset and skills. He does this using advice, training/workshops and as a speaker. If you'd like to have Bart speak at your event, just scan the QR code!



Bart Ensink

Digital technology expert





“Aiming high”

Ambitious

Vermaat Events is ambitious, and we aim for the highest standards in everything we do.



What the SUP?!

Since early 2024 it has no longer been permitted to use plastic disposables during events. We already wrote about our search for a good replacement for so-called SUPs (single use plastics) in our previous EventMgzn. Because, of course, we want to serve the most delicious snacks and drinks at your event in a playful and sustainable way. And it can be done! We've now found all kinds of creative and crazy ways to serve your guests something delicious. And in a striking and sustainable way. Take a look with us!

Presenting is something you can learn

Serving something delicious? That doesn't always need to be on a plate! With the Let's Go Nuts nut bar or the bright pink Candy Crush Car, you use natural and environmentally friendly bamboo cones. And do you already know our oyster man, violinist or bee girl? These creative ways of presenting mean we no longer need plates. It's so easy and saves an incredible amount of waste!

Serve yourself

A post mix system maybe doesn't sound that sexy but it is an effective solution to avoid plastic waste. With a post mix system from Aquablu, KRNWTR or Grapos, your guests or employees can make their own drinks, in their own glass. This means you can serve the most delicious drinks without plastic waste and unnecessary transport of water. Win-win!

BYO

An increasing number of locations, such as Nyenrode University, are switching to Bring Your Own. Because it's just as nice to drink coffee from your own mug, isn't it? Or take an example from Naturalis Biodiversity Center, where there's a Doppler Water Tap available for visitors so they can refill their own water bottle. The Water Tap's personalised dashboard shows how many single-use bottles have been saved, how many kilos of plastic waste that is and how much less that is in terms of carbon emissions.

Even more options. What about:

- **Banana leaves:** Use banana leaves as natural plates. They are biodegradable, look really cool and can even add a flavour to certain dishes.
- **Coconuts:** Use halved coconut shells to serve small dishes. They're sustainable, reusable and add a tropical touch to your event.
- **Edible bowls:** Use edible bowls such as taco shells for Mexican dishes or puff pastry cups for starters and desserts.
- **Wooden boards:** Serve snacks and cheeses on wooden boards or tapas boards. You can clean them easily and reuse them.
- **Paper and compostable products:** Opt for paper or compostable plates and cutlery. To be truly environmentally friendly, make sure that they are certified compostable.

Tips

If you work with reusables and want to reuse cups, for example, make sure you have the right waste bins or separation facilities. You could go for the modular waste bins from BINBIN, which you can arrange how you want so you can tailor them for your event. Another great idea is to use magnetic signing to fully personalise the waste bins in your house style or with your event's message. Check out how we did that during the EventSummit!

2AAM

BAR | BISTRO

LET'S MEET AT BAR BISTRO SAAM

LOCATED ON FORUMPLEIN NEXT TO MECC MAASTRICHT

BESIDES BEING A GREAT PLACE FOR LUNCH AND DRINKS, OUR AMAZING MEETING ROOM 'THE BOARDROOM' LENDS ITSELF PERFECTLY TO PRIVATE GATHERINGS IN SMALLER GROUPS, SUCH AS A BOARD OR OTHER MEETING, PRESENTATION, LUNCH OR DINNER.

CHECK OUT THE OPTIONS



2AAM
EAT
DRINK
WORK
MEET

LUNCH - DRINKS - MEET



An event with **positive impact** on the climate? No problem!

What is more sustainable: a steak from a local, organic farmer or a vegetarian dish with avocado and soya? Or what can you better eat for the environment: oysters or tuna? Many people don't have ready answers to these questions. Wouldn't it be great to go on a sustainable voyage of discovery with your team or guests? If you want to show that your organisation is all about sustainability, while boosting your guests' awareness, opt for a Net Positive event. >>



From Low Food to NetPos

An event in which you enjoy delicious food and contribute to a better climate. Sounds too good to be true? It's not! The unique Net Positive concept was born from the Low Food movement; a movement by innovative chefs who want to change Dutch gastronomy and minimise the impact their work has on the environment. They do this, for example, by organising an annual symposium, and having their own Chef's Academy for young talent as well as Low Food Labs where they explore the potential of new, forgotten or undervalued Dutch products. Joris Bijdendijk is a proud supporter and co-founder of the Low Food movement. He is a columnist, cookbook author, SVH Meesterkok and chef at restaurants RIJKS and Wils, both awarded Michelin stars. He launched the Net Positive Partnership Programme together with Deloitte Digital and this year organised the fifth Net Positive event.

Net Positive at Vermaat Events

Inspired by this success, Vermaat Events developed its own Net Positive concept. This enables you to continue to enjoy food, but in a responsible way. Give more back to our earth than we take, and create value for people, animals and planet. We opt for Net Positive.

Delicious and sustainable food is possible. And chef Jelle Venema is delighted to show you how. He takes you on a voyage of discovery to a future in which food isn't only delicious, but is also good for the planet. What kind of dinner will you opt for? >>

Net positive dinner concepts



No Waste

We waste some 2 billion kilos of food every year in the Netherlands. This needs to change. Every ingredient that we use is edible or reusable. This ensures less food waste and creates a positive impact.



Foodprint

The food industry generates at least 25% of all greenhouse gases across the world. We can create a more sustainable world of food and drink by changing the way we produce and consume food.



Future Food

The latest food innovations from the smartest cookies appear on your plate. 3D printed meat, coffee without coffee or a robot that brings your food. What will the future offer us?



Dilemma Dinner

This delves into the food chain and discusses dilemmas such as: is an organic asparagus from Peru better than an unlabelled white Dutch asparagus? This dinner creates awareness and gets people thinking.

How sustainable do you want it?

You can design a Net Positive event in various ways. Want to give a fantastic and delicious dinner with a plus for the environment? Or do you want to create more awareness and opt for a speaker who attracts people's attention? Or what about a quiz or sustainable dilemmas that get people talking? Opt for an unforgettable experience with an event that makes an impact. A positive impact of course.

Here's why you should organise a Net Positive event:

- A total experience for your event.
- Just as nice and delicious as traditional concepts.
- Opportunity to fully measure your CO₂ impact.
- Make an impact and get people thinking.
- Show that you care about people, animals and the environment.



About NetPos chef, Jelle

Jelle Venema already has a long career in hospitality behind him. From the world of à la carte dining to venue manager, regional coach and Leisure executive chef. Fun fact: Jelle also participated in MasterChef Nederland! As a Creative Concept Chef at Vermaat Events, Jelle is involved in the production and implementation of events every day. He also focuses on new concepts such as Net Positive and Colour Dinner.

If you want to know how you can make a positive impact, just scan the QR code!



NETTO P+POSITIEF EVENTS

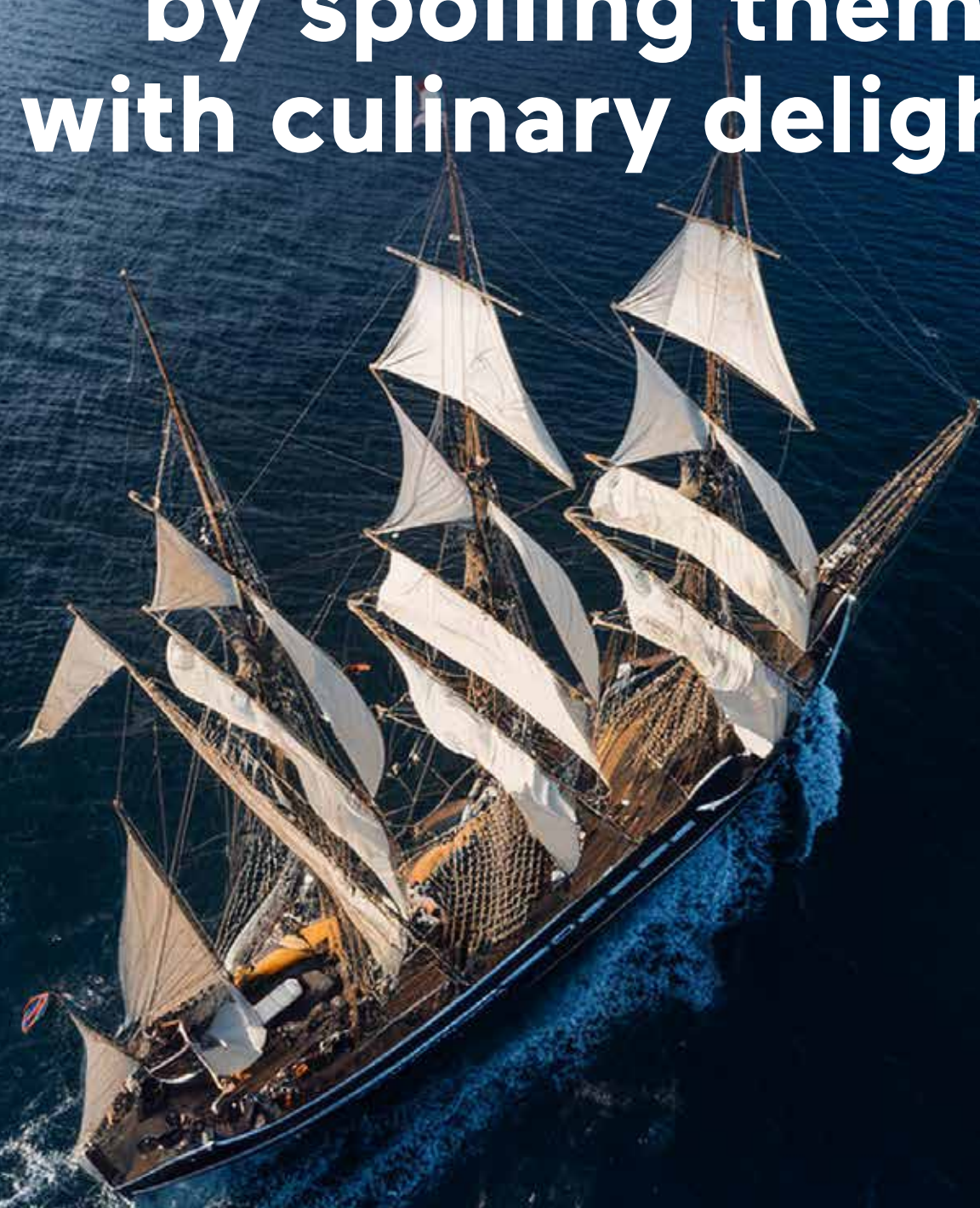
Continue enjoying food,
but in a responsible way.



Event case:

DelfSail 2024

Corporate events during DelfSail 2024: making people happy by spoiling them with culinary delights



DelfSail 2024, this year from 13 to 16 June, attracted some 350,000 visitors. During this event, John den Hollander of Event Station, in collaboration with Vermaat Events and others, organised four consecutive events: a conference for Noorderlink and three corporate events for Royal Wagenborg. With some 8,100 guests spread across four days and including the venue conversions, this was a real monster of a task. And if you take into account the weather not playing ball, it's logical that John is proud of the successful outcome.

John explained: 'DelfSail is an event that, in principle, is held every five years. During the event, we arranged an event for Noorderlink on Thursday and a three-day corporate event for Royal Wagenborg from Friday to Sunday.' The highlight of the business contact event on Friday was the unique double launch of two new ships: the Alexia and the Máxima, by Her Majesty Queen Máxima. For John, this was the fifth time

that he'd been able to organise these events. 'I did it in 1998, 2003, 2009, 2016 and now in 2024 after being forced to reschedule the 2021 event due to the coronavirus. What's so special about this event and the collaboration, is that I can always organise it based on the client's firm handshake. That's worth more to me than any contract.'

Vermaat as logical choice

Organising events also involves selecting partners. John: 'We advise on using the right caterer for these events. We chose Vermaat Events partly based on quality and originality, but mainly because they have their own kitchen in Groningen and are well-represented in the north of the country. There's also a lot of knowledge and expertise at the head office in IJsselstein; a win-win situation. That Vermaat Events organises large-scale events such as the Dutch Grand Prix and KLM Open, also gives the customer confidence. There are few caterers in the Netherlands >>

Specifications

Number of days:	4
Number of guests:	8,100
Location:	Delfzijl
Theme:	Professional

‘Employing as many local staff as possible and using a local kitchen are sustainable choices.’

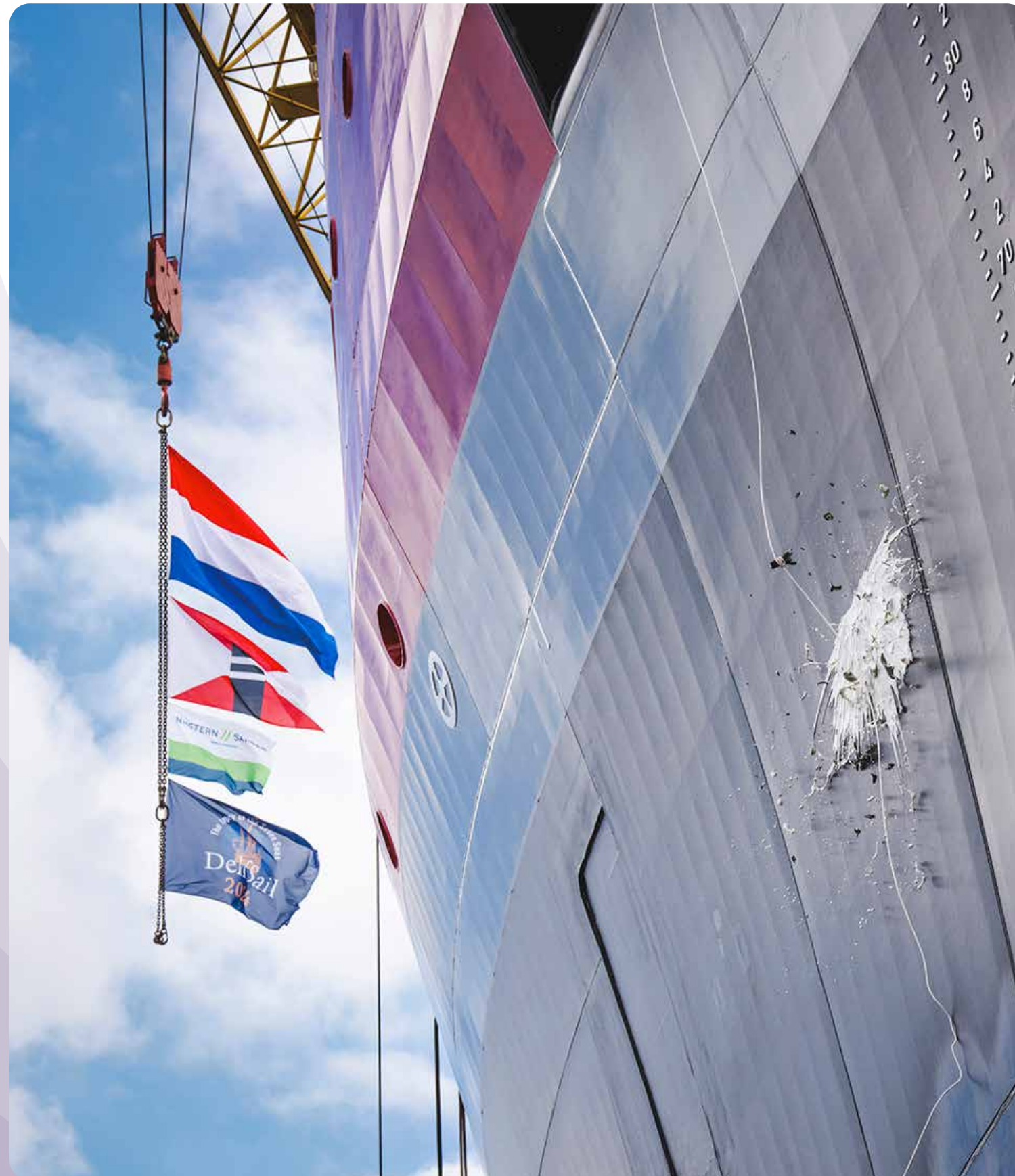
that can cope with these numbers so that’s a clear reason for choosing Vermaat Events for this event. Employing as many local staff as possible and using a local kitchen are also sustainable choices. We aim to minimise transport movements, are big in waste separation and green electricity, etc. We do everything as efficiently and sustainably as possible.’

Various scenarios and roadmaps

Various logistical challenges needed to be overcome during the event. ‘Everything needed to be converted overnight for each next day event. We worked on it with some 350 employees. Another challenge was the weather conditions, which were far from ideal. From sunshine and torrential rain to a force 9 wind and everything in between. We always produce ‘good weather’ and ‘bad weather’ scenarios and switch to the other scenario where necessary. For instance, on Friday evening we decided to use the bad weather scenario based on the weather forecast for the Saturday. That meant much less entertainment on the terrace and much more indoors, and changing the room layout, etc.’

Happy brand, happy people

Some of the preparations for this event were already made in 2020 for the event that didn’t take place in 2021. In early 2022, we started the further preparations for 2024. John: ‘Even if you’re doing this for the fifth time, it needs to be better and more innovative each time. There’s no copy and paste option, as we always consider together how we can design the event in the best, most practical and efficient way possible. What



was extremely important for Royal Wagenborg was that it was all about the guests. Their slogan is: happy brand, happy people, so they wanted to really make people happy by giving them a true culinary experience. The service level needed to be high. For example, we served a lot of the food during the walking dinner, instead of using a buffet.’

Different culinary choices every day

Vermaat Events prepared a wide range of options every day. ‘On the Thursday there was a delicious, yet manageable and easy to eat lunch, with so much to choose from, healthy choices and vegetarian/vegan options. There was a high-level business contact event on the Friday, with surprising culinary dishes in which the presentation and the service were extremely important. Everything needed to be tasty and responsible while also being easy to eat. Saturday was for the in-house staff, and we used food stations as well as serving the food. The open house on Sunday had more of a family focus, with fries, poffertjes (small pancakes) and hamburgers.’

Cooperation as key to success

John received so many positive reactions. ‘Everyone was extremely happy and satisfied with how everything went. For me, the biggest compliment is when both the client and your crew are happy, satisfied and reflect on the event with pride. Our motto is: we make people happy. That also applies to us, both in front of and behind the scenes. It’s all about the cooperation with your suppliers and your team. Our profession is and will always involve craftsmanship. I could devise so much more with my team, but in the end it depends on the people you work with and the people who implement it.’

John den Hollander

Owner of Event Station





“Launching new ideas”

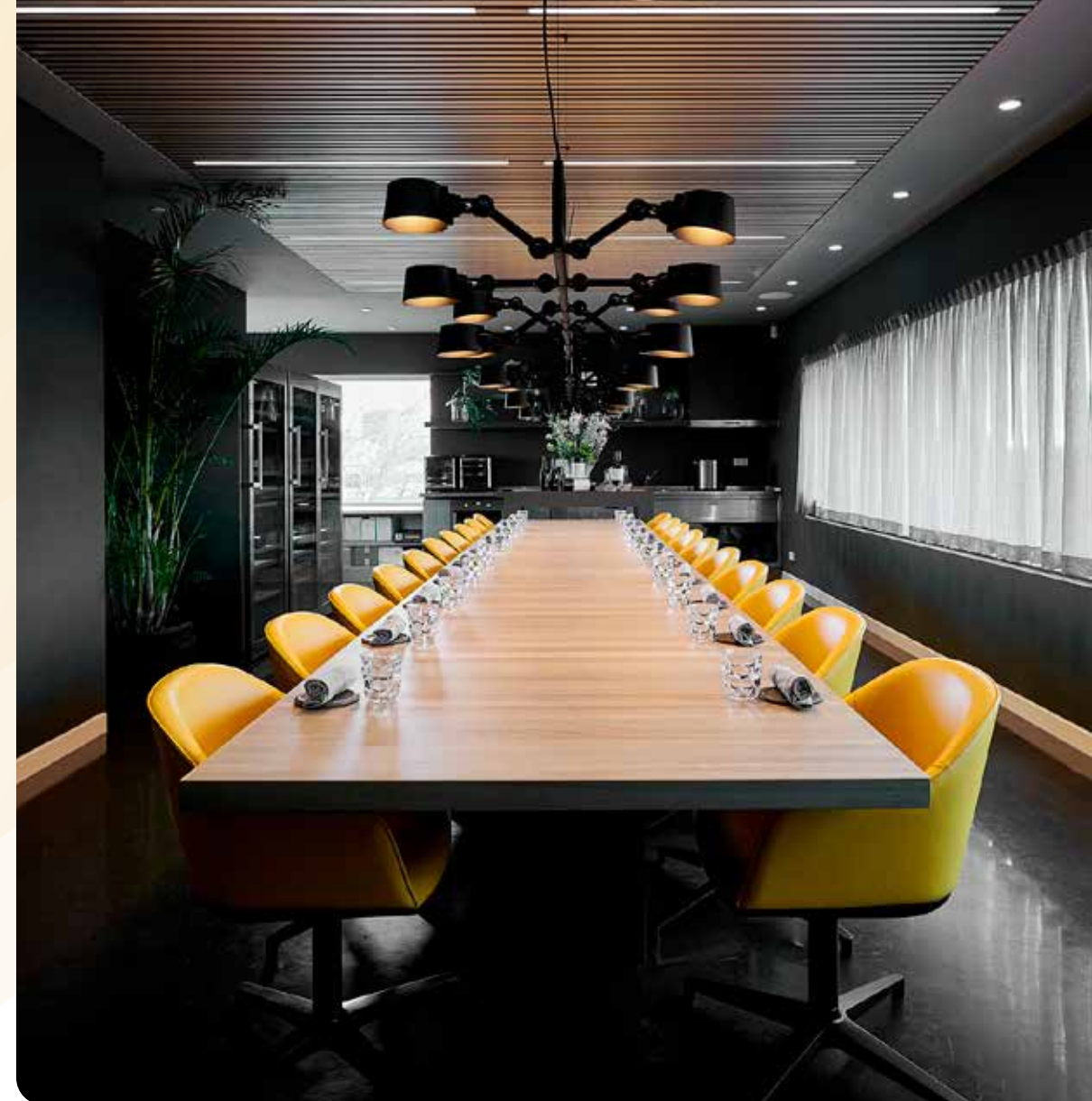
Enterprising
Vermaat Events is proactive
and determined, we create
opportunities and embrace
cooperation.

Hotspots!



Hemel & Aarde wine bar

Step inside Hemel & Aarde and be surprised by the heavenly wine experience! This trendy hotspot in the heart of Utrecht is the place for adventurous wine lovers. It's where you drink wine according to the season. The sommelier team collects bottles from across the world; well-known classics, as well as hidden gems from smaller vineyards from undiscovered regions. The wines change with the seasons, as do the bites and snacks from the kitchen of big brother Restaurant Hemel & Aarde. Whether you're a connoisseur or just enjoy a good glass, Hemel & Aarde serves the most surprising and inviting wines. Cheers to a new favourite!



Wils Private Dining

Want to enjoy a delicious lunch or dinner in a private room with your friends, family or colleagues? Exclusivity and culinary creativity converge at Wils Private Dining, next to the Olympic Stadium in Amsterdam. Here you can experience fine private dining in an intimate and stylish setting. The space has its own kitchen in which you can have dishes prepared and served by your own private chef. Wils challenges your taste buds with innovative dishes prepared with passion and flair. Ideal for a special event or to truly pamper your business contacts or colleagues. Do you dare to try it?





Event case:

Rooftop Sessions NOK

Celebrate Sunset

at NOK Groningen

We sit inside for 80% of our time in the Netherlands. That's a shame, because taking in more oxygen, going outside, enjoying the sunset, being together and celebrating magical moments is so nice! All the more reason for Sebastiaan Hagewoud, Activation Marketer at Vermaat, to send people onto the roof. Literally, because with his NOK Sunset Sessions, he enables people to experience the sunset, just like they do in Ibiza or South Africa. Not once, but every Wednesday to Sunday when the weather's good on the rooftop bar of Bar Bistro NOK on the tenth floor of the Forum in Groningen.

If there's someone who knows how to organise a good party, it's Sebastiaan. He arranges community events, is responsible for the programming of various Vermaat locations in the north of the country and, under the name Sebastian Davidson, is a very-much-in-demand DJ and producer. He has played from Tokyo to London and LA, and is signed as a producer with Armada; Armin van Buuren's label and the world's largest independent dance music label.

Dance on the iconic Forum roof

One of the locations where Sebastiaan takes care of the programming is the Forum in Groningen. He explained: 'We started there in 2019 with Rooftop

Sessions: now it is the flagship festival on the Forum's iconic roof. This dance festival with 400 attendees is always sold out within 24 hours. Due to this success, and to allow more people to enjoy this unique venue, we're now launching a low-threshold, free-to-attend variant: the Sunset Session.

Away from the city sounds

The Sunset Session is all about the magical moment of sunset. Sebastiaan: 'Celebrate life, celebrate sunset. The sunset is such a magical moment. In other countries it's really normal to celebrate that, so we're doing that too. A city sunset has a different >>



Specifications

Number of days:	Seven sessions have taken place and hopefully there are many more to come.
Number of guests:	400
Location:	Forum Groningen
Theme:	Enterprising



colour composition than those by the sea, which is really cool. Enjoying such a moment takes you out of the hustle and bustle. The NOK rooftop bar is a unique place, and one of Europe's few rooftop terraces with a 360-degree view. 'The all-round glass gives a true global feel. The Groningen skyline becomes red, orange, pink and purple, with expansive views across the meadows and city. That's so special. The music is really accessible, not too loud, relaxed and is great for everyone. Students, tourists, culture vultures; everyone's welcome! It really takes you away from all the city sounds. That makes simply everyone feel happy!'

Swinging, socialising and painting

The Sunset Sessions run every Wednesday to Sunday from the end of May, but only if it's at least 20 degrees. Sebastiaan: 'We start from 5.00 pm until an hour after sunset. There are also food courts in the summer; delicious dishes from the green egg, for example.' A Sunset Session is also much more than just enjoying a sunset with great music. 'We have an extensive list of DJs, musicians and performers. You can also dip-dye T-shirts, paint or participate in a percussion workshop. We also want to start organising Sunrise Sessions including yoga and singing bowl sessions.'

Put the flag out

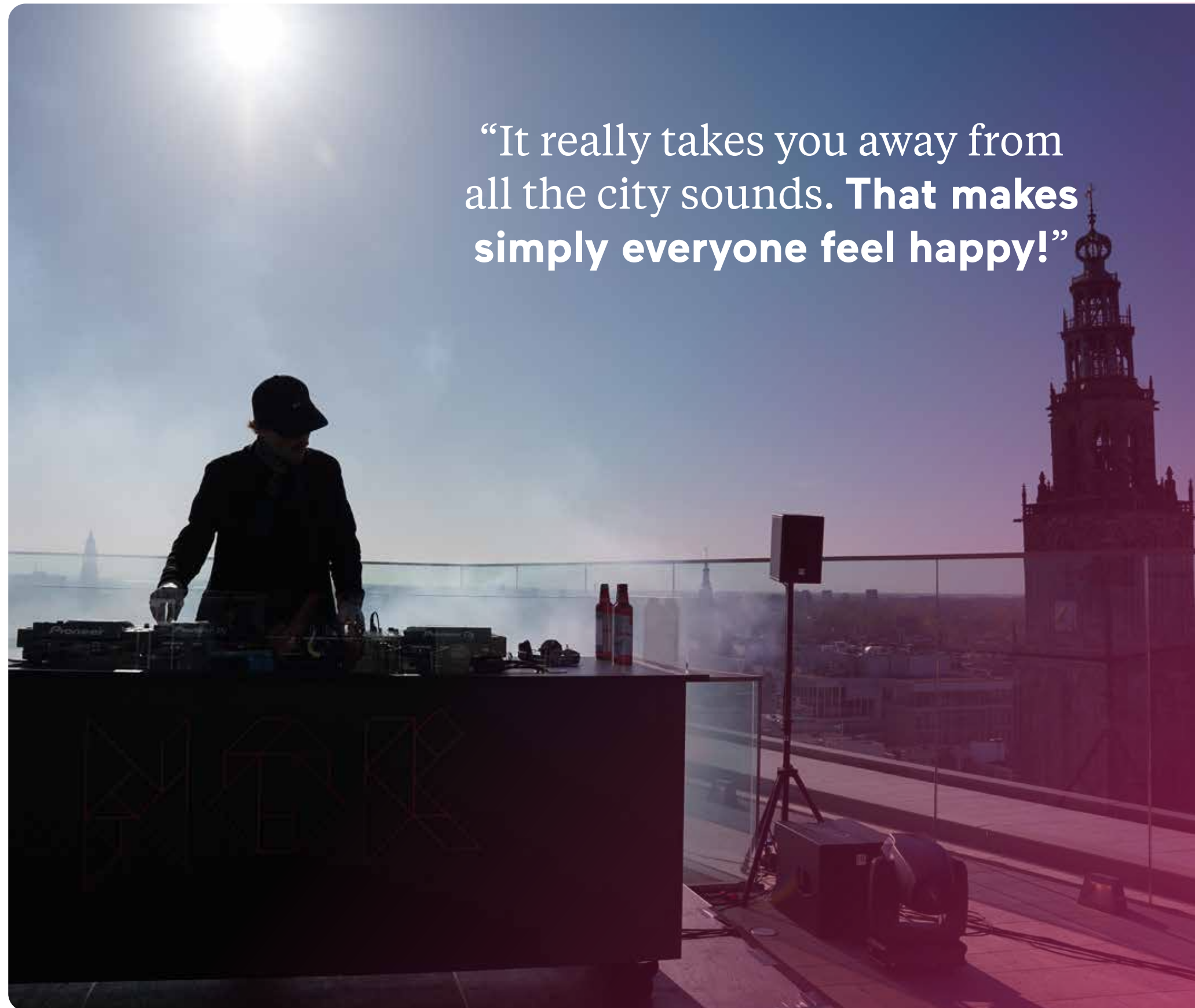
Because the Sunset Sessions depend on the weather, it's never 100% certain that it will take place. That makes communication more difficult. 'But the Rooftop Sessions are always sold out immediately, so I'm expecting that the same will apply here too. The place is so iconic and striking, as soon as you know that the day is going ahead, people just turn up. We'll be communicating via social media, but we also have flags that can be seen from the Grote Markt so you can see that the sessions have started. The concept is a perfect match for the imminent rebranding of NOK. We're moving from fine dining to more bar-bistro. This will make it more accessible, with relaxed vibes. Groningen's new hotspot. The NOK rooftop is a perfect match for the feeling of freedom, so come and celebrate the sunset with us!'

Sebastiaan Hagewoud

Vermaat Activation
Marketeer



“It really takes you away from all the city sounds. **That makes simply everyone feel happy!**”



Blow the roof off your event!

Blow the roof off your event? We have a better idea: let's go up on the roof! Because what's nicer than celebrating a party on a trendy roof terrace? The best views, music, drinks and bites, chill vibes and the feeling that you're in London or Manhattan. Who doesn't want that?! Being on the roof feels like being on an island in the city. You see so much and you can leave the city hustle and bustle behind for a while. Your mind immediately switches to the relax setting. Ideal for your event! Here are some tips for the coolest rooftop bars around.



Bar Bistro Bureau: Amsterdam's biggest roof terrace

Bar Bistro Bureau has a roof terrace of no fewer than 400 m²! An incredible city oasis with greenery, a herb garden, old timer cars that are surprisingly decorative, a real jeu de boules court and of course: views! You get that amazing festival feeling here. It's a place to get a breath of fresh air, feel the sun on your cheeks and catch up with friends while enjoying delicious snacks and drinks. If you'd like to opt for a walking dinner, fun barbecue, or you prefer a festival setting with food stands, that's no problem! And if the weather's not great there's no major disaster as there's a fantastic fallback option of going indoors to the wine bar and DJ booth.



Firebird: classic with a twist

Firebird is a brand-new rooftop bar on the 10th floor of the WTC building in Amsterdam. The name Firebird is derived from a Russian legend about thirteen beautiful girls who were held prisoner by an angry magician. They were saved by a young prince's magic firebird. Composer Stravinsky composed a suite about this; new, exciting and surprising, just like the rooftop bar. In Firebird, you relive the roaring twenties: a festive era in which cocktails were immensely popular. There's an open bar every Wednesday to Friday, exclusive events once a month and the venue can be booked for your private party on weekdays. Where the sky meets luxury.

NOK: 360-degree view of the Groningen landscape and the city

NOK is a Bar Bistro nestled on the tenth floor of the Forum in Groningen. You can enjoy a delicious lunch, dinner or drinks here every day. Relax with a great glass of wine, delicious appetisers and the amazing atmosphere of the breath-taking rooftop bar. When the weather's fine, NOK presents Sunset Sessions every Wednesday to Sunday from the end of May. A new (entrance is free) event that's all about the magical moment of sunset. Enjoy panoramic views of the city as you soak up the vibrant atmosphere of this unique



hotspot. Whether you're wanting an intimate dinner, a fun evening with friends or if you want to hire the entire bar for your event, the sky's the limit at NOK. Reach for the stars, relax in style!

Cloud 9: in seventh heaven at your event

At Cloud 9 you organise your event with your head in the clouds. This location offers breath-taking views from the Amsteldok building's huge roof terrace. Imagine you're in a luxurious loft with all the facilities you need on the 8th and 9th floors of the iconic WPP building on the Amstel river. Whether you're wanting a sumptuous dinner, a team session or a blowout corporate party, at Cloud 9 they create the right setting for every event. Cloud 9 is the place where business and fun converge at great height.

Events to visit

As an event professional, you're obviously not averse to the odd event here and there. And that's good too because these events are so necessary to stay up to date in your profession. Yes, it's true! We've searched for the coolest sector events for you. You can gain inspiration for your upcoming events here while further expanding your event network. Hope to see you there!

1. EventSummit

The EventSummit is the biggest and most fun trade fair for the event industry. A tradition and reunion for the event sector. Every year, hundreds of exhibitors gather on the trade fair floor to offer event professionals inspiration for their next event. From locations across the country to entertainment in every form, you'll find it all at the EventSummit!

2. INSPIRE

INSPIRE is the Netherlands' very best corporate festival. With your feet in the greenery, you can listen to inspiring speakers and enjoy participating in active workshops. The festival at which the corporate event sector gathers and starts the low season together. Organised especially by the Preferred Partners of the Genootschap van Eventmanagers, Cultuur Platform Locaties, G-14 & Event Pro Connect.

3. Launch of Vermaat Events

This is our absolute high point of the year: the launch of Vermaat Events. You really shouldn't miss this

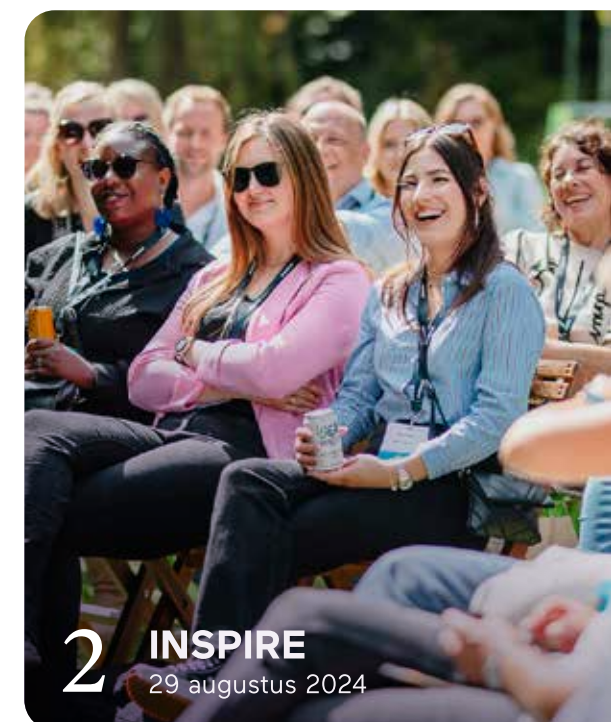
spectacular experience. And, of course, we pamper our guests with the most delicious bites and drinks. Ready to sparkle? Keep your eye on Vermaat Events' social media to stay informed!

4. Kitchen Concert Creative Chefs Studio

Creative Chef Studio is the global expert in multi-sense stories. And you can experience that. For example, at the Kitchen Concert in Fluor Amersfoort. It's not a typical sector event, but it is the event to gain inspiration for your next meeting. Expect a special four-course dinner with art performances and live funky, soul music.

5. Padel, Pils & Pizza

At the third Padel, Pils & Pizza you can enjoy sports networking at its best. Battle for the padel cup with peers and expand your network over drinks. Of course with Pils and pizza. There are various levels so if you've never played padel you're also more than welcome.



Let's make it Classy

Want to amaze your guests with a dose of pure elegance? Dive into our world of high-end events, where classics and sophistication converge in a chic interplay of flavours, scents, colours and experiences. Fine dining at its best or a party with allure. Be inspired by these Classy items: timeless, sophisticated and unforgettable!



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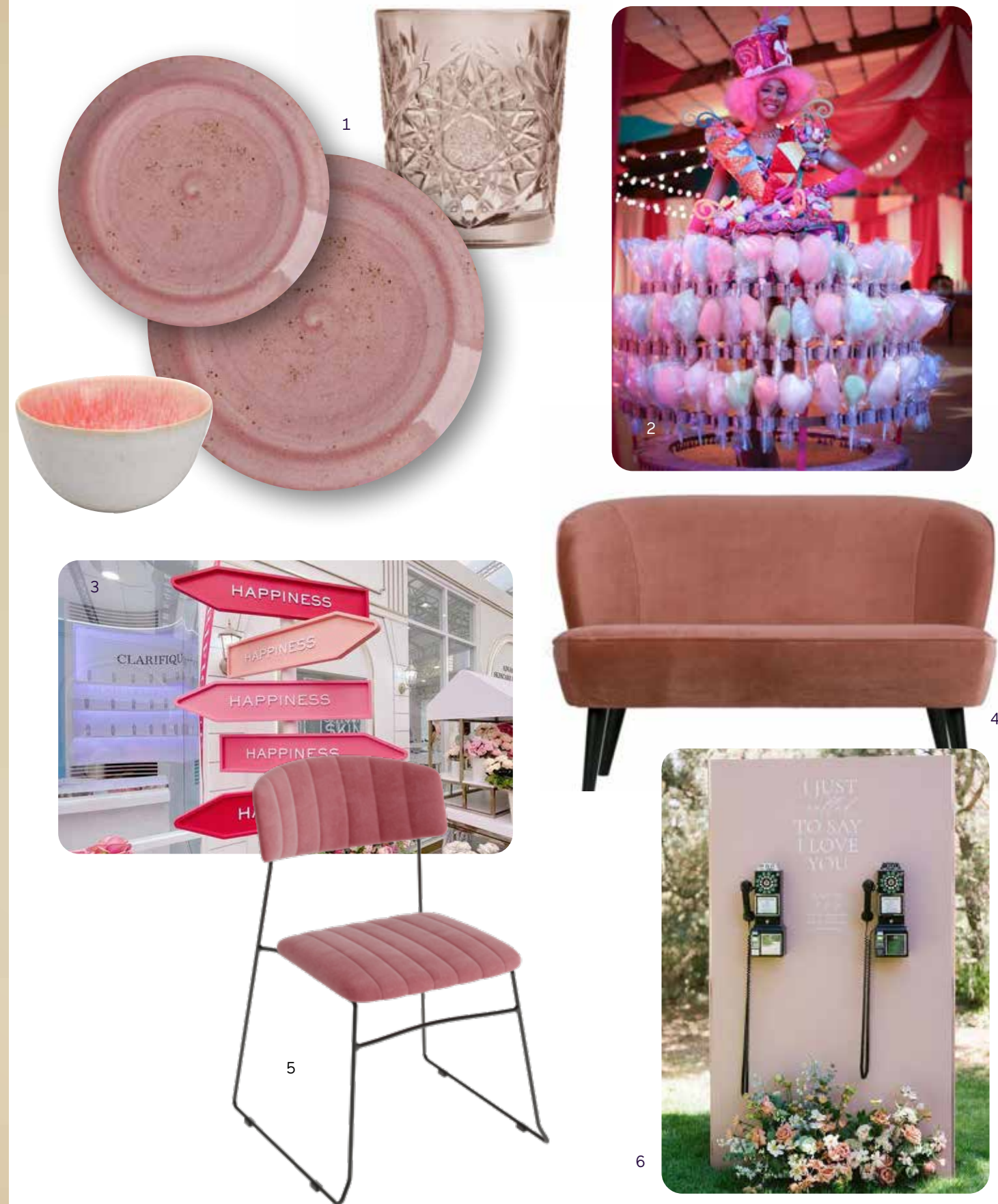


1. Menus with a golden touch 2. Romantic mobile buffet 3. Golden cutlery 4. Mastic with a gold edge 5. Burrata with roasted avocado, orange, tomato and a green herb cream 6. Decorative golden disco ball 7. Sparkling champagne tower 8. Golden hexagon wind lights 9. Golden bird cage as presentation tool



Let's make it Catchy

An event can also be challenging and rebellious! Not your run of the mill event, but with a special setup and decor, surprising presentations and a succession of culinary surprises. Discover how we can organise your event with a unique twist and a touch of fun. We'll go all the way and out of the box to give your guests a unique experience!

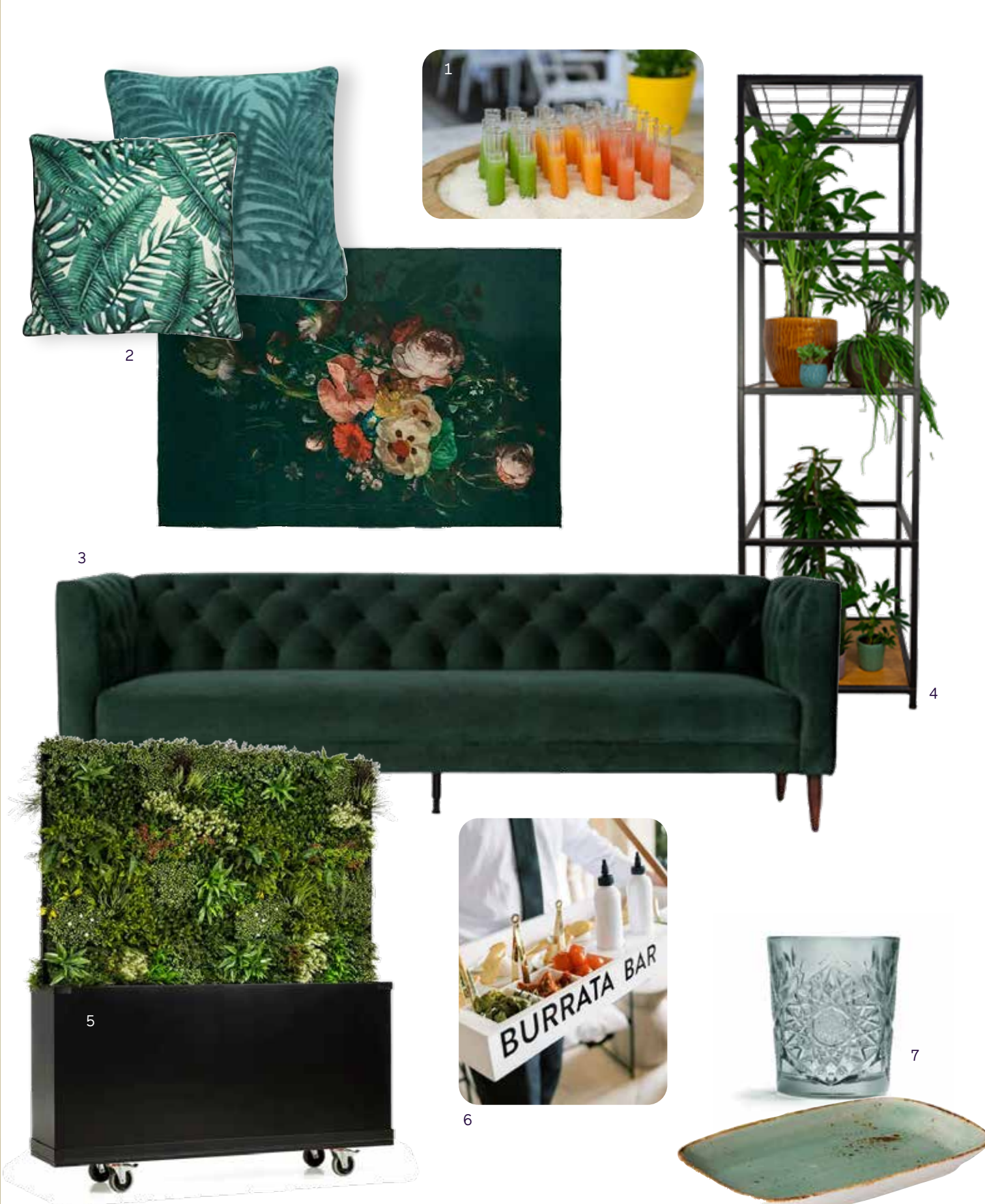


1. Mastic with a pink touch 2. Culitainment: a cotton candy creation 3. Catchy signage 4. A pink lounge corner 5. Pink dining chairs 6. Unique guest book via a telephone booth



Let's make it Responsible

Are you seeking the perfect balance between flavour, fun and sustainability? Events can be spectacular and eco-friendly. From zero waste to Net Positive, we make sure that your dinner, drinks or party makes a positive impact. On your guests and on the world!



1. Healthy smoothies 2. Green accessories 3. A green lounge corner 4. Green decoration 5. Mobile partition with green decoration 6. Burrata bar with unique serving method without SUP 7. Mastic with a green touch




Venues

Vermaat is the proud partner of over 50 unique locations in the Netherlands. Large and well-known as well as intimate and surprising. For organisers of the most diverse events including trade fairs, dinners, meetings and corporate parties, we're your partner in tailored solutions.


From sporty to sitting still, from professional to party, from historical to hip, from indoors to outdoors. One thing is certain; the unique facilities and unlimited possibilities of our locations are a perfect match for almost any requirement.

We create your world. Every event with a unique touch. This is key in everything we do, every day. From concept to realisation, from style to flavour and from service to ambiance. Curious as to where we can shape your world of flavour? Be inspired by the coming pages!

Check our digital online venue book for more information





Legend


 In nature


 Sustainable


 Historical location

 Meeting location

 Team building

 Congress location

 Party location

 Dinners

 High end




Alkmaar ————— Amsterdam



Sportcomplex De Meent

Number of rooms11

Capacity10 – 15,000 guests





Atlas Taste

Number of rooms2

Capacity20 – 300 guests







Amstel1

Number of rooms1

Capacity10 – 400 guests





ARTIS

Number of rooms 10
Capacity 10 – 5,000 guests



B. Amsterdam

Number of rooms 36
Capacity 10 – 2,000 guests



Bar Bistro Bureau

Number of rooms 1
Capacity 2 – 500 guests



House of Rituals

Number of rooms 2
Capacity 10 – 150 guests



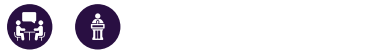
NIO House

Number of rooms 18
Capacity 8 – 335 guests



OBA Congres

Number of rooms 21
Capacity 2 – 260 guests



Cloud9

Number of rooms 2
Capacity 2 – 90 guests



Firebird

Number of rooms 1
Capacity 30 – 300 guests



Grolsch Pub

Number of rooms 2
Capacity 20 – 90 guests



Restaurant Wils

Number of rooms 2
Capacity 10 – 100 guests



Restaurant Rouhi

Number of rooms 2
Capacity 150 guests



Stedelijk Museum

Number of rooms 2
Capacity 50 – 600 guests



Grolsch Boulevard Fourteen

Number of rooms 2
Capacity 10 – 400 guests



Grand Café 3&20

Number of rooms 2
Capacity 10 – 250 guests



Het Concertgebouw

Number of rooms 4
Capacity 50 – 2,500 guests



Wils Bakery Café

Number of rooms 1
Capacity 10 – 100 guests



WTC Schiphol

Number of rooms 3
Capacity 20 – 500 guests



Drents Museum

Number of rooms 4
Capacity 5 – 250 guests



Benthuizen



Golfbaan Bentwoud

Number of rooms 3
Capacity 10 – 3,500 guests



Breukelen



Nyenrode Universiteit

Number of rooms 70
Capacity 4 – 700 guests



De Meern



La Place

Number of rooms 7
Capacity 2 – 150 guests



Groningen



DOT

Number of rooms 3
Capacity 10 – 500 guests



Forum Groningen

Number of rooms 11
Capacity 10 – 400 guests



Groninger Museum

Number of rooms 5
Capacity 10 – 500 guests



The Hague



Cucina & Bar Donna

Number of rooms 1
Capacity 20 – 220 guests



Panorama Mesdag

Number of rooms 4
Capacity 10 – 200 guests



De Fietser

Number of rooms 3
Capacity 10 – 800 guests



Huis de Beurs

Number of rooms 1
Capacity 10 – 100 guests



NOK

Number of rooms 2
Capacity 20 – 400 guests



Paviljoen Sterrebos

Number of rooms 7
Capacity 10 – 200 guests



Enspijk



La Place

Number of rooms 2
Capacity 2 – 100 guests



Eindhoven



Bites & Flights

Number of rooms 3
Capacity 10 – 250 guests



Next Nature Museum

Number of rooms 19
Capacity 2 – 1,500 guests



Hilversum



Beeld & Geluid

Number of rooms 6
Capacity 1,200 guests



Hoofddorp



La Place

Number of rooms 4
Capacity 2 – 50 guests







































Houten



Expo Houten

Number of rooms 13
Capacity 8 – 6,000 guests



<div>Kerkrade</div> <div>  </div> <div> Discovery Museum Number of rooms 11 Capacity 10 – 900 guests  </div>	<div>Leeuwarden</div> <div>  </div> <div> Fries Museum Number of rooms 7 Capacity 16 – 500 guests  </div>	<div>Leiden</div> <div>  </div> <div> Museum De Lakenhal Number of rooms 4 Capacity 10 – 180 guests  </div>	<div></div> <div>  </div> <div> Paviljoen de Posbank Number of rooms 2 Capacity 10 – 120 guests  </div>	<div>Rotterdam</div> <div>  </div> <div> Bistro Brouw Number of rooms 1 Capacity 100 guests  </div>	<div></div> <div>  </div> <div> Kunsthal Rotterdam Number of rooms 4 Capacity 20 – 350 guests  </div>
<div></div> <div>  </div> <div> Naturalis Number of rooms 11 Capacity 8 – 500 guests  </div>	<div></div> <div>  </div> <div> Rijksmuseum van Oudheden Number of rooms 3 Capacity 10 – 400 guests  </div>	<div>Maastricht</div> <div>  </div> <div> MECC Number of rooms 65 Capacity 15 – 30,000 guests  </div>	<div></div> <div>  </div> <div> Topsportcentrum Rotterdam Number of rooms 11 Capacity 10 – 400 guests  </div>	<div>Soesterberg</div> <div>  </div> <div> Nationaal Militair Museum Number of rooms 16 Capacity 10 – 6,000 guests  </div>	<div>Utrecht</div> <div>  </div> <div> Hemel & Aarde Number of rooms 3 Capacity 6 – 150 guests  </div>
<div></div> <div>  </div> <div> Bar Bistro SAAM Number of rooms 3 Capacity 10 – 150 guests  </div>	<div>Meerkerk</div> <div>  </div> <div> La Place Number of rooms 5 Capacity 2 – 60 guests  </div>	<div>Rheden</div> <div>  </div> <div> Brasserie Veluwezoom Number of rooms 3 Capacity 10 – 150 guests  </div>	<div></div> <div>  </div> <div> Spoorwegmuseum Number of rooms 18 Capacity 5 – 3,000 guests  </div>	<div></div> <div>  </div> <div> Duinrell Number of rooms 14 Capacity 20 – 10,000 guests  </div>	<div></div> <div>  </div> <div> Circuit Zandvoort Number of rooms 45 Capacity 10 – 6,000 guests  </div>



We are **Vermaat Events**.

We create culinary experiences.
Classy, catchy & responsible.

In a warehouse, a **cool event location**
or simply at your own office space.
From **colourful street food experiences** to
exclusive VIP dinners with top Michelin star chefs.
An original company party or a
carbon neutral dinner.

Culinary excellence is our artform.
Blow your guests' minds with **flavour,**
atmosphere and sensations. That's our mission.
Every single time.

We go that extra mile for that **unique twist.**
So that your event really stands out.
Your taste, our touch.

On our own or with partners.
But always with **daring and passion.**

Ready to sparkle?
Let's make it yours!

   @vermaatevents

vermaat
events

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Let's make it yours!

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