



Whitepaper

# Raising the bar on business events

12 ways to make your  
event more meaningful

AMSTERDAM CONFERENCE CENTRE  
**BEURS VAN BERLAGE**



## Introduction

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With an overwhelming stream of digital and non-digital content competing for attention every day, the necessity to stand out has never been more important. While this naturally starts with a strong message and well-crafted content, truly meaningful events go further.

Organisations that understand how to extend the impact of their event beyond the moment and place itself, are the ones that truly make impact. They inspire others by designing their events responsibly, leading with purpose and creating genuine value that far exceeds the walls of the venue. In this guide, we explore how thoughtful choices in design, technology, community building and sustainability can elevate your next event and deepen its social and societal impact.



# Impactful design

A thoughtfully designed environment can make the difference between a session that fades into memory and one that sparks new ideas. Spatial design, audience flow and inclusive communication make a big difference in the overall atmosphere and the way participants engage with your content.

## 1. Inclusive communication

People vary and so do their preferences for learning, participating and how they'd like to be addressed. Showing that you understand this by using gender-inclusive communication, wheelchair-accessible routes, audio description and the availability of quiet rooms for example, makes all the difference in how people experience your event.

## 2. Smart audience flows

Movement matters. A well-planned flow between sessions, networking moments and catering areas encourages spontaneous conversations and keeps energy levels high, helping participants build connections that often carry the sector forward.

## 3. Integrating technology into spatial design

From advanced AV setups to lighting that adapts to atmosphere, carefully integrated technology heightens focus and immersion. Imagine data visualisations appear on projection surfaces, making complex insights instantly understandable. Or what about interactive touchpoints throughout the venue, inviting participants to explore additional layers of content?



## High-tech content sharing

Do you know that buzzing feeling that can linger long after you've experienced something you really enjoyed? It's this feeling of enthusiasm and excitement that sparks inspiration. Technology can make a big difference in creating this buzz, ensuring that your attendees get the most out of your content and leave feeling truly impressed.

### 4. AR/VR for immersive learning

Carefully integrated technology can turn your space into an intelligent environment that heightens focus and engagement. Think of virtual demonstrations, digital twins, 360° tours, or AR-enhanced data visualisations.

### 5. Conversational AI support

AI-powered tools can help attendees digest complex information by summarising sessions, translating terminology, or compiling personalised follow-up reports. This results in a deeper understanding of your message and gives attendees more actionable insights.

### 6. Broadcasting and on-demand content sharing

With high-quality AV infrastructure, you can live-broadcast keynote sessions, panel discussions or workshops to audiences across the world. After the event, make recordings available on demand, allowing attendees to revisit highlights or share insights with their teams.



## Community-driven formats

Nothing boosts impact like lively conversation and meaningful connection. A great way to do this is by building a community around your event. Here are a few ideas on how to build lasting communities and stimulate valuable connections that truly drive your industry forward.

### 7. Collaborative session formats

Instead of one-way communication, structured dialogue formats invite participants to bring their expertise into the conversation. Think of sessions where attendees can co-create solutions to sector challenges, where speakers and attendees can engage in problem-solving together. Setups like these often produce insights and relationships that outlast the event itself.

### 8. Event apps that turn audiences into contributors

From community polls and chat channels to AI-supported networking matches, digital tools help attendees find each other based on shared interests, leading to deeper and more purposeful conversations.

### 9. After-event activities

A great way to extend the influence of your event is to go beyond the walls of the venue and offer a programme with different social activities in the city. Offering cultural excursions, city bike trips or a vibrant night programme brings just that little extra energy and leaves attendees completely fulfilled once it's time to go back home.



## Sustainable choices

The increasing importance of sustainability is reshaping how we build events. But although leading organisations are all for sustainability, delivering a world-class event is a big enough challenge on its own. So how can you make sustainable choices that give your event that modern and thoughtful ambience, aligned with audience expectations?

### 10. A modern look at food

Sustainably oriented venues (like the Beurs van Berlage) offer menus with local, organic and seasonal products. Choosing your menu responsibly and offering small portions are a great way to minimise food waste as well as your carbon footprint, without compromising on quality, variety or taste.

### 11. Minimise waste with ease

Smart preparations make a big difference in how much waste your event will produce. Pre-registering your catering estimates for example, can significantly reduce food waste. The same goes for minimising single-use materials. Opting for reusable signage or exchanging gift bags with digital alternatives are simple operational choices, but ones with a big environmental impact.

### 12. Encourage public transport

A city like Amsterdam is easier to discover by public transport than by car. Or even better: rent a bicycle and get around like the local community. It's a fun way to get around and discover hidden gems in the narrow streets of the historic centre.



# A new era for business events

Organisations that combine powerful content with responsible choices are the ones setting a higher standard in business events. We're here to help them do just that. As a full-service venue, we take on any needs you may have, varying from hotel services to state-of-the-art AV solutions and from tailor-made catering to event management advice. With the highest quality of service, the latest innovations and a strong focus on sustainability and inclusivity, we build events that make an impact far beyond the walls of our venue.

Are you ready to be a catalyst for progress in your industry? Let's shape the future of business events together.

**Ready to make an impact?  
Explore your options with our experts.**



## About the Beurs van Berlage

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The Beurs van Berlage is a premier-class venue for conferences, events and exhibitions. The building is a national monument located in the historic centre of Amsterdam, offering a total area of 16,000m<sup>2</sup>. Top quality and service, an impressive atmosphere and excellent facilities define the Beurs van Berlage. Whether it concerns a staff- or shareholders meeting, charity gala, industry event or product presentation, at the Beurs van Berlage you will take your event to the highest possible level.