INSPIRATION FOR EVENT ORGANISERS AND EXHIBITORS

HOW TO TRANSLATE TRENDS INTO FUTURE-PROOF EVENTS

INSPIRING PEOPLE

RAI INSIGHTS

AMSTERDAM RAI

STEP AHEAD TOWARDS FUTURE-PROOF EVENTS

**BY 2017
EVENTS WILL HAVE CHANGED
AS PEOPLE'S NEEDS AND
THE WAY THEY CONNECT CHANGE**

HEY

WHY 2017?
BECAUSE IT IS FAR ENOUGH
TO SEE THE CHANGES,
YET CLOSE ENOUGH TO ACT.

STARTING NOW.

STEP AHEAD TOWARDS FUTURE-PROOF EVENTS

THIS RAI INSIGHTS REPORT IS BASED ON THE LATEST INSIGHTS INTO TRENDS WHICH WE SELECTED THROUGH DESK RESEARCH, AS WELL AS THE THOUGHTS THAT EVENT ORGANISERS, EXHIBITORS AND PARTNERS SHARED WITH US.

WE DISCUSSED THE GENERAL TRENDS WITHIN A CROSS-FUNCTIONAL RAI TEAM AND TRANSLATED THEM INTO OUR VISION FOR 2017.

WE HOPE THAT YOU WILL BE INSPIRED BY THIS REPORT, AS WE ARE BY THE MANY EXCITING OPPORTUNITIES THAT WE SEE FOR THE NEAR FUTURE.

IF YOU'D LIKE TO DISCUSS THE FUTURE OF EVENTS FURTHER, AMSTERDAM RAI WOULD LOVE TO BE YOUR SPARRING PARTNER.

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LET'S START!
CLICK HERE TO GO DIRECTLY TO

PART 01
TRENDS AND PREVIEW ON EVENTS IN 2017

PART 02
HOW TO CREATE VALUE FOR EVENT VISITORS

PART 03
INVITATION TO CO-CREATE

TRENDS AND EVENTS IN 2017

MATCHMAKING
UNLIMITED SHARING
CONNECTED AT ALL TIMES

OFFLINE + ONLINE WE SHARE AND CONNECT

AMSTERDAM RAI

- THE SHARING OF INFORMATION BY VISITORS, EXHIBITORS AND ORGANISERS IN ONLINE AND OFFLINE COMMUNITIES BEFORE, DURING AND AFTER EVENTS IS MAINSTREAM.
- TO BE CONNECTED AT ALL TIMES AND IN ALL PLACES IS STANDARD.
- TECHNOLOGY IS CHANGING THE WAY WE STAY IN TOUCH WITH EACH OTHER: MATCHMAKING AND UNLIMITED SHARING OF EXPERIENCE, INSPIRATION, INNOVATION AND KNOWLEDGE.
- MEETING TECHNOLOGY SUPPORTS THE REACH AND IMPACT OF EVENTS.
- REAL-TIME MONITORING IS IMPORTANT FOR ALL STAKEHOLDERS IN HOW THEY EXPERIENCE, PARTICIPATE IN AND CO-CREATE EVENTS.

TRENDS AND EVENTS IN 2017

INTERNATIONAL LOCAL PERSONAL

THE SHARE OF INTERCONTINENTAL VISITORS AND EXHIBITORS AT INTERNATIONAL EVENTS IS GROWING.

VISITORS AND EXHIBITORS EXPECT INTERNATIONAL STANDARDS COMBINED WITH LOCAL ELEMENTS.

A PERSONAL APPROACH AND MEANINGFUL EXPERIENCE ARE CRUCIAL.

TRENDS AND EVENTS IN 2017

MEANINGFUL EXPERIENCES

FOCUS ON VALUE

ADVICE AND KNOWLEDGE FROM TRUSTED EXPERTS AND PEER-TO-PEER

WORK-LIFE BALANCE

SUSTAINABILITY

SHARING INSTEAD OF OWNERSHIP

CO-CREATION

GROWING CULTURAL INTELLIGENCE

A CHANGING WORLD

THE GENERAL DOMINANT CULTURE IS CHANGING

AUTHENTICITY

COMBINATION OF BUSINESS AND LEISURE

FASTER ADOPTION OF TECHNOLOGY

CUSTOMISATION

SCENARIO BASED ON TRENDS

UNLIMITED EVENT VALUE

WE ARE INTERCONNECTED ON A DAILY BASIS THANKS TO THE DIGITAL REVOLUTION. THIS DEVELOPMENT GREATLY ENHANCES OUR ABILITY TO GATHER INFORMATION, NETWORK AND DO BUSINESS. THE EVENT IS MORE THAN BRINGING PEOPLE TOGETHER AT A SPECIFIC TIME IN A GIVEN PHYSICAL PLACE. THE SCOPE OF EVENTS IS GREATER THAN EVER BEFORE. THE EVENT IS INTERACTIVE AND CREATES VALUE BY LINKING THE PHYSICAL ENCOUNTER WITH ONLINE POSSIBILITIES.

SCENARIO BASED ON TRENDS

THE POWER OF FACE-TO-FACE

THE PHYSICAL ENCOUNTER REMAINS CRUCIAL TO BUILDING TRUST BETWEEN PEOPLE, ENGAGING IN OR STRENGTHENING RELATIONSHIPS. THIS CREATES A STRONG BRAND EXPERIENCE, INSPIRATION, INNOVATION AND KNOWLEDGE EXCHANGE, WHICH HELPS US ACHIEVE BUSINESS AS WELL AS PERSONAL GOALS. VIRTUAL APPLICATIONS ENRICH THIS. THE OFFLINE-ONLINE COMBINATION PROVIDES UNSURPASSED VALUE.

SCENARIO BASED ON TRENDS

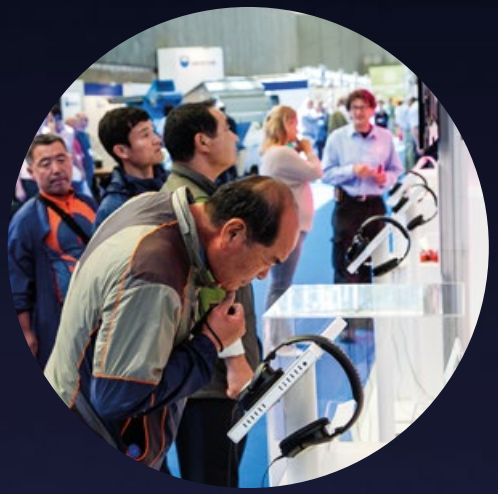
SUCCESS FACTORS

SUCCESSFUL EVENTS COMBINE:

- AN ATTRACTIVE DESTINATION
- A PERSONAL APPROACH
- A SENSORY EXPERIENCE
- A GOOD BALANCE OF BUSINESS & LEISURE
- SERVICE DELIVERY ON AN INTERNATIONAL LEVEL
- MEASURABLE ROI
- OPTIMAL PROCESSES
- QUALITY FACILITIES
- CO-CREATION
- SUSTAINABILITY

SCENARIO BASED ON TRENDS

FOR EVENT PROFESSIONALS, IT IS CRUCIAL TO INVEST IN BOTH THE VALUE OF THE PHYSICAL ENCOUNTER AND ITS IMPACT OUTSIDE THE EVENT.



HOW TO CREATE VALUE FOR EVENT VISITORS

- MATCHMAKING
- SMART CHOICES
- EXPERIENCE
- CO-CREATION
- WELL-BEING
- PERSONAL
- EVENT SCIENCE
- BALANCE
- AUTHENTICITY
- CROSS-BORDER

#VALUE
MATCH-
MAKING

MATCHMAKING

THE ROLE OF THE EVENT AS A ONE-ON-ONE MATCHMAKER IS INCREASINGLY IMPORTANT. MATCHMAKING IS EXPECTED AND FACILITATED DURING, BEFORE AND AFTER THE EVENT.

TOOLS OFFERED BY ORGANISERS SUGGEST AND HELP FIND RELEVANT MATCHES. THE USE OF HYBRID ELEMENTS IN THE EVENT ENSURES THAT THERE IS A CONVERSATION BETWEEN ALL VISITORS, ON SITE AND ONLINE. RELATIONSHIPS ARE BUILT AND STRENGTHENED THROUGH AND WITH THE EVENT COMMUNITY.

THERE IS MORE SPACE IN EVENTS TO EXCHANGE VIEWS WITH EXHIBITORS, VISITORS OR OTHER PARTNERS IN A SPONTANEOUS OR PLANNED WAY.

MATCH-MAKING IDEAS

ENGAGE!

AN ACTIVE COMMUNITY NEEDS A COMMUNITY MANAGER. GIVE YOUR VISITORS THE OPPORTUNITY TO FORGE AND MAINTAIN GOOD CONTACTS OUTSIDE THE EVENT TOO. OFFER THEM A PLATFORM AND FACILITATE THE CONVERSATION. SHARE KNOWLEDGE, START DISCUSSIONS AND DISCUSS SOLUTIONS TO PROBLEMS THAT EXIST WITHIN THE COMMUNITY.

ALLOW FOR SERENDIPITY

ALL THE SOPHISTICATED MATCHMAKING TOOLS AT OUR DISPOSAL MAKE IT EASY TO COMPLETELY FILL ONE'S AGENDA. MAKE SURE YOU LEAVE SPACE FOR CHANCE MEETINGS – HELP VISITORS MAKE UNEXPECTED NEW CONNECTIONS AND HAVE FUN.

#VALUE EXPERIENCE

EXPERIENCE

WOWING PEOPLE INVOLVES COMBINING CONTENT AND FORM. SOMETIMES THIS IS DONE TO FACILITATE NETWORKING, SOMETIMES TO DEEPEN THE EXPERIENCE, E.G. WITH AN EXTRA LAYER OVER THE IMAGE THE VISITORS SEE ON THEIR HANDHELD DEVICE.

EACH EVENT USES TECHNOLOGY TO ENHANCE THE VISITOR EXPERIENCE. THINK ABOUT: AUGMENTED REALITY, HOLOGRAMS, INTERACTIVE SIGNAGE.

A FEW ROBOT ATTENDEES ARE USED TO ATTRACT THE ATTENTION AND ENHANCE THE EXPERIENCE OF BOTH VISITORS AND THE ONLINE PARTICIPANTS WHO STEER THE ROBOT FROM THEIR HOME.

EXPERIENCE IDEAS

MEANINGFUL EXPERIENCES

STEP INTO THE SHOES OF YOUR VISITOR AND EXPERIENCE THE CUSTOMER JOURNEY. ACKNOWLEDGE BRAND EXPERIENCE, INSPIRATION, INNOVATION AND KNOWLEDGE EXCHANGE. ASK YOURSELF: HOW CAN WE DELIVER A MEANINGFUL EXPERIENCE? REACH PEOPLE ON PERSONAL AND PROFESSIONAL LEVELS.

DEDICATED PROGRAMME FOR VIRTUAL VISITORS

ONLINE PARTICIPANTS IN THE HYBRID PROGRAMME ALSO LOOK FOR EXPERIENCES. CREATE, E.G. DEDICATED PROGRAMMES WITH 'BEHIND THE SCENES' SESSIONS INCLUDING EXCLUSIVE INTERVIEWS WITH SPEAKERS. ALLOW FOR ONLINE INVOLVEMENT OR CO-CREATION.

#VALUE
PERSONAL
PERSONAL
MY EVENT PROGRAMME
WHO DO I MEET
MY EVENT MAP

NEW POSITIONING TECHNOLOGY MAKES IT POSSIBLE TO DETERMINE YOUR LOCATION WITHIN THE VENUE, JUST LIKE OUTSIDE.

AN INDOOR POSITIONING SYSTEM ENABLES THE DELIVERY OF CUSTOMISED RELEVANT SERVICES TO EACH INDIVIDUAL – VISITORS AND EXHIBITORS. A DIRECT POSSIBLE APPLICATION OF THIS TECHNOLOGY COULD BE A PERSONAL EVENT MAP, WHERE THE INFORMATION DIRECTLY ADDRESSES THE INDIVIDUAL NEEDS OF THE VISITOR.

PERSONAL IDEAS

MAKE IT PERSONAL

IF AN INDOOR POSITIONING IS AVAILABLE IN THE CHOSEN VENUE, YOU CAN OFFER YOUR VISITORS AN INDIVIDUAL TAILOR-MADE EVENT PROGRAMME OR A PERSONAL ROUTE, ALL TOGETHER.

VIRTUAL EVENT 'BAG'

GIVE VISITORS THE ABILITY TO FILL A PERSONAL VIRTUAL EVENT 'BAG' BEFORE, DURING AND AFTER THE EVENT. THIS LETS VISITORS TAKE ONLY WHAT THEY NEED, WHEN THEY NEED IT, AND ENTER THE CONVERSATION DIRECTLY. THINK ABOUT CONTACT DETAILS OF PEOPLE THEY MEET, EXHIBITOR WHITE PAPERS OR SPEAKER'S PRESENTATIONS.

#VALUE
AUTHENTICITY

AUTHENTICITY

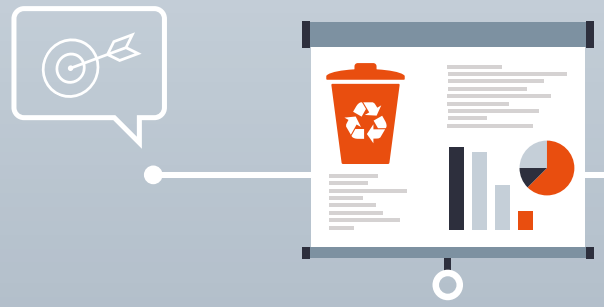
AMSTERDAM RAI

VISITORS EXPECT A REAL, AUTHENTIC AND SUSTAINABLE ENVIRONMENT AT ALL TIMES. THIS INCLUDES PERSONAL COMMUNICATION BETWEEN ALL STAKEHOLDERS AND GENUINE STORIES.

AT EXHIBITION STANDS OR MEETING PLACES, VISITORS EXPECT THE RIGHT PERSON TO CONNECT WITH. MORE OFTEN, THESE ARE THE DECISION-MAKERS AND SENIOR MANAGEMENT.

SUSTAINABILITY IS A COMMODITY. AND AS SUCH, OFTEN WOVEN INTO THE EVENT PROGRAMME: E.G. THROUGH THE GIVING, SHARING AND POOLING OF KNOWLEDGE, FOR THE BENEFIT OF THE LOCAL COMMUNITY.

AUTHENTICITY IDEAS



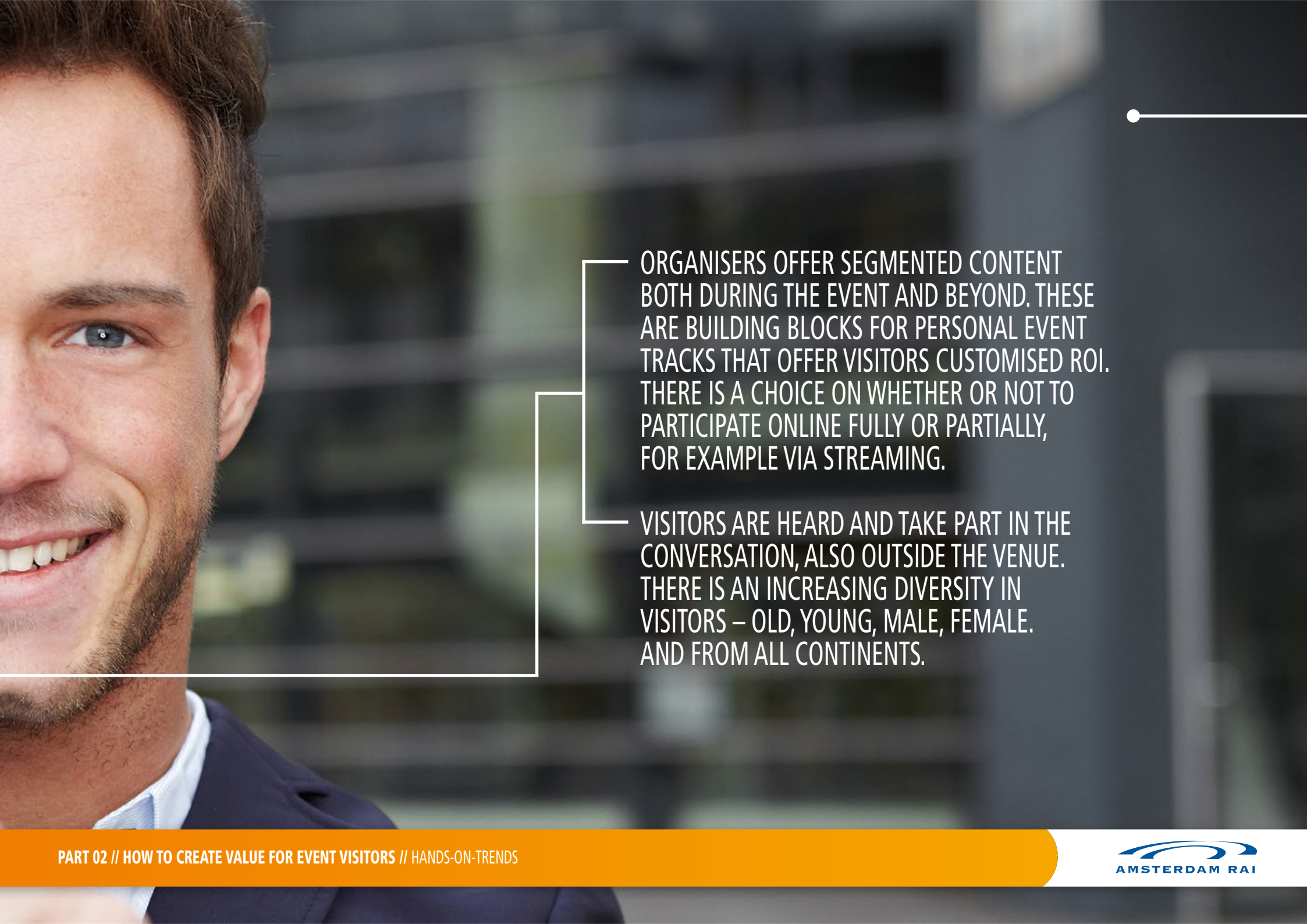
VISUALISE SUSTAINABILITY STEPS

INTEGRATE YOUR SUSTAINABILITY STEPS AND RESULTS IN THE EVENT AND MAKE YOUR STORY VISIBLE, E.G. IN THE FIELD OF WASTE MANAGEMENT OR SUSTAINABLE CATERING OPTIONS.

FACILITATE REAL CONVERSATIONS

CONVERSATIONS CAN TAKE PLACE IN DIFFERENT WAYS: CEOS CAN ENGAGE WITH VISITORS, PHYSICALLY OR VIRTUALLY, AT THE EXHIBITION STAND OR CONFERENCE BREAKOUT SESSION.

#VALUE
SMART
CHOICES
SMART CHOICES
PERSONALISED CONTENT
IN THE EVENT IS KEY
VISITORS HAVE A VOICE
AND PARTICIPATE



ORGANISERS OFFER SEGMENTED CONTENT BOTH DURING THE EVENT AND BEYOND. THESE ARE BUILDING BLOCKS FOR PERSONAL EVENT TRACKS THAT OFFER VISITORS CUSTOMISED ROI. THERE IS A CHOICE ON WHETHER OR NOT TO PARTICIPATE ONLINE FULLY OR PARTIALLY, FOR EXAMPLE VIA STREAMING.

VISITORS ARE HEARD AND TAKE PART IN THE CONVERSATION, ALSO OUTSIDE THE VENUE. THERE IS AN INCREASING DIVERSITY IN VISITORS – OLD, YOUNG, MALE, FEMALE. AND FROM ALL CONTINENTS.

SMART CHOICES IDEAS

PERSONAL EVENT TRACKS

MAKE IT EASY FOR VISITORS TO IDENTIFY AND CHOOSE THEIR OWN TRACK WITHIN THE PROGRAMME – THROUGH YOUR OFFLINE AND ONLINE CHANNELS DURING THE EVENT. SHARE TIPS AND NEWS THAT MATCH PERSONAL PREFERENCES.

VALUABLE CONTENT THROUGH VALUABLE CONNECTIONS

CONNECT BEGINNERS WITH EXPERTS, FIRST-TIME ATTENDEES WITH VETERANS, GENERATION Y WITH BABY BOOMERS, PHYSICAL VISITORS WITH THOSE THAT FOLLOW EVERYTHING ONLINE. LOOK FOR SHARED INTERESTS IN TOPICS AND INNOVATION TRACKS TO LET BOTH PHYSICAL AND VIRTUAL VISITORS ENGAGE IN VALUABLE ENCOUNTERS.

#VALUE CO-CREATION

ACTIVE COOPERATION TO SET UP THE CONTENT OF THE PROGRAMME IS EXPECTED. IT INVOLVES ALL STAKEHOLDERS. CO-CREATION IS VISIBLE, E.G. THROUGH PERSONAL PHOTOS FOR THE EVENT MOOD BOARD OR A JOINT CHOICE OF MUSIC AT THE EVENT.

THERE IS MORE AND MORE SPACE FOR CROWD-SOURCED BREAKOUTS (PROGRAMME SEGMENTS DETERMINED BY VISITORS). IN THESE SESSIONS, THE ROLES ARE REVERSED: FROM VISITOR TO SPEAKER, WE LEARN FROM EACH OTHER.

HANDHELD TECHNOLOGY HELPS VISITORS TO BE HEARD DIRECTLY DURING THE EVENT. ORGANISERS AND EXHIBITORS OFFER ANSWERS TO VISITORS' QUESTIONS IN REAL TIME, DISPLAY THE CONVERSATION, AND ENRICH COMMUNICATION BETWEEN STAKEHOLDERS.

CO-CREATION IDEAS

CREATE WHITE SPACES

LEAVE SPACE IN YOUR PROGRAMME FOR VISITORS TO FILL IT IN THEMSELVES, THROUGH CROWDSOURCING OR 'UNCONFERENCE' SESSIONS. THIS PROMOTES NETWORKING AND CREATES A SOLID COMMUNITY WHICH FEELS OWNERSHIP OF THE EVENT – AND WILL RETURN.

CO-CREATE: BEFORE AND DURING THE EVENT

ASK VISITORS BEFOREHAND AND DURING THE EVENT WHAT THEY WOULD LIKE TO HEAR OR SEE. THE ONLINE COMMUNITY ENABLES YOU TO ENGAGE IN A CONVERSATION BEFORE THE EVENT.

#VALUE
EVENT
SCIENCE

EVENT SCIENCE

PART 02 // HOW TO CREATE VALUE FOR EVENT VISITORS // HANDS-ON-TRENDS

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DIFFERENT SCIENTIFIC LEARNINGS, E.G. FROM NEUROSCIENCE AND PSYCHOLOGY, ARE USED TO ENHANCE FACE-TO-FACE EXPERIENCES AND ROI.

THINK ABOUT THE FORMAT AND THE DYNAMICS OF THE EVENT IN RELATION TO CONSCIOUS AND UNCONSCIOUS HUMAN BEHAVIOUR:
HOW LOGICALLY IS YOUR EVENT PUT TOGETHER?

MORE ATTENTION IS PAID TO STIMULATING ALL SENSES AT EVENTS, CREATING AN EVEN GREATER EXPERIENCE.

EVENT SCIENCE IDEAS

DESIGN THE EVENT EXPERIENCE

INVOLVE MEETING DESIGN TO ENSURE THAT CONTENT AND, SAY, CATERING FORM AN INTEGRATED WHOLE. SHAPE THE EVENT IN TERMS OF TASTE, SOUND, DYNAMICS AND DÉCOR. THINK OF BRAIN FOOD: GIVING THE RIGHT ENERGY FOR THE OPTIMAL ABSORPTION OF INFORMATION.

SHAPE YOUR EVENT DYNAMICS

COACH SPEAKERS AND PARTNERS TO HAVE THE RIGHT TONE OF VOICE AND CREATE THE OPTIMAL DYNAMIC FOR WHAT YOU WISH TO ACHIEVE.

#VALUE CROSS-BORDER

WELCOME

CROSS-BORDER

ENJOY THE LOCAL EXPERIENCE WITH AN INTERNATIONAL FLAVOUR

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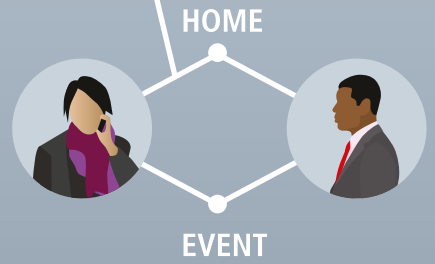
PEOPLE TRAVEL A LOT AND EASILY. VISITORS CHOOSE EVENTS AND DESTINATIONS THAT MATCH THEIR PERSONAL INTERESTS, EVEN IF THIS MEANS THEY HAVE TO TRAVEL FURTHER, AS LONG AS THERE IS A CLEAR ROI THAT SUITS THEIR OBJECTIVES.

EVENT BRAND LEADERS INCREASINGLY ATTRACT INTERNATIONAL VISITORS. THE INTERNATIONAL STANDARD IS BECOMING THE NORM, ALSO FOR NATIONAL EVENTS. THIS MAKES VISITORS FEEL AT HOME EVERYWHERE, AND LETS THEM ENJOY THE LOCAL EXPERIENCE WITH AN INTERNATIONAL FLAVOUR.

HYBRID AND VIRTUAL SESSIONS ALLOW VISITORS TO EXPERIENCE THE EVENT ACTIVELY WORLDWIDE, TOO.

CROSS-BORDER IDEAS



INTERNATIONAL STANDARDS WITH LOCAL FLAVOURS

INTERNATIONAL FLAVOURS MAKE VISITORS FEEL AT HOME EVERYWHERE. BUT ALSO CONVEY TO THEM THE UNIQUE ASPECTS OF THE LOCATION THROUGHOUT THE EVENT. GIVE SUFFICIENT ATTENTION TO LOCAL SPECIALTIES, E.G. BY MEANS OF A STORY.

ENRICH THE PRE-EVENT EXPERIENCE

THE VISITORS' PHYSICAL JOURNEY BEGINS AS SOON AS THEY LEAVE THEIR HOME. TRY TO IMAGINE MOMENTS SUITABLE FOR GIVING A TASTE OF THE EVENT EARLY ON. THIS COULD INCLUDE MATCHMAKING OF TRAVELLING VISITORS OR PLAYING ON EXPERIENCES DURING THE TRIP.

#VALUE
WELL-BEING

WELL-BEING

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FEELING COMFORTABLE DURING THE EVENT MAKES VISITORS FEEL MORE AT HOME: EVENTS ARE INCREASINGLY FOCUSING ON THIS FACTOR.

EVENTS GAIN A NEW DYNAMIC, WHICH INCORPORATES THE OUTSIDE WITH THE INSIDE, SESSIONS IN OTHER SHAPES AND SIZES, VARIATIONS IN FURNITURE, EXHIBITION SET-UPS.

WELL-BEING IDEAS

GIVE ROOM TO INDIVIDUAL NEEDS
DEDICATED SPACES IN THE VENUE CAN MAKE A PERSONAL DIFFERENCE TO VISITORS. PRAYER ROOMS, QUIET ROOMS, PLACES TO FEED BABIES, LIBRARIES, GARDENS: THESE CAN BE AS IMPORTANT AS THE BUSINESS CENTRE.

STIMULATE ALL SENSES FOR WELL-BEING
AROMA THERAPY IN SPECIFIC PLACES ON THE EXHIBITION FLOOR OR IN THE CONFERENCE ROOMS. INTEGRATION OF MUSIC, IMAGE AND COLOUR. FOCUS ON MAKING VISITORS FEEL GOOD.

#VALUE
BALANCE

BALANCE

RECHARGE & UNWIND

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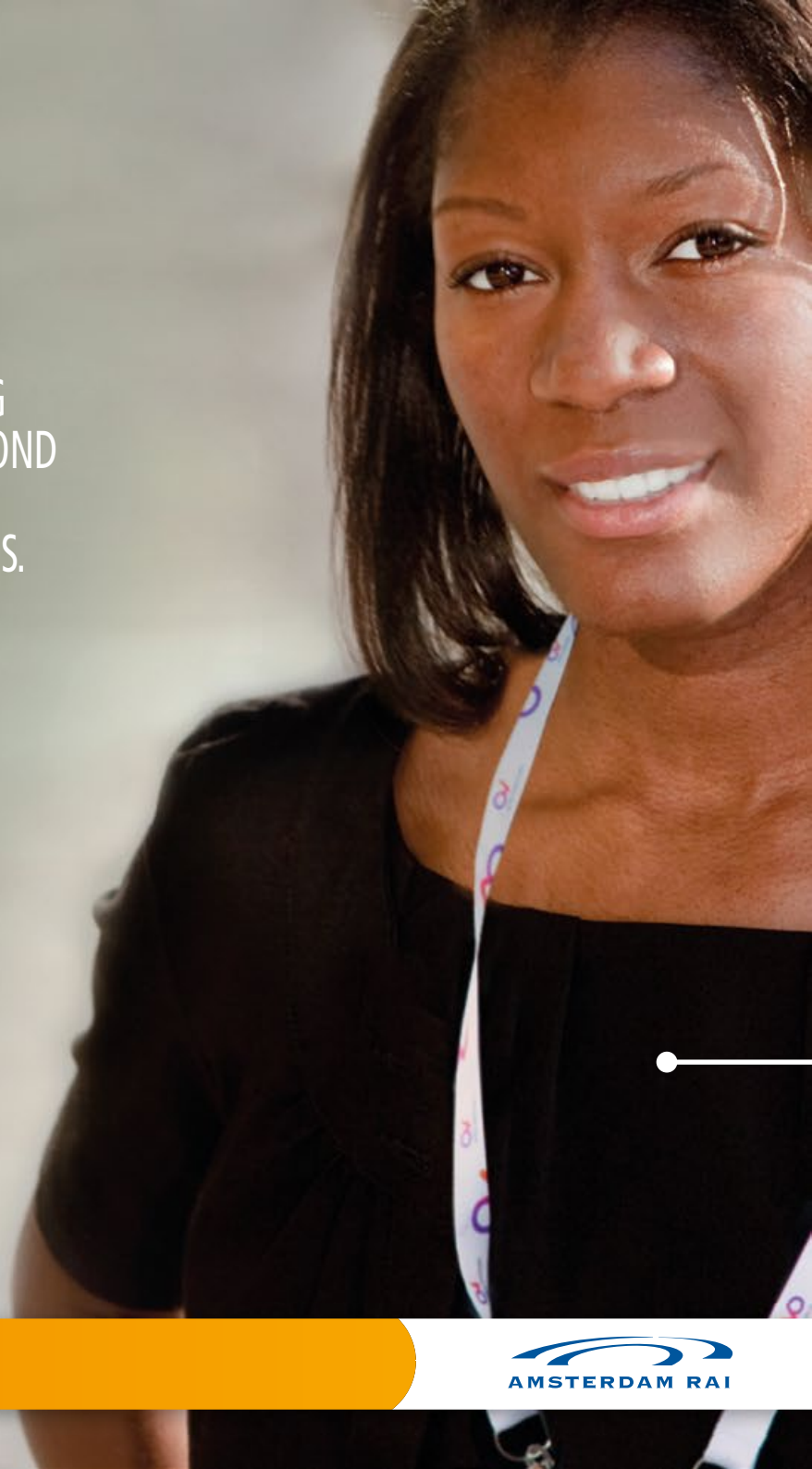
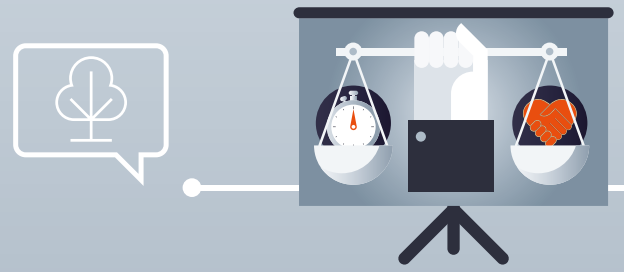
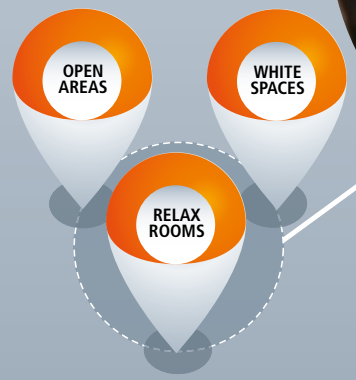
VISITORS SEEK AN OPTIMAL BALANCE BETWEEN THEIR BUSINESS AND PRIVATE LIFE, ALSO DURING AN EVENT. VENUES AND ORGANISERS CAN RESPOND TO THIS BY CREATING MORE OPEN AREAS OR INTRODUCING EVENTS WITH MORE WHITE SPACES.

WORKING, VISUAL CONTACT WITH HOME, MAINTENANCE OF SOCIAL NETWORKS, EQUAL SHARING OF KNOWLEDGE AND EXPERIENCE – IT SHOULD ALL BE POSSIBLE AND EASY DURING THE EVENT.



BALANCE IDEAS





ROOM TO RECHARGE AND UNWIND

OFFER SUFFICIENT PLACES FOR VISITORS TO RECHARGE (LITERALLY AND FIGURATIVELY). APART FROM ALL THE BUSTLE OF THE EVENT, A HOME AWAY FROM HOME WHERE CONTACT WITH ONE'S HOUSE OR WORKPLACE IS ACHIEVED QUICKLY AND EASILY.

EVENT SPARE TIME: EASY CHOICES

MAKE IT EASY FOR VISITORS TO EFFECTIVELY USE TIME OUTSIDE THE EVENT. FOR EXAMPLE, MATCH PERSONAL INTERESTS WITH TOURS BY LOCALS. ASK FOR THESE PREFERENCES DURING REGISTRATION.

THANK YOU

THANK YOU FOR SHARING YOUR EXPERIENCES: ORGANISERS, EXHIBITORS AND VISITORS

THANK YOU FOR SHARING YOUR KNOWLEDGE, WHITE PAPERS AND RESEARCH: EVENT INDUSTRY PARTNERS

THANK YOU FOR INSPIRING US FROM THE OUTSIDE IN: COMPANIES, ASSOCIATIONS, UNIVERSITIES AND RESEARCH CENTRES

THANK YOU FOR SHARING YOUR BEST PRACTICES: PARTNERS AND SUPPLIERS

THANK YOU FOR ENGAGING IN THE CONVERSATION FACE TO FACE OR ON SOCIAL MEDIA: EVERYBODY

ANY IDEAS, SUGGESTIONS OR INSIGHTS YOU'D LIKE TO SHARE

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OR WHISPER IT TO AN AMSTERDAM RAI TEAM MEMBER

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