

DUTCH STANDARD

Nice to meet you





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CREATIVE CONCEPTS FOR EXCEPTIONAL EVENTS

meet **DUTCH STANDARD**



We are Dutch Standard; an ambitious event agency that operates at the intersection of creation and production. With roots in the festival industry, our skilled team of creators and thinkers builds a custom experience that your guests won't forget.

If you can dream it, we can build it – that is the motto from which we operate. From start to finish, from concept to execution, your vision and goals are our focus.



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about **DUTCH STANDARD**

What started as a group of enthusiasts, organising festivals and large indoor events, grew into an award-winning B2B Event Agency.

This has been quite a journey: from establishing iconic event venues, to hosting 2,500 Techies at a festival site for their annual meeting. We have been down many roads and learned to serve a wide variety of clients and guests. So we love true co-creation with

our clients to chase unthinkable results and make them a reality. That is the double plus of working with us. Over the years, Dutch Standard has become a one-stop-shop for creative brainpower mixed with high-level Project Management and flawless execution. For those truly ++ events! Our clients appreciate our strategic thinking, our focus on hospitality and our positive can-do attitude. References are available on request.



about THE TEAM



BARDO ROODNAT
Account Director | Founder



SYTZE WIERSMA
Creative Director | Founder



CHIARA VAN DER KUIP
Sr Event Planner



KIM KUIJPERS
Creative Producer



LAURA LUIKENS
Creative Producer



ITAI JOOSTEN
Technical Producer



FLORIAAN MENSE
Event Producer

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OUR HAPPY CLIENTS



 **ATLASSIAN**


EMAKINA

INTERSTELLAR

J.P.Morgan

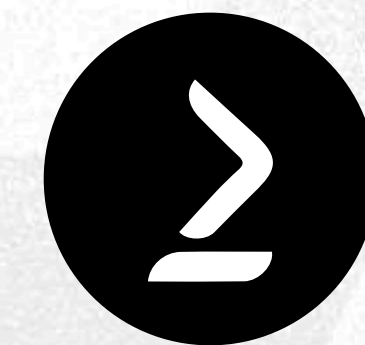
stichting
JUSTITIA

adyen



APTOS

DEPT®



<epam>



Deloitte.



RITUALS...[®]



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what **WE DO**

High-profile events in all shapes and sizes are our business. Live or hybrid, intimate or large-scale, for established names or ambitious dreamers. And always with 200% creativity and energy.

From tight and business minded to festive and explosive, our scope is wide and our clientele even wider. What our events share is a clear message and the razor-sharp strategy in which it is anchored.

Our versatile team takes the entire process, from head to tail, off your hands. That means less pressure on your schedule, so more room for creativity and a sharper eye for detail.



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the way **WE WORK**

We believe strongly in co-creation; you know your industry, we know events. We advise, present choices and take care of all logistical aspects. Together we create the content program, we execute on all disciplines involved. Dutch Standard will be in the lead in terms of planning, project management and budget keeping. After future discussions we settle on a final division of roles and responsibilities.



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right on **TIMELINE**

01 PRE-CONTRACT PHASE

Together we will set the boundaries for the job, set Project Terms, discuss budgets and timelines. We draft this in a contract.

02 CREATIVE PHASE

In 3-5 sessions the creative output will be generated for program set-up, speakers, workshops, show moments, AV setups, transport etc.

03 PRODUCTION PHASE

Dutch Standard will start all operational tasks and execute after final confirmations by the client.

04 EVENTWEEK YAY!

As agreed in the Project Terms Dutch standard executes the project smooth as always!

05 AFTERCARE PHASE

Fast and clear handling of backoffice matters. Evaluation to ensure client happiness and project learnings.

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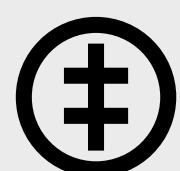
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show REEL

We are Dutch Standard. Your partner for unforgettable events. The best way to share this is through our portfolio. We're excited to show you some of our best work - sit back and enjoy!



Dutch Standard Showreel - click image to play video



adyen ELEVATE

Ask:

Create a new brand event concept to establish Adyen as industry leader in a new market.

Answer:

We created *Elevate* - a full day to connect, grow and explore the world of Adyen.

A venue fully submerged in subtle Adyen branding, elevated stages from 3 stories high, a 48m2 vertical LED screen for keynotes and only inspirational talks about anything but Adyen's payment solutions.

Guests experiencing the ease of Adyens product by tokenising their bankcards or phones and using them to 'pay' for all sessions, drinks and activities.

To completed the experience a hidden cocktailbar emerged during drinks, 200 mobile phones composed a song together and over 5k was donated to charity from all 'transactions' made by guest.



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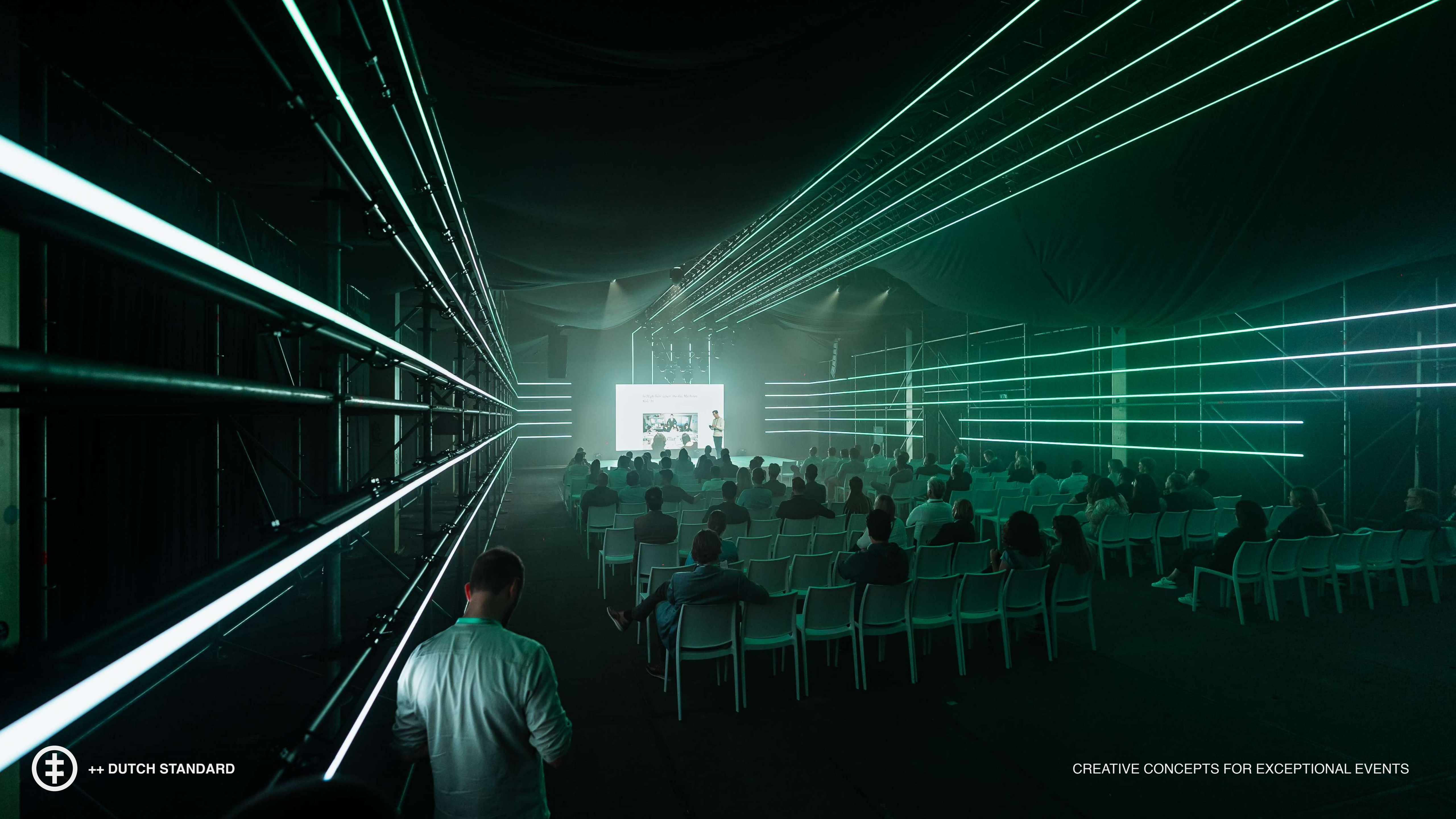


elevate
Benelux 2022



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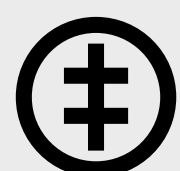
adven
ELEVATE



Victorine van Beuningen

Corporate Partnerships Lead, UNHCR

Adyen Elevate 2022 - click image to play video



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dept WEEKENDER

Ask:

Organise a corporate retreat for our 3000 global employees where content and celebration meet.

Answer:

We created *Dept Weekender* - a 3 day getaway to give Depts young creative culture a physical place. Renting out a complete holiday resort accommodating guests in their private bungalow.

A two day 5 stage content program varying from live and hybrid keynotes by in-house experts and industry leaders on a wide variety of topics.

Combining sports, exploring the surroundings and a laidback all day food festival to connect with all Deptsters. Closing of with *the State of the Union* speech by the CEO kickstarting a high energy corporate party like no other.



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DEPT.FEST 2022

DEPT® Outlook



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DEPT. FEST 2022

Award winning Stories



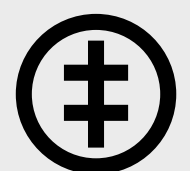
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dept WEEKENDER



Dept Weekender 2022 - click image to play video



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canal parade **PRIDE AMSTERDAM**

Ask:

Create a concept and build the boat for our participation in the Canal Parade during Pride Amsterdam.

Answer:

Together with our clients we give meaning to the overarching theme from Pride Amsterdam. We take care of the message, all copy, design and lay-out.

Translating this into different possible looks for the boat including material choice, custom inflatables and special effect.

Our in-house production team builds no less than 10 boats in 2023 for clients celebration diversity and inclusion in all shapes and sizes.

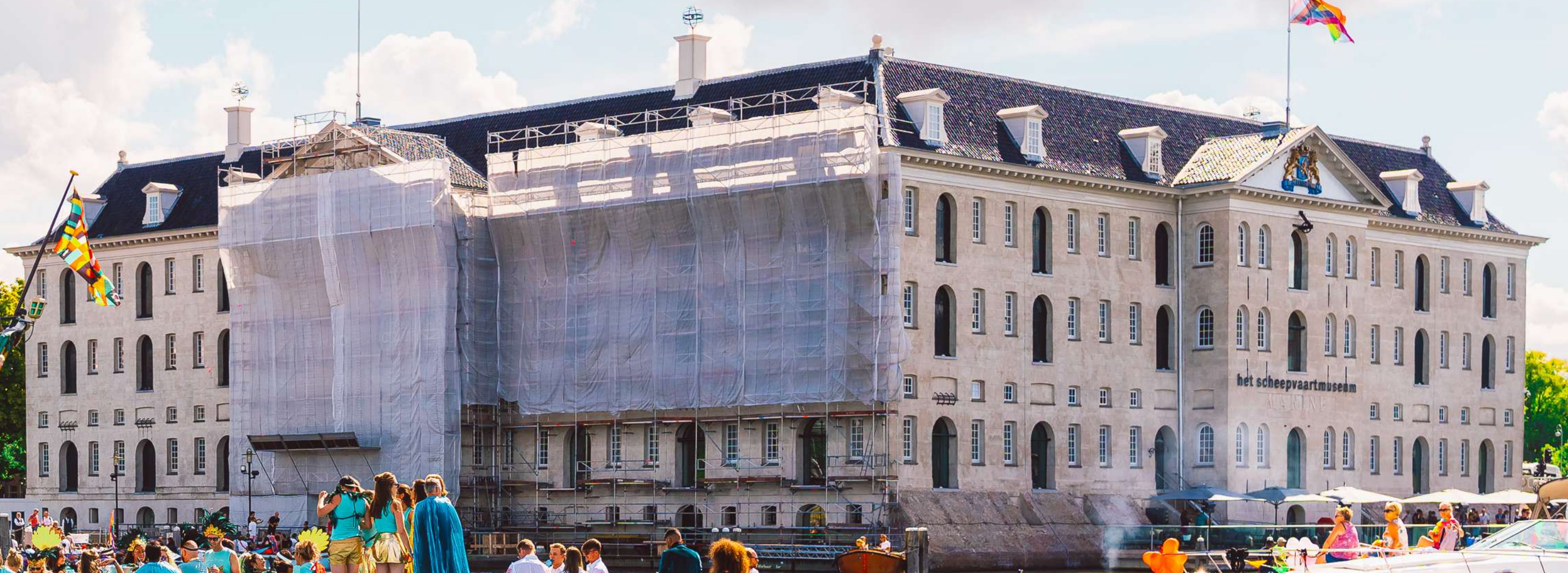


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THE RITUAL OF LOVE





AMSTERDAM
pride.amsterdam

VAK
20



canal parade
PRIDE 2022



Pride Amsterdam 2022 - click image to play video



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Emakina PARTY

Ask:

Help us take our company parties to the next-next level.

Answer:

Selecting the theme we know from experience works both for show, acts & entertainment, styling and for great costumes was step 1. Building on top of this theme a complete world and challenging all employees to give it their best was step 2.

Step 3 was booking the best acts around from who we know we can rely on them when asked 'set the place on fire!'

The final result was a wicked wild company party. We even integrated a serious 15 minutes for the CEO to unfold some new plans for next year. But of course only while dressing him up as the circus director (-;



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CIRQUE
Excentrique



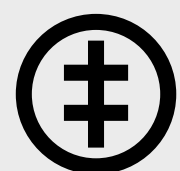
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Emakina PARTY



Emakina, Cirque Excentrique 2021 - click image to play video



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**HEY YOU!
THEY SAY YOU CAN'T
BUY HAPPINESS,**

**BUT YOU CAN CALL
DUTCH STANDARD!**

