



**DU+CH
S+ANDARD**

WE ARE 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.



WHAT WE'RE TALKING ABOUT

- ☹️ WHAT WE DO
- 😬 OUR CLIENTS
- ⚡ BUSINESS FESTIVALS
- ⚡ CORPORATE PARTIES
- 😬 BRAND EVENTS
- ☹️ BUSINESS EVENTS
- ⚡ PRIDE
- ⚡ SHOWREEL
- ⚡ CASES



We are a full-service creative event agency. A mouthful, so we prefer to say:

WE BUILD MEMORIES

It starts with developing a creative concept that seamlessly connects to your vision and goals. From there, your event concept is planned down to the smallest details.

Whether it's an intimate company party, a formal conference, or a full-blown corporate festival.

It's in our nature to keep pushing the boundaries of what seems possible in a personal, purposeful, and imaginative way. Our team understands that investing in experience is the key to a lasting connection with your brand. That's why we always go the extra mile to leave your guests mind-blown. Operating within the margins of your budget, but always off the beaten path.



**THEY SAY YOU CAN'T
BUY HAPPINESS
BUT YOU CAN CALL
DUTCH STANDARD**



adyen

RITUALS...®



**AVRO
TROS**

DEPT.®



Katja

J.P.Morgan



Deloitte.

ctp



SERVICES

- ⊕ BUSINESS FESTIVALS
- ⊖ CORPORATE PARTIES
- 😊 BRAND EVENTS
- ☹ BUSINESS EVENTS
- ⊕ PRIDE AMSTERDAM



BUSINESS FESTIVALS

Freedom and experience come together in unforgettable corporate festivals. We create energetic, unique and fully customized festivals that strengthen your brand and truly connect your team. With a strong creative vision and a focus on meaningful interaction, every event becomes an experience full of energy, fun and inspiration.

From concept to execution, everything is tailored to your goals. Whether it is brand reinforcement, team connection or social impact, we combine creativity, craftsmanship and years of experience to deliver festivals that go beyond the standard. Always professional, always detailed and always designed to leave a lasting impression.





CORPORATE PARTIES

At Dutch Standard Events, we create corporate parties that do more than entertain. We design experiences that bring people together, reflect your culture and leave lasting memories. From relaxed get-togethers to bold themed nights or full-scale celebrations, every party is crafted with purpose and personality.

No two corporate parties are the same. We translate your goals into a concept that fits your team perfectly, with surprising themes, strong entertainment and flawless production. Always custom-made, always professionally executed and always with an eye for detail. The result is a corporate party that feels effortless, meaningful and unmistakably yours.





BRAND EVENTS

Brand events that go beyond the standard are where our passion lies. Dutch Standard Events designs inspiring, innovative and fully customized experiences that bring your brand story to life. Every brand event is built to create impact, interaction and a genuine connection with your audience.

We translate your brand values and goals into events that feel authentic and powerful. With strong concepts, meaningful content and flawless execution, we create brand events that inspire, engage and stay with your audience long after the event ends. Always tailor-made, always professional and always designed to strengthen your brand.



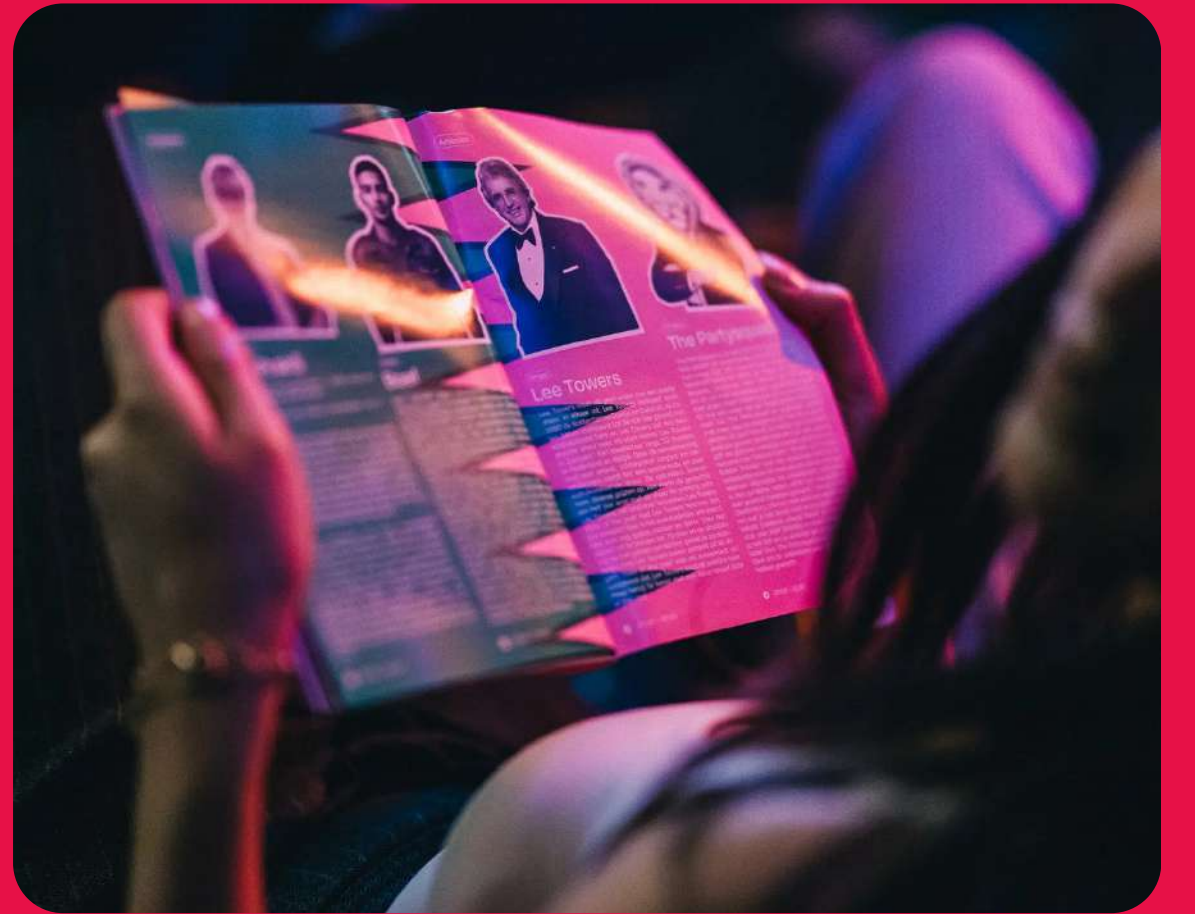


CORPORATE EVENTS

Corporate events that go beyond standard meetings are where we excel. Dutch Standard Events creates inspiring, thoughtful and meticulously crafted experiences that are fully tailored to your organization. Every event is designed with purpose, balance and attention to detail.

We translate your goals, values and team dynamics into corporate events that motivate, connect and move people forward. By combining strong concepts, meaningful content and seamless production, we turn your corporate event into an impactful experience filled with connection, innovation and results. Always custom-made, always professional and always focused on lasting impact.

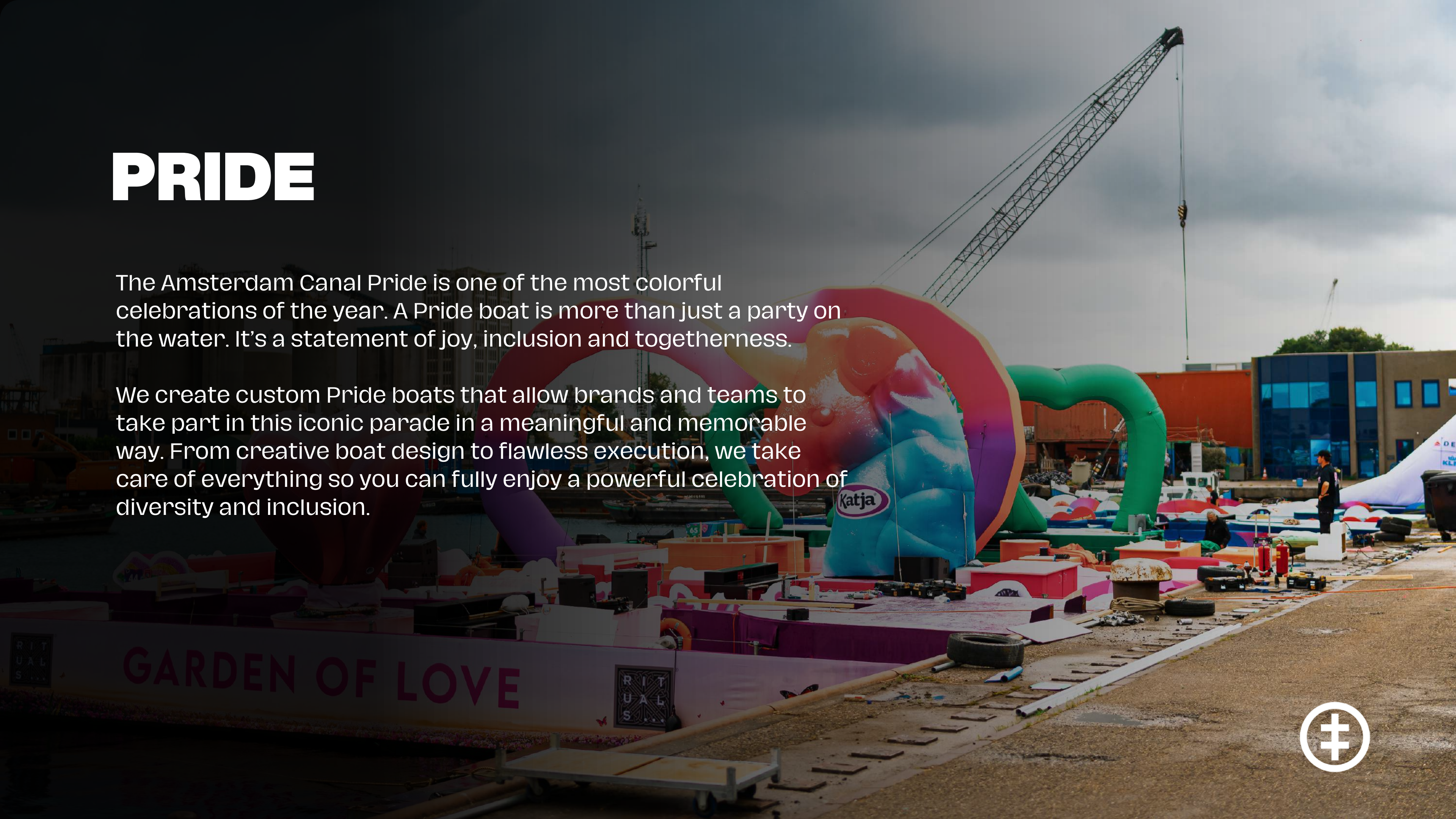




PRIDE

The Amsterdam Canal Pride is one of the most colorful celebrations of the year. A Pride boat is more than just a party on the water. It's a statement of joy, inclusion and togetherness.

We create custom Pride boats that allow brands and teams to take part in this iconic parade in a meaningful and memorable way. From creative boat design to flawless execution, we take care of everything so you can fully enjoy a powerful celebration of diversity and inclusion.





A vibrant concert scene with a large crowd of people, many holding up phones to capture photos. The stage is illuminated with bright lights, and the background features a large, colorful, abstract structure. The entire image is overlaid with a semi-transparent red filter.

**IF YOU CAN DREAM IT,
WE CAN BUILD IT.**



We believe in co-creation; you know your company & industry, we know events.
Combined we create magic!

Low level details will be handled by us, mid- and high level details we'll discuss.
Our role is to present choices, advise and take care of all logistical aspects.
Our extensive network supports us in this role.

Finalisation of the creative concept and content program is a joined effort in
which we take the lead, we execute on all disciplines involved. Most of the
choices will be made in the kick-off meeting.

Dutch Standard will be responsible for planning, project management and
budget keeping. In this proces proactiveness is the core of our way of working.



EVENT PHASES

01 CONTRACT PHASE

Kick-of session with core team, establish detailed timeline and work structure. Cost indication agreed. Outline contract drawn up. Contract confirmation signed.

03 PRODUCTION PHASE 1

First draft of script. Update cost indication. Contract all suppliers. Deciding on high-level topics. Final draft floorplan and stages. Start production of everything.

05 EVENT PHASE

Run-of-show run-through, build-up, rehearsals. SHOWTIME!

02 CREATIVE PHASE

Cost estimate based on current plans, first draft programme & run of show, select suppliers. Updated concept floor plan, stages & structures. Meetings with supplier and specialists within team.

04 PRODUCTION PHASE 2

Decide on issues at detail level, no changes after this point. Update cost indication. Final discussions with all suppliers, capture & address final details. Update cost indication. Final changes to script

06 AFTERCARE PHASE

Evaluation, financial settlement, sharing photos and videos.



SUSTAINABILITY

As an agency, we are aware of our footprint and strive to minimize it in every possible way. Sustainability is a key consideration throughout our production process — from concept to execution.

As part of our selection process, we actively challenge each provider to offer sustainable solutions for their contribution. In return, we invite our partners to challenge us as well, sharing their own policies and insights. Where needed, we consult specialized advisors to ensure the highest standards.

Whenever possible, we opt for rental solutions to prevent unnecessary productions. To reduce waste, we keep custom-made items to a minimum and use recyclable materials that can be sorted, reused in future productions, or properly recycled after the event.

Finally, we prioritize a local supply chain, supporting regional partners and minimizing transport-related emissions — combining creativity with conscious choices every step of the way.





[CLICK HERE](#)

SHOWREEL





**LET'S GET THE
PARTY STARTED!**

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