

AGES Annual Event 2022

Program & Agenda

Sunday, May 15, 2022

Optional, upon registration:

14:15 Meet in the lobby of the Hotel for the visit at the Floriade Expo

14:30 - 18:15 Transfer by bus to Almere (Floriade 2022 Expo)
Presentation by Ton Vergeldt, Arcadis Nederland B.V.
Guided visit of the Floriade Expo site
Return by bus to Amsterdam

For all participants:

13:30 – 18:00 Check-in at Sir A'DAM Hotel, registration and handing over of
welcome package at AGES desk located next to reception (1st floor)

19:00 – 20:30 Welcome Reception with
drinks & snacks A'DAM & Co, 18th floor

For late arrivals:

19:00 – 20:30 Handing over of welcome package at AGES desk in front
of Welcome Reception

For speakers:

20:00 Dinner for speakers Restaurant Moon, 19th floor

Monday, May 16, 2022

for Associate Members, Members, Partners and invited Guests

The Loft, Conference room, 16th floor A'DAM Tower

08:00 – 08:30 Registration and handing over of welcome package at The Loft, 16th floor

- 08:30 Opening address, Daniel Cordey, Chairman, AGES
Welcome address, Joris Joosen, representing the hosts
- 08:45 Imre van Leeuwen, Director of Formula 1 Heineken Dutch Grand Prix
Owner of SportVibes
- 09:30 Michael G. Cole,
CTO, PGA European Tour & Ryder Cup Europe
- 10:15 Morning Break
- 10:45 Andreas Schär,
Managing Director, EURO 2024 GmbH
- 11:30 John Mulder,
CEO Mojo Concerts BV
- 12:15 Lunch Break Restaurant Moon, 19th floor
- 13:45 Michal Langer,
CEO, European Games 2023 Kraków-Małopolska
- 14:30 Sven Stimac,
CEO friends+friends AG
- 15:15 Afternoon Break
- 15:45 Francesco Romussi
Games Delivery Director, Milano Cortina 2026 Organizing Committee
- 16:30 Duncan Stuttherheim
Entrepreneur & founder of the event company ID&T
interviewed by Joris Joosen
- 17:15 Closing of Conference
Group Photo
- 17:30 – 17:50 Pre-arranged one-to-one meetings, Press Room, 17th floor
slot 1 as per separate agenda
- 18:30 Meet in the lobby of Hotel for a 15 minutes' walk to start the
Drinks & Dinner Experience
- 19:00 Drinks at Brouwerij de Prael, Oudezijds Armsteeg 26, Amsterdam
- 20:15 Dinner at Restaurant Café in de Waag, Nieuwmarkt 4, Amsterdam
- 22:00 Guided walk back to Hotel

Tuesday, May 17, 2022

for Members, Partners and Guests, afternoon Members only

The Loft, Conference room, 16th floor, A'DAM Tower

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| 08:30 | Opening address by Chairman, AGES | |
| 08:35 | Workshop International Association of Horticultural Producers (AIPH)
Tim Briercliffe, Secretary General AIPH | |
| 09:20 | Outlook session
Xavier Becker, Head of Venues, Infrastructures & Services at IOC | |
| 10:00 | Morning Break | |
| 10:30 | Presentation of Practice Guide, Part II
Jon Coxeter-Smith, Founder and CEO Sagacity MCS Ltd | |
| 11:00 | Presentation of Sustainability Guide
Dr. Rolf Schwery, CEO SchweryCade AG | |
| 11:30 | Speed Presentations by pre-selected member companies | |
| 12:00 | Lunch Break | Restaurant Moon, 19 th floor |
| 13:15 | Partners Presentations
Josh Gordon, Head of Games, Rock-it Global
Maarten Kormelink, EY Group | |
| 14:00 | Strategic outlook from the board of AGES
Hans Verhoeven, Jeff Burke
The future of Annual Events
Dave Crump, David de Behr
Strategic questions on the agenda in 2022 | |
| 14:30 | General Assembly Meeting,
Daniel Cordey, Chairman AGES | |
| 15:15 | Official Closing of Annual Event 2022 | |
| 15:20 – 15:40 | Pre-arranged one-to-one meetings,
slot 2, as per separate agenda | Press Room, 17 th floor |
| 15:30-16:00 | Debrief Session, Host and
Board Members | Corner Room, 17 th floor |