

The best idea is an IDEA agency!

This page provides you with the English summary of the informative IDEA website.
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What is IDEA?

The IDEA trade association represents the Netherlands' most prominent organizers of business events. IDEA members mastermind and implement unique and creative events of a high calibre for all their clients. The IDEA trademark of quality is a guarantee of their creativity, professionalism and continuity.

IDEA safeguards the collective interests of its associated agencies. And in order to achieve this, we have a long history of good relations with government agencies, other event organizers, suppliers, legal advisors, insurance companies and trade and general press, amongst others.

IDEA wants to set the benchmark for the event and live communication industry. We work together with our members to chart its course. In doing so we aim is to contribute to its further professionalization and development.

Target groups, objectives and services

IDEA focuses on a variety of target groups: members, clients, event training, preferred partners.

Membership

The IDEA membership offers its members an array of worthwhile benefits: inspirational meetings, a knowledge and networking platform, liability and event insurance, event marketing research and market trend reports in collaboration with independent research bureau NIDAP, terms and conditions of sale and purchase, training.

Clients

Selecting a good event agency is simple with IDEA, as the IDEA trademark is a guarantee of quality. Prospective members undergo a comprehensive audit, enabling IDEA to appraise the quality of potential new members. Clients can find an up-to-date list on the IDEA website of all the registered member agencies that are entitled to use the IDEA trademark of quality.

Organizations that are looking for a new agency to work with, are especially appreciative of IDEA's quality filter. They use the IDEA membership as an initial selection criterion. But many clients choose an IDEA agency because of the access to good insurance that IDEA offers, and its network of associated agencies. IDEA can also make recommendations to clients who want to start a pitch procedure.

Event Training

IDEA is a strong proponent of training as it contributes to the development of creativity and professionalism of the industry. Its approach is two-pronged: training the current group of established professionals through the IDEA Masterclass programme, and maintaining an optimal connection with the next generation of professionals through partnerships with major colleges.

Our goals for the partnerships with colleges are: to improve the connection between event training and (staffing needs of) IDEA agencies, to inform IDEA members about existing event training and to support agencies in recruiting suitable trainees.

Partners

IDEA has Preferred Partners: companies and organizations that embrace IDEA's mission and ambitions and believe in the power of a network-centric organization. IDEA members are a special target group for these Partners.

One of IDEA's international Preferred Partners is the BEA organization: European Best Event Award.

Products and Facilities

IDEA offers a range of products and facilities to support members in the optimization of 'good entrepreneurship':

- IDEA Event Insurance
- Collective IDEA Liability Insurance
- General Terms and Conditions of Sale
- Pitch Guidelines
- Recognition of event training
- Legal advice
- Emergency management courses
- Operational definitions

The products and facilities have been developed for IDEA members, but the clients also clearly benefit from the objective of good entrepreneurship.

Inspiration Blog

Creativity is an important bonus for clients when using an IDEA agency, according to research conducted by IDEA and NIDAP. And as an additional incentive to stimulate the creativity of members and non-members, we maintain an Inspiration Blog on our website.

Board

All board members are owners and/or directors of event agencies. They are elected by the members for a three-year term.

The board formulates IDEA's joint vision and policy. In addition, each board member has his or her own portfolio and acts as the board's spokesperson in that field. There are six portfolios: Meetings, Communications & Research, Members, Training, Legislation/Regulations & Insurance, Innovation. The board implements the policy jointly within the various portfolios.

Secretariat

The IDEA secretariat maintains links with other members, (preferred) partners and the press. Clients can also obtain information here about IDEA's services and products and where its members are active.

Association Manager Maarten Schram oversees the Secretariat, assisted by Hotty Swart.