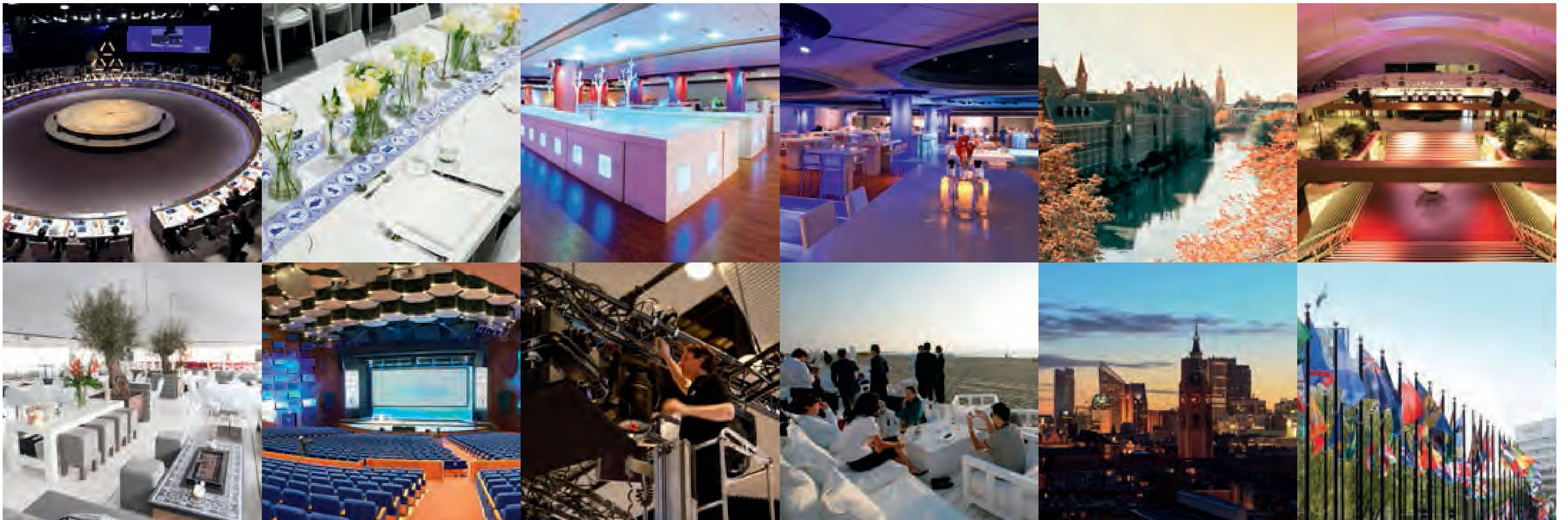


# world forum 📍



CONTENTS



THE WORLD FORUM IS THE LEADING INTERNATIONAL CONVENTION CENTRE IN THE HAGUE. IT SUCCESSFULLY HOSTED THE LARGEST SUMMIT IN THE HISTORY OF THE NETHERLANDS: THE NUCLEAR SECURITY SUMMIT 2014. THIS INTERNATIONAL CONFERENCE WAS ATTENDED BY THE LEADERS OR HEADS OF STATE OF MORE THAN 50 COUNTRIES, INCLUDING PRESIDENT OBAMA OF THE UNITED STATES OF AMERICA.

HOSTING  
THE WORLD

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# THE HAGUE

THE HAGUE IS A BEAUTIFUL CITY BEHIND THE DUNES AND TODAY STILL KNOWN AS 'THE LARGEST VILLAGE OF EUROPE'. IT IS A CITY THAT IS FULL OF HISTORY AND ROYALTY.







## **CITY OF PEACE AND JUSTICE**

The Hague is the international city of peace and justice, making it unique among all cities of the world. The Hague is the 2nd UN city in the world, home to seven United Nations headquarters, the Peace Palace, Eurojust and the Permanent Court of Arbitration.

## **ROYAL RESIDENCE AND PARLIAMENT**

Moreover, The Hague is the seat of the government of the Netherlands as well as the Royal residence.

## **BUSINESS IN THE HAGUE**

The Hague has very strong international business sectors. With excellence in: ICT & Telecom, Energy, Security and Life sciences & Health.

## **LEISURE**

The World Forum is located between the city centre and the beach. With many bars, restaurants and nightclubs, The Hague offers a cosmopolitan hospitality.



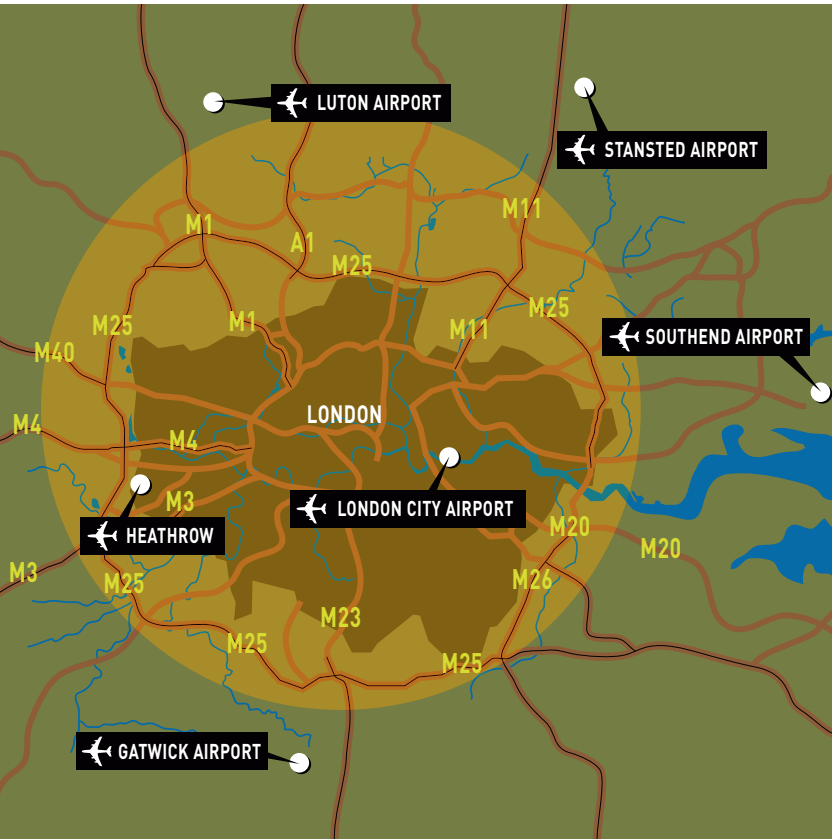


WITHIN EASY REACH

The Hague is located between two international airports.

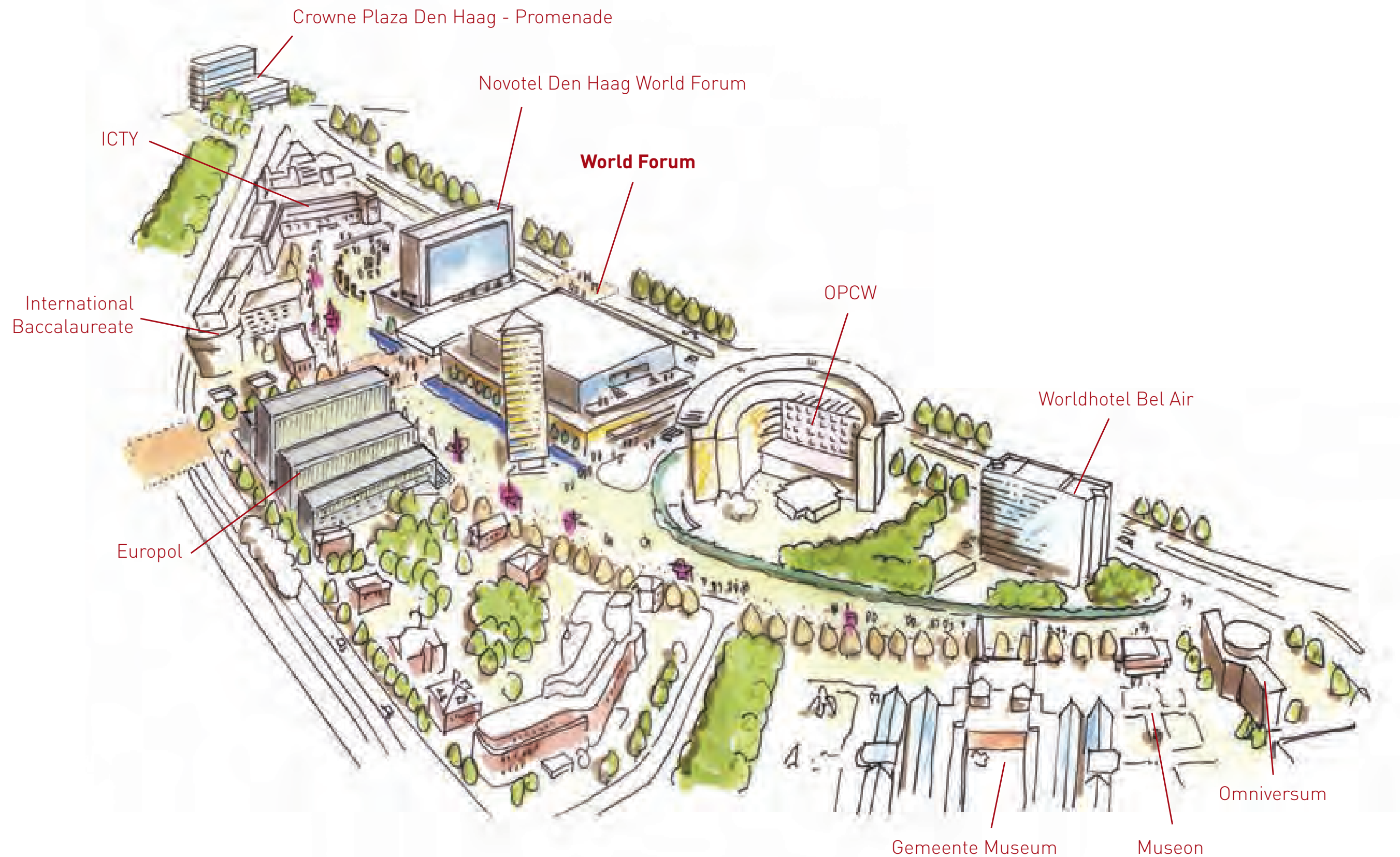
- Amsterdam Airport Schiphol → World Forum  
30 minutes by car and 45 minutes by public transport
- The Hague/Rotterdam Airport → World Forum  
20 minutes by car and 60 minutes by public transport

*This circled part of the Netherlands has the same circumference as the greater London area.*



THE WORLD FORUM IS CENTRALLY LOCATED AT THE BEATING HEART OF THE INTERNATIONAL ZONE OF THE HAGUE, BETWEEN THE CITY CENTRE AND THE BEACH. A FAMILIAR AND ACCESSIBLE ZONE FOR INTERNATIONAL ORGANISATIONS ACTIVE IN THE AREAS OF PEACE AND JUSTICE.

Here you will find the International Criminal Tribunal for the former Yugoslavia (ICTY) as well as the Organisation for the Prohibition of Chemical Weapons (OPCW) and Europol.





# WORLD FORUM

THE WORLD FORUM IS UNIQUE BECAUSE IT IS A COMPACT VENUE AND STILL HAS THE LARGEST AUDITORIUM IN THE NETHERLANDS.



Due to the extensive technical facilities and the large stage, the World Forum Theater is the perfect room for high level meetings. The World Forum is also suited for small-scale meetings. The several rooms can be used for break out sessions or small meetings. Each room has its own unique ambiance. This ambiance creates an inspiring environment.

**EXCLUSIVE USE** of the venue is possible.

You can transform the entire building to suit your personal wishes and your **COMPANY BRANDING**.

The World Forum is a compact venue with an intimate atmosphere and a **NATURAL NETWORKING AMBIANCE**.

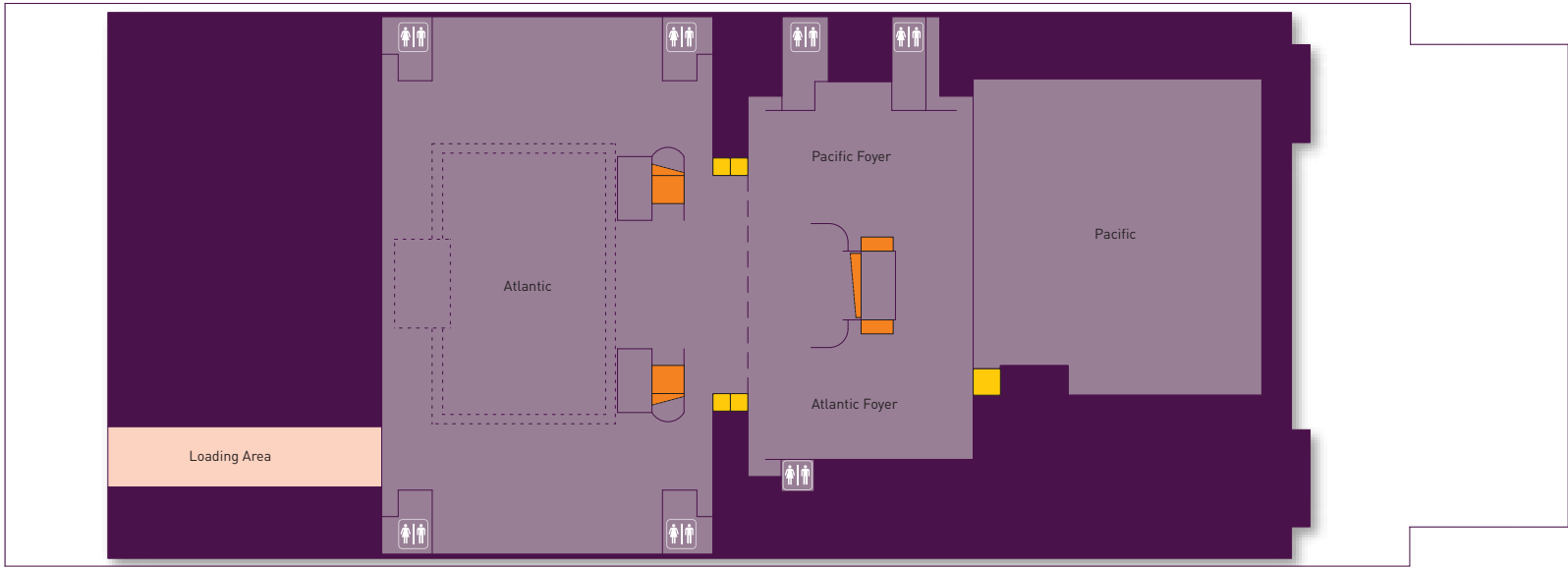
The **CENTRAL STAIRCASE** is the heart of the building and all rooms are located around this central staircase.



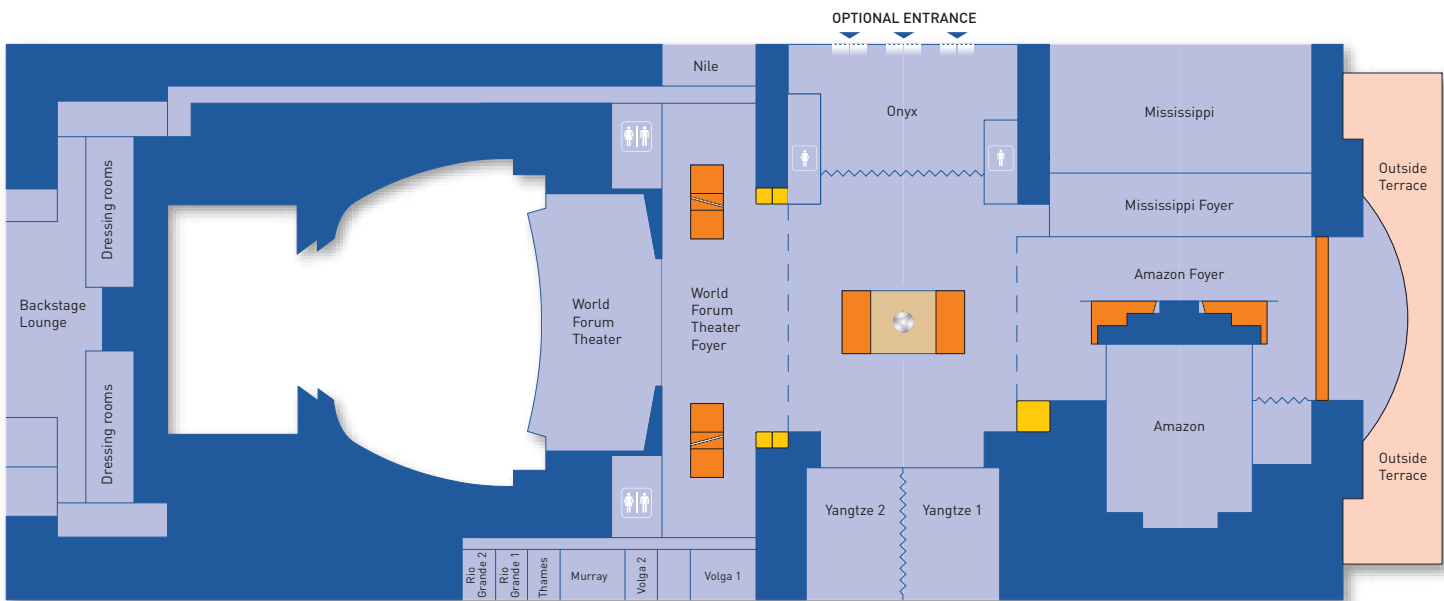


FLOORPLANS

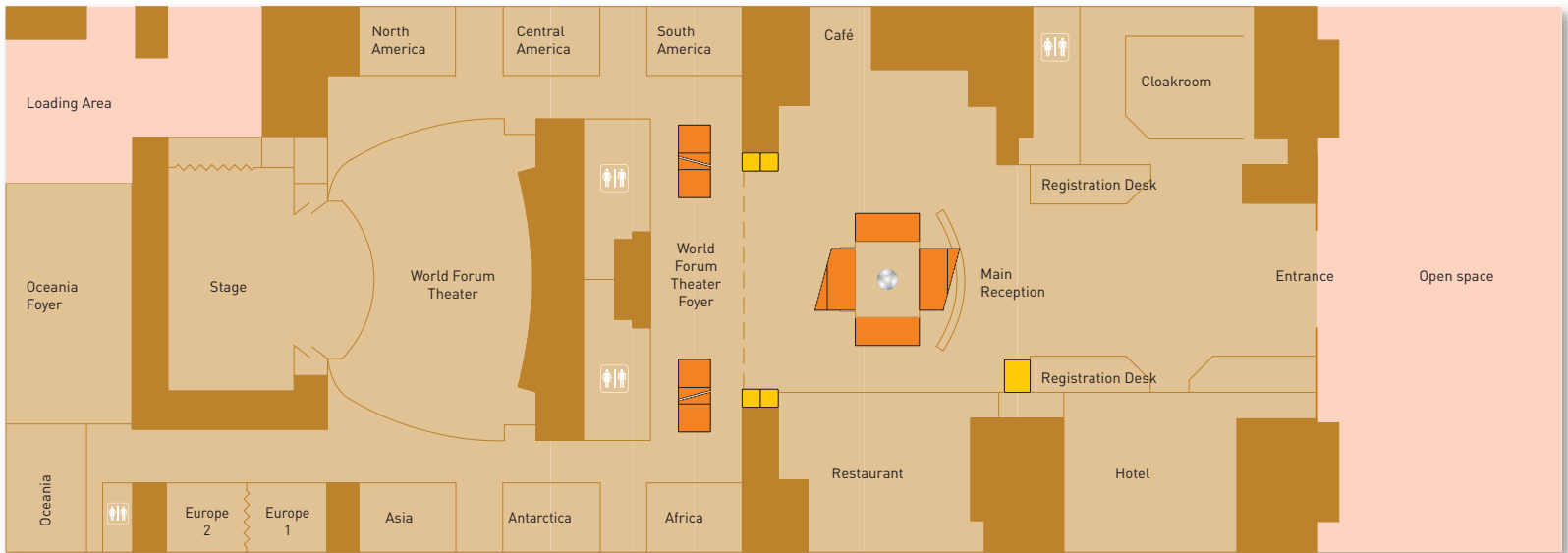
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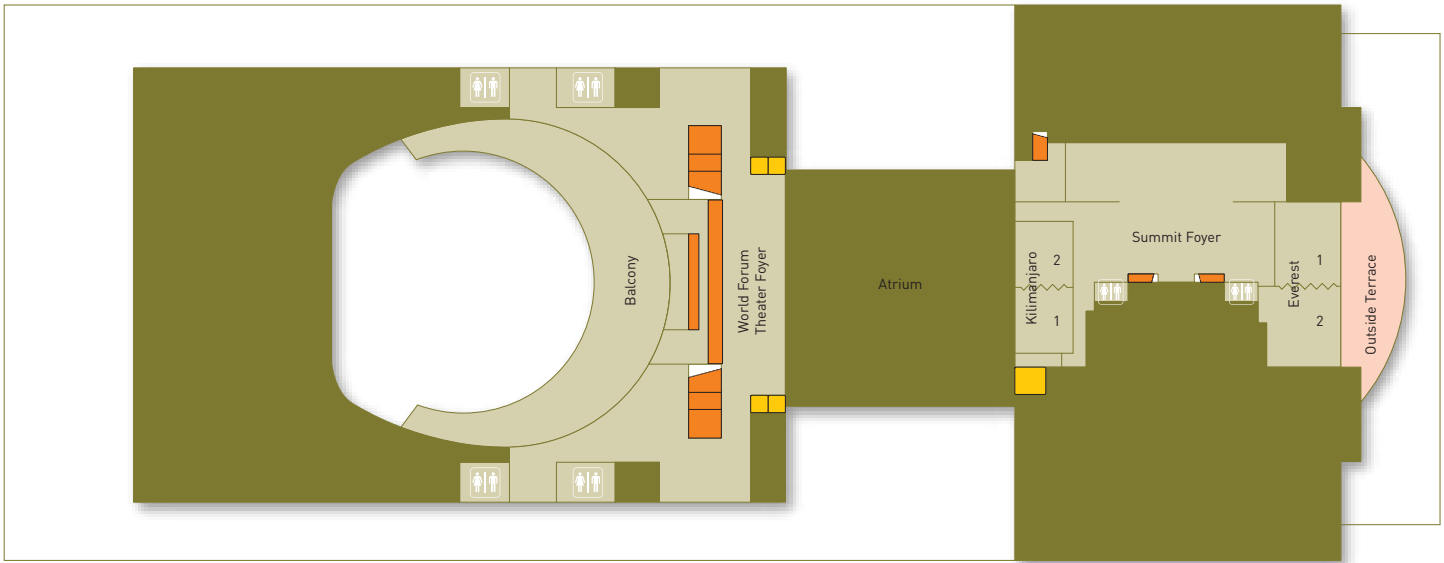
 1 RIVERS



 0 CONTINENTS



 2 MOUNTAINS



[illegible]

# WORLD FORUM THEATER

- Largest auditorium in The Netherlands (2,161 seats)
- Compact set-up (770 seats)
- Sloped seating, which allows for an excellent view of the stage from every angle
- Large stage (24 x 18 meters) that is adjustable in height
- 9 dressing rooms and a spacious foyer
- Wide range of technical possibilities (such as a flying system)
- 12 interpreters booths
- Set light and sound installation, completely fitted to the room





# ATLANTIC

- Atmospheric room of 2,500 m<sup>2</sup> in total
- Maximum theater capacity of 855 persons
- Multifunctional space; suitable for dinners, parties, conferences and expositions
- Due to the fact that parts can be completely darkened, the room is also suitable for smaller groups
- The starry sky adds to creating a special atmosphere
- Set truss construction surrounding the pillars, which makes the hanging of plasma screens or additional lighting or sound accessible
- Spacious foyer of 1,000 m<sup>2</sup>



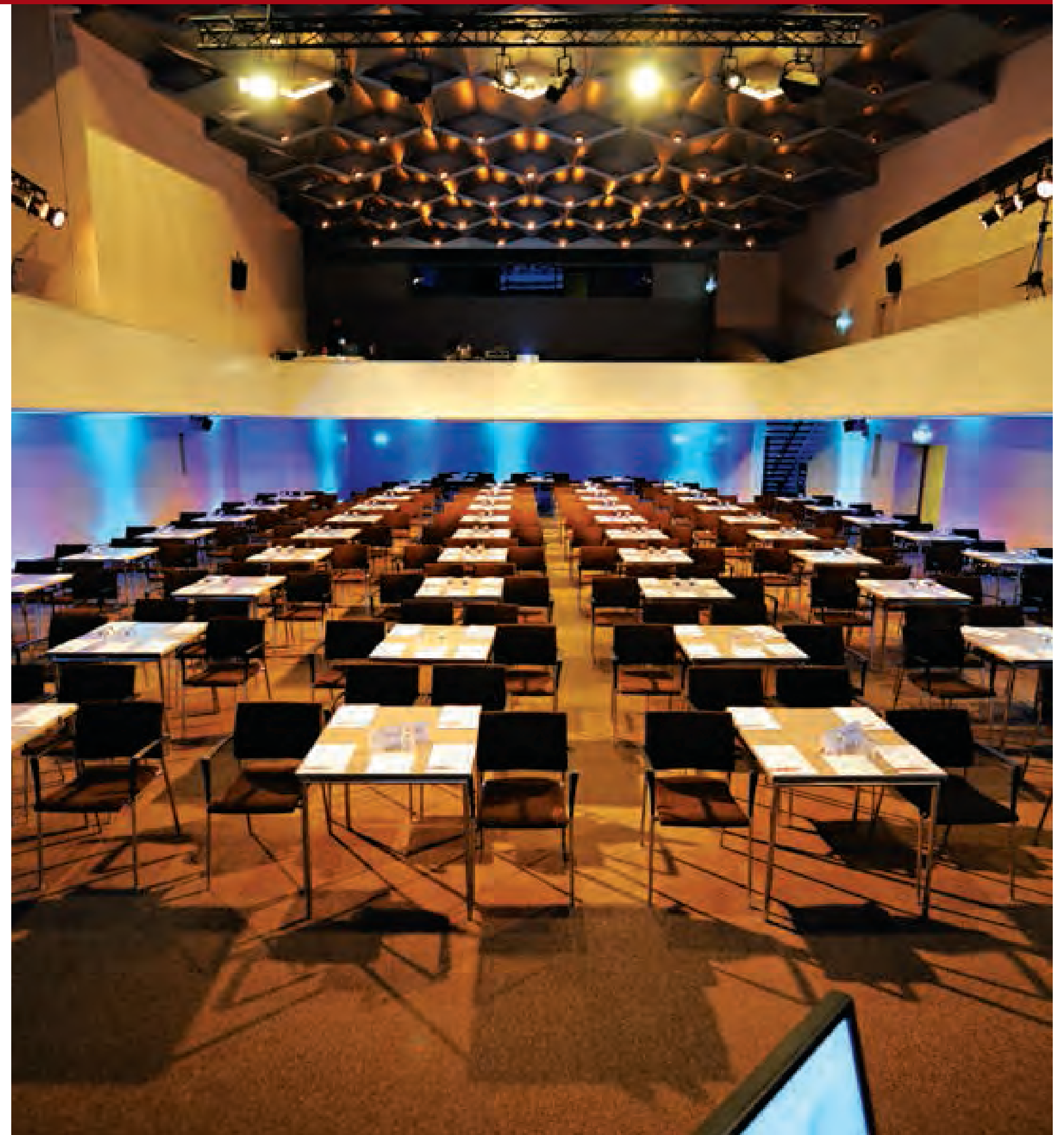
# AMAZON

- Room with a maximum capacity of 360 persons
- Control booth for sound and light
- Atmospheric room with beautiful hardwood flooring
- Spacious private foyer with daylight and balcony
- 6 interpreters booths
- 4 smaller breakout rooms are located directly above the Amazon, which creates a certain compactness



# MISSISSIPPI

- Room with a maximum capacity of 360 persons on the ground floor with an additional 75 seats on the balcony
- Due to the white paint finish, the room can be easily transformed into any desired ambience
- 5 interpreters booths
- Perfect acoustics due to the honeycomb ceiling





# EXPO

**BESIDES THE WIDE ARRAY OF CONFERENCE ROOMS, THE WORLD FORUM ALSO OFFERS 10,000 M<sup>2</sup> FOR EXHIBITION SPACE**

- Lower ground floor: 5,000 m<sup>2</sup>
- Ground floor: 3,250 m<sup>2</sup>
- First floor: 1,750 m<sup>2</sup>



# PARTY / RECEPTION

IT IS NOT WITHOUT REASON THAT THE PREVIOUS NAME OF 'NEDERLANDS CONGRESSENTRUM' CHANGED ITS NAME TO THE WORLD FORUM A FEW YEARS AGO. THE LOCATION IS NOT ONLY THE PERFECT PLACE FOR CONFERENCES, IT ALSO LENDS ITSELF VERY WELL FOR STAFF PARTIES. THE NEUTRAL DECOR OF THE WORLD FORUM ALLOWS FOR IT TO BE TRANSFORMED EASILY. FOR THIS REASON, EVERY COMPANY IS ABLE TO PUT THEIR OWN STAMP ON THEIR EVENT.



# WORLD FORUM SERVICES

The World Forum is a **FULL SERVICE VENUE**. Together with our international professional partners, we can offer you all facilities. All partners are renowned for providing **TOP-CLASS SERVICE**.

The World Forum understands that every client has their **OWN NEEDS AND REQUIREMENTS**. Therefore, our team has all the skills and knowledge to assist you. We would be more than pleased to work aside with your team. Together we will make your event a great success!

World Forum is **AWARDED WITH THE MAXIMUM SCORE** by the Dutch Conference Accreditation Agency in the 5 hammer rating system.



## FINANCE

- Financing & Guarantee fund
- Budgeting ■ Financial support
  - TAX ■ VISA
- Connect client to local network
  - Streamlining



## CONGRES ORGANISATION

- Coordination ■ Planning
- Event Marketing ■ Streamline
- Advise ■ Liaison with PCO/DMC /agent
  - Touristic/city information



## LOCATION

- Catering ■ Audio Visual ■ WiFi & IT service
  - Exhibition services ■ Branding & signage
- Registration ■ Concept design / decoration / flowers
- Supporting Staff (First Aid, Security, Hostess)
  - Delegate boosting



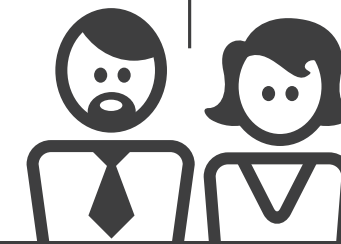
## HOTELS

- The Hague Hotel Service; organises your hotel accommodations



## TRANSPORT

- Shuttle bus ■ VIP services
  - Airport transfers
- Public transport ■ Taxi service
  - Supporting staff



## ORGANISER



## OFF-SITE VENUES

- Welcome event ■ Gala dinner ■ Reception
- Closing parties ■ BBQ at the beach ■ Special event





## CATERING

The World Forum has developed their own food and beverage assortment: **World Forum Gusto**. World Forum Gusto offers outstanding value for money, as well as an excellent and accessible assortment, with the high level of service and quality as one would expect from a professional organization as World Forum.



The World Forum has catered quite a range of different events, from an extremely luxurious sit-down lunch for 73 ministers from around the world and the business networking lunch for 2,000 visitors from Microsoft.

## AUDIO VISUAL / LIGHT & SOUND

The World Forum works with a professional partner for audio-visual services and light and sound. Because of fixed installed infrastructure and in most cases fixed installed equipment, the World Forum can offer you an aesthetic and sophisticated technical solution.



## ICT

World Forum provides continuous a bandwidth of more than 300 MB internet connectivity and can be upgraded to 1 GB bandwidth. This internet gateway provides a range several public IP addresses at the outside. On request, several Internet connections can jointly be connected by means of separated routers with their own separated local IP ranges.

World Forum offers free Wi-Fi facilities in all break-out rooms and public spaces. This means that in every room a standard Wi-Fi feature is available for regular and varied use of the network by the normal number of people that fits the size of the space.



*“Your hospitality was great,  
the organisation flawless and my visit was truly ‘gezellig’ ”*

*US President Barack Obama about the Nuclear Security Summit 2014*

*“I travel a lot in this job and see many venues, along with many levels of service, most of which I would consider average. However, I am writing to you because the support we received this past week was so outstanding that it deserves some recognition.”*

*Van A. Martin – IBM*

# HOTELS

FROM A FIVE-STAR DELUXE HOTEL TO A FOUR STAR BUNGALOW PARK, THE HAGUE OFFERS YOU ROOMS FOR BUSINESS EVENTS IN SEVERAL PRICE LEVELS.

On top of the World Forum you will find the comfortable Novotel Den Haag World Forum. On walking distance you will find a further 500 hotel rooms.

For reservations contact The Hague Hotel Service, [hotelservice@worldforum.nl](mailto:hotelservice@worldforum.nl)



Walking distance from the World Forum (±4 minutes)	ROOMS
BEL AIR HOTEL ★★★★★	327
NOVOTEL DEN HAAG WORLD FORUM ★★★★★	216
CROWNE PLAZA DEN HAAG PROMENADE ★★★★★	175

5-10 minutes drive from the World Forum	ROOMS
STEIGENBERGER KURHAUS HOTEL ★★★★★	253
NH DEN HAAG ★★★★★	205
IBIS HOTEL DEN HAAG CITY CENTRE ★★★	197
HILTON ★★★★★	195
CARLTON BEACH HOTEL ★★★★★	187
BILDERBERG EUROPA HOTEL SCHEVENINGEN ★★★★★	174
MERCURE HOTEL DEN HAAG CENTRAL ★★★★★	159
NH ATLANTIC HOTEL ★★★★★	152
EDEN BABYLON HOTEL ★★★★★	143
PARKHOTEL DEN HAAG ★★★★★	120
NOVOTEL DEN HAAG CENTRUM ★★★★★	106
HOTEL DES INDES ★★★★★	92
BADHOTEL SCHEVENINGEN ★★★★★	90
IBIS HOTEL DEN HAAG-SCHEVENINGEN ★★★	88
CARLTON AMBASSADOR HOTEL ★★★★★	78
HAMPSHIRE HOTEL DEN HAAG ★★★★★	47
HOTEL NOORDZEE ★★★	44
CORONA HOTEL ★★★★★	36
BOULEVARD HOTEL SCHEVENINGEN ★★★	29
PALEIS HOTEL ★★★★★	20

20-30 min drive from the World Forum	ROOMS
GRAND WINSTON HOTEL ★★★★★	252
VAN DER VALK HOTEL DEN HAAG - NOOTDORP ★★★★★	142
MÖVENPICK HOTEL ★★★★★	125
NH ZOETERMEER ★★★★★	104
GREEN PARK HOTEL ★★★★★	96
VAN DER VALK HOTEL DENHAAG - WASSENAAR ★★★★★	92
BASTION HOTEL DEN HAAG/RIJSWIJK ★★★★★	88
TULIP INN ZOETERMEER CENTRE ★★★★★	60
GOLDEN TULIP ZOETERMEER CENTRE ★★★★★	40



# OFF-SITE VENUES


THE HAGUE HAS GREAT OFF-SITE VENUES LIKE THE BIG CHURCH, THE HARBOUR CLUB, THE LOUWMAN MUSEUM, MINIATURE CITY MADURODAM AND BEACH CLUB DOEN. THESE OFF-SITE VENUES ARE PERFECT FOR GALA-DINNERS, RECEPTION DRINKS, CLOSING PARTIES OR A BBQ AT THE BEACH.





# MEMBERSHIPS

THE WORLD FORUM WORKS WITH A NUMBER OF LEADING NATIONAL AND INTERNATIONAL TRADE ASSOCIATIONS. THIS ENABLES US TO MAINTAIN OUR CONTACTS, KEEP ABREAST OF DEVELOPMENTS ON THE MARKET AND MAKE A SIGNIFICANT CONTRIBUTION TO PROMOTING BOTH THE HAGUE AND THE NETHERLANDS. THE WORLD FORUM IS A MEMBER OF THE FOLLOWING TRADE ASSOCIATIONS:



**INTERNATIONAL CONGRESS & CONVENTION ASSOCIATION (ICCA)**

With over 1,000 member organizations and companies in 80 countries, ICCA has a worldwide network of meeting professionals, specialists in every aspect of hosting and organizing congresses and conventions. ICCA offers its members unique opportunities in the fields of acquisition and customer management.

PROUD SPONSOR OF



**MEETING PROFESSIONALS INTERNATIONAL (MPI)**

MPI is an organization that is active worldwide in raising convention and event organizations to a higher plane. The composition of its membership is unique: 50% planners and 50% suppliers. This balance contributes, among other things, to the professional development of the members of the organizations with whom they work. World Forum is gold sponsor of the Netherlands Chapter of MPI.




**HOTEL BOOKING AGENTS ASSOCIATION (HBAA)**

HBAA is the trade association for the hotel booking agency, apartment and venue community. HBAs are businesses that specialise in the procurement of accommodation, conference and event facilities and services in the UK and internationally on behalf of clients. The HBAA is the association that supports them and the hotel and venue companies they work with.



**INTERNATIONAL ASSOCIATION OF CONGRESS CENTRES (AIPC)**

The AIPC is the industry association for professional convention and exhibition centre managers worldwide. AIPC occupies a unique position amongst the various organizations that represent the meetings industry. It is a true international organization, with representation from over 54 countries around the world. The World Forum is the first convention center in the Benelux, which has completed the AIPC Quality Standards Program at the gold level. The AIPC Quality Standards Program is developed in response to ongoing interest by members in having an industry-specific program for identifying and evaluating key areas of convention centre performance leading to a visible, accepted and industry-specific form of recognition.



**CLC - VECTA CENTRE FOR LIVE COMMUNICATION**

The CLC - VECTA is a national trade organization for everyone who is professionally involved in organizing, accommodating and facilitating trade fairs, congresses and events.



# WORLD FORUM ETHICAL PROGRAM

ENVIRONMENTAL FRIENDLY OPERATIONS AND CORPORATE SOCIAL RESPONSIBILITY ARE TOP PRIORITY AT THE WORLD FORUM. BY THE NATURE OF THE EVENTS AND ITS OWN OPERATIONS THE WORLD FORUM BELIEVES IT CAN MAKE A DIFFERENCE IN THIS WORLD. THEREFORE WE SUPPORT MANY INITIATIVES FROM VERY SMALL LOCAL SCALE TO UN GLOBAL COMPACT.



**UN GLOBAL COMPACT**

World Forum was the first convention centre in the Netherlands to join the United Nations Global Compact initiative. For the World Forum and its partners, respect for human rights, safe working conditions and environmentally conscious operations are paramount concerns. The endorsement of the UN Global Compact is an extra incentive for the World Forum to continue to dedicate itself to a sustainable and responsible business climate. World Forum also supports the initiative of the Netherlands association of The Global Compact.



**NL DOET**

Each year, the World Forum and a number of its employees participate in NL DOET, the largest volunteer initiative in the Netherlands organized by the Oranje Fonds social fund. On the day of the event, they support a project or organization in the greater The Hague Area. These types of initiatives always take place during office hours, during which employees are paid as normal. This helps them to recognize the importance of corporate social responsibility and sustainable business and increases their awareness and commitment, which, in turn, motivates and inspires them in all their work.



**GREEN KEY**

World Forum is awarded with a Golden Green Key. The Green Key is the international eco-label for companies in the tourism and recreation sectors that desire to be seriously occupied with environmental protection in a manner that can be monitored.



**MPI SCHOLARSHIP PROGRAM**

The World Forum acts as a training institute within the conference and events sector. Since 2010 World Forum successfully contributed to the MPI Scholarship Program, in which its partners are Meeting Professionals International (MPI) and Stenden University. Each year students of Stenden University organized an event within a ten-week timeframe, with the support of experienced staff at the World Forum and MPI. The students are responsible for the content, the logistics, the organization and the promotion of the event. At their university, this kind of project can be executed in theory; here it is for real.



# GREEN EVENTS CHECKLIST

‘IT’S NOT EASY BEING GREEN’. FOCUSSING ON OUR CORPORATE SOCIAL RESPONSIBILITY, WE HAVE DISCOVERED THAT KERMIT IS RIGHT: “IT’S NOT EASY BEING GREEN”. WE HOPE THIS CHECKLIST WILL BE A USEFUL TOOL IN ORDER TO ORGANIZE A GREEN EVENT.



## off the beaten green track...

- ☐ If delegates arrive by car, have all tires checked and air-serviced, also as a reminder of the environmental impact of fully aired tires
- ☐ Have some actors walk around as “Environmental Police” to create awareness in a fun way
- ☐ Rent bicycles for all delegates for venue-hotel transportation
- ☐ Go beyond Carbon-Neutral and allow delegates to donate for example a planting of a tree and exceed your own neutral efforts

## preparation

- ☐ Assign an Environmental Officer to guard the green compliance of your event
- ☐ Establish a green purchasing policy. Your (potential) suppliers could sign this document in order to comply with your green standards
- ☐ Consider the possibility of a “paperless event” by planning all communication as follows: Announcements, invitations by e-mail, On-line registration, Updates during the event by SMS or by use of flatscreens, Seminar/workshop/event feedback on-line on site, Make hand-outs available on-line
- ☐ Order green meeting products, including writing pads and badges complying with the FSC mark requirements. Products bearing this mark guarantee a manufacturing process in which the entire cycle from cutting down trees up to and including the end product has been strictly monitored.
- ☐ Prepare an environmental policy for the meeting, and share it with all those involved: management, suppliers, delegates, presenters and exhibitors
- ☐ Establish a Carbon-Neutral initiative to counteract the CO<sub>2</sub> emissions resulting from your event. [www.climateneutralgroup.com](http://www.climateneutralgroup.com) and [www.klimaatfondsdenhaag.nl](http://www.klimaatfondsdenhaag.nl)

## accommodation and venue selection

- ☐ Choose hotels and meeting venues that are connected to the airport by mass transit, and within walking distance of one another
- ☐ Ask potential accommodation suppliers for their in-house environmental policies and a description of programs
- ☐ Give preference to hotels and venues with a Green Key certificate [www.green-key.org](http://www.green-key.org)
- ☐ Perform a site visit to verify that your environmental service requirements can be met
- ☐ Choose a hotel and/or venue that is interested in doing more to become green. A willingness to cooperate will make your task so much easier

## transportation

- ☐ Make it easy for delegates to travel between the airport and the hotel/ meeting venue. Provide information about the local public transit system, or arrange for carpooling shuttles
- ☐ If vehicular transportation is required, look for vehicles that reduce emissions of greenhouse gasses such as CO<sub>2</sub>. Electric and hybrid powered vehicles, as well as vehicles propelled by natural gas, propane, methane gas, and ethanol, produce less emissions than gas or diesel fuelled vehicles
- ☐ Provide a public transit pass and map in delegates’ packages

## catering

- ☐ Minimize the use of disposables
- ☐ Offer organic meals and snacks which are in season and locally available
- ☐ Ask that condiments, beverages, and other food items be provided in bulk instead of individually packaged
- ☐ Ensure food and beverage packaging is recyclable, and that it will be recycled
- ☐ Give your delegates reusable coffee mugs at the start of the conference
- ☐ Offer fair trade, shade grown, organic coffee
- ☐ Request organic produce, and free run chicken/eggs/meats
- ☐ Offer vegetarian meal selections; vegetables consume less land base and energy to produce
- ☐ Ask delegates to ‘sign-up’ for meals, by letting you know what meals they will be attending. This will reduce food waste – and your costs

## exhibition

- ☐ Create signage that can be reused in future events
- ☐ Provide ‘re-use’ collection bins for delegate name tags
- ☐ Tell your exhibitors about your greening plan. Get them involved by asking them to:
  - Print their collateral materials on recycled paper stock, using vegetable-based inks
  - Bring only what they need to the event, and take away what they don’t hand out
  - Suggest they give away items that are made from recycled materials, durable, reusable, etc.
  - Promote their own environmental initiatives
- ☐ For venue and stand-builder:
  - On site recycling is provided for paper products and other recyclable materials that are generated
  - Choose decorations and display materials that can be reused
  - Clean-up crews be trained to sort out recyclable and reusable items from the garbage
  - Display booths be created using recycled material, and be reusable

## sources

[www.bluegreenmeetings.org](http://www.bluegreenmeetings.org)  
[www.greeninggovernment.gc.ca](http://www.greeninggovernment.gc.ca)  
[www.greenmeetings.info](http://www.greenmeetings.info)  
[www.conventionindustry.org](http://www.conventionindustry.org)  
[www.mpiweb.org](http://www.mpiweb.org)



# GL EVENTS

**THE WORLD FORUM IS MANAGED BY GL EVENTS.  
GL EVENTS MANAGES THIRTY-SEVEN CONVENTION  
CENTRES WORLDWIDE – FROM BARCELONA TO  
SHANGHAI – AND HAS MANY YEARS OF EXPERIENCE  
ORGANISING EVENTS.**

The company was founded over 30 years ago and has more than proven itself in the international convention sector, both in terms of services for and the organisation of large-scale events like managing exhibition and conference centres. With a presence on five continents, GL events has more than 3,900 employees.





# SEE YOU SOON IN THE HAGUE



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