

2-7 November 2014 Program

Sunday, November 2

12:00 PM – 7:00 PM Euhofa desk hotel lobby operational

Time	Delegates	Partners
All day	Arrivals and pick up delegates from The Hague Central station and train station Hollands Spoor or from Schiphol airport and Rotterdam The Hague airport. Transfer to: Grand Hotel Amrath Kurhaus, Gevers Deynootplein 30, 2586 CK DEN HAAG, Tel +31(0)70 416 2636	
06:45 PM - 07:00 PM	Walking to Museum "Beelden aan Zee"	
07:00 PM - 10:00 PM	Walking diner at Museum "Beelden aan Zee" Dress code: Tenue de ville	
10:00 PM - 10:15 PM	Walking back to the Kurhaus hotel	

Monday, November 3

Euhofa desk hotel lobby operational

07:00 AM - 08:30 AM

05:00 PM - 07:00 PM

Time	Delegates	Partners
06:30 AM - 08:00 PM	Breakfast at the hotel	
08:15 AM - 08:45 AM	Transfer from the hotel to the Royal Theatre Dress code: Business attire	
09:00 AM - 10:30 AM	Opening Ceremony Opening Session Academic Program by Michael Levie - partner and CEO of "citizenM" Hotels	
10:30 AM - 11:15 AM	Photo session and coffee break	11:00 AM Transfer to Panorama Mesdag
11:15 AM - 01:15 PM	Academic Session I "Discover hospitality insights and experiences" <ul style="list-style-type: none"> • Carl Rohde PhD – Ass. Professor of int. hospitality Trend watching, Hotelschool The Hague • Jan Huizing MSc – Research Fellow Chair Hospitality, Hotelschool The Hague 	Visit Museum "Panorama Mesdag" 12:45 PM Transfer to the Royal Theater
01:15 PM - 02:15 PM	Lunch at the Royal Theatre	
02:15 PM - 04:45 PM	City Highlights The Hague Tour	
04:45 PM	Transfer to the Kurhaus Hotel	
07:00 PM - 07:30 PM	Transfer to ROC Mondriaan Hotel & Management school	
07:30 PM - 10:30 PM	Tour and Diner at the ROC Mondriaan Hotel & Management school Dress code: Business attire	
10:30 PM - 23:00 PM	Transfer to the Kurhaus hotel	

Tuesday, November 4

Euhofa desk hotel lobby operational
 07:00 AM - 08:30 AM

Time	Delegates	Partners
06:30 AM - 07:45 AM	Breakfast at the hotel	
08:00 AM - 09:15 AM	Transfer from The Kurhaus Hotel to Amsterdam Dress code: Smart casual	
09:15 AM	Students ROC van Amsterdam will accompany the group to the Da Costastraat	
09:30 AM - 12:30 PM 10:45 AM - 11:15 AM Coffee Break	<p>Academic Session II "Co-creative innovation and design in tourism & hospitality"</p> <ul style="list-style-type: none"> • Geoff Marée MSc – Senior lecturer, PhD candidate on co-creative innovation and Imagineering / design expert, NHTV Breda • Frans Melissen PhD – Research manager & senior lecturer, sustainable hospitality engineering design methods expert, NHTV Breda • Bert Smit MSc – Senior lecturer, service design and leisure management expert, NHTV Breda 	<p>Walking Tour City Centre of Amsterdam</p> <p>12:00 PM Bus pickup spot at NH Barbizon Palace to return to the school</p>
12:30 PM - 02:00 PM	Lunch at the Hotel School ROC van Amsterdam	
02:00 PM - 05:30 PM	<p>Leisure program:</p> <p>02:00 PM Walking to bus platform 02:15 PM Bus departure from Q-park Marnixstraat 02:45 PM - 04:15 PM Tour NDSM district</p> <p><u>NDSM district:</u></p> <ul style="list-style-type: none"> • Pllek; a Pop-up café/restaurant in a sea container • Brooklyn Hotel an innovative hotel • Ship "Veronica"; the old radio pirate ship, which serves as a café/restaurant • "Kraan Hotel"; an industrial crane transformed into a "dare devil" hotel <p>04:30 PM Drinks and bites at Art'Otel 5&33 in the City Centre of Amsterdam 05:30 PM Free evening in Amsterdam or return to the Kurhaus Hotel and have a free evening in The Hague/Scheveningen</p>	
05:30 PM - 06:45 PM	Transfer to the Kurhaus hotel (early)	
05:30 PM - 10:00 PM	Free time Amsterdam or The Hague	
10:00 PM - 11:00 PM	Transfer to the Kurhaus hotel (late)	

Wednesday, November 5

Euhofa desk hotel lobby operational

07:00 AM - 09:00 AM

05:30 PM - 07:30 PM

Time	Delegates	Partners
06:30 AM - 08:30 AM	Breakfast at the hotel	
08:30 AM - 08:45 AM	Transfer from the hotel to Hotelschool The Hague Dress code: Tenue de ville	08:45 AM Transfer to Koppert Cress Monster
09:00 AM - 01:00 PM	Academic Session III "Delivering hospitality experiences" <ul style="list-style-type: none"> • Ms. Stolte, president of the board of directors, Hotelschool The Hague • Conrad Lashley PhD – Visiting professor and senior researcher, Stenden University • Daphne Dekker PhD – Ass. professor hospitality personality & behavior, Hotelschool The Hague • Xander Lub PhD – Ass. Professor experience & service design at Saxion University, Hospitality Business School • A student team of the hospitality excellence programme of the Dutch hospitality schools presents their "Hospitality Excellence Platform" case Presentation by Angelika Lohr, AHLEI	09:30 AM Visit "Koppert Cress"
10:45 AM - 11:15 AM Coffee break		11:50 AM Transfer to Delft
		12:15 PM Lunch Proeverij De Waag
		02:00 PM Transfer to Delft Pottery
		02:15 PM Delft Pottery "De Delftse Pauw"
01:00 PM - 02:30 PM	Lunch at the Hotel school	03:15 PM Transfer to Proeverij De Waag
02:30 PM	Transfer to Koppert Cress Monster	03:30 PM Coffee Break Proeverij De Waag
03:15 PM - 05:30 PM	Leisure program Koppert Cress	04:00 PM Guided historic city tour
05:30 PM	Transfer to the Kurhaus Hotel	Transfer to the Kurhaus Hotel
07:30 PM - 08:00 PM	Transfer to the Kyocera Stadium	
08:00 PM - 11:00 PM	Dutch evening Dress code: Casual	
11:00 PM - 11:30 PM	Transfer to the Kurhaus hotel	

Thursday, November 6

Euhofa desk hotel lobby operational
 07:00 AM - 08:45 AM
 02:30 PM - 06:30 PM

Time	Delegates	Partners
06:30 AM - 08:00 AM	Breakfast at the hotel	
08:15 AM - 08:45 AM	Transfer to ROC Mondriaan Hotel & Management school Dress code: Tenue de ville	
08:45 AM - 10:30 AM	General Assembly	
10:30 AM - 11:00 AM	Coffee break	
11:00 AM - 12:00 PM	Closing Academic Program Moderator: Sander Allegro – Allegro INNovations and director of industry relations at Hotelschool The Hague	Workshop pastry by Frank Homan
12:00 PM - 02:00 PM	World Café including Lunch at Grand Café	12:30 PM Lunch at Restaurant 't Doelhuys
02:00 PM - 04:30 PM	Options: <ul style="list-style-type: none"> • Free time • More culture time: Visit Museum "Mauritshuis" or Museum "Escher in het Paleis" • Pamper time: Have your nails, make up or hair done, or go for a foot or neck and shoulder massage 	
02:00 PM	Transfer to the Kurhaus hotel	
02:00 PM	Transfer to Mauritshuis, Escher or ROC Mondriaan school for beauty	
04:30 PM	Transfer from Mauritshuis, Escher or ROC Mondriaan school for beauty	
06:15 PM - 06:30 PM	Walking to St. Lourdes Church	
06:30 PM - 10:30 PM	Closing/Gala Dinner in the St. Lourdes Church Dress code: Black Tie	
10:30 PM - 11:00 PM	Walking back to the Kurhaus hotel	

Friday, November 7

Euhofa desk Hotel lobby operational
 07:00 AM - 15:30 PM

Time	Delegates	Partners
06:30 AM - 10:00 AM	Breakfast at the hotel	
All day	Transfers to The Hague Central station, and station Hollands Spoor or Schiphol airport and Rotterdam The Hague airport	