

**Feedback Belgian Evening – FERMA Forum MAASTRICHT 2013**

1. **Sponsoring**

22 affiliated members sponsored the event for a total amount of **41.250 Euro**.

8 silver sponsors at 750 Euro = 6.750 Euro

5 golden sponsors at 1.500 Euro = 7.500 Euro

9 platinum sponsors at 3.000 Euro = 27.000 Euro

A reminder of the invoices is being sent out in the week of 21/10/2013.

The formula of three different sponsoring categories remains attractive.

Sponsors had logos on digital invitations, reminders and thank you emails, on the website, on screens around the venue, on the menu cards. Some sponsors also offered gifts that were prepared in advance and handed out at the end of the event.

1. **Invitations**

All invitations and reminders were sent out by email. Registration was only possible online. This worked well in about 80% of the cases. Small bugs still needed to be repaired manually.

1. **Guests**

The board of FERMA, members from AMRAE and NARIM were included in the list of guests.

Sponsors gave the names of their guests (8, 4, 2 depending on category) in time.

201 people registered, 194 attended of whom 12 who hadn’t registered.

1. **Partners / Spouses**

Due to the large number of guests, only the partners and spouses of the board members were invited.

The board members who wished could have a room at La Butte aux Bois paid by BELRIM.

10 rooms were booked.

1. **Arrival**

4 Shuttle buses were foreseen from the Mecc to La Butte aux Bois. Finally, only 2 were needed. This needs to be organized differently in the future but the reason may be that many people came with their own transport as the venue was in Belgium.

The guests were welcomed by Ann at the entrance, were guided to the table with badges manned by two hostesses. Gaëtan and his wife welcomed the guests into the hall where they immediately received a glass of bubbles. This worked well although at one stage there was a long queue. Working with two tables for badges (splitting them in half alphabetically) could help solve this problem. Always foresee two hostesses per table. Extra care still needs to be taken when printing the list of attendees. Some people did register and had no badge.

1. **Catering**

The food and beverages were of excellent quality and quantity (ordered for 205 p). The formula of a combined walking dinner/show cooking with sufficient seating (high, low, armchairs) was successful. Maybe the formula should have been announced to the guests. The first two dishes were served at the table. Some people thought that was all they were going to get. The buffet opened after Gaëtan’s speech.

1. **Music**

The piano player and saxophonist took care of the right kind of background music which enhanced the atmosphere of the venue.

1. **Decoration**

The room was decorated with screens with the logos of the sponsors, blue and white indirect lights, the Belrim and Belgian flags and flowers.

The only mishap was that we ordered white flowers and the flowers were red instead. Small detail.

1. **Audiovisual**

The audiovisual material was installed by a professional company. The person in charge informed us about the use of the computer. Everything worked as planned.

1. **Photographs**

A professional photographer was present from 20h30 till 23h00. He took lots of pictures of the venue and the people in formal and informal settings.

The pictures are available for all attendees during 3 months on his website.

A selection of the pictures was put on the website in a gallery.

1. **Speech**

There were two speeches. The first speech took about 20 minutes and covered general issues and the link with Maastricht was apparent throughout. The old maps of Maastricht added a touch of class and history.

The second speech, which was about the BELRIM Prize, was programmed before the dessert buffet. Because of this many people were no longer paying attention and had left the first hall to stand near the buffet. It might be better to have the prize giving immediately after the Chairman’s speech to make sure everyone stays focused.

1. **BELRIM Prize**

Julie Vandenhouweele accepted the prize in name of the two winners who couldn’t attend. Gil Delcour was present to accept his prize. In future it is suggested that the promotor(s) of the winners should also be invited to the Belgian Evening and the Forum.

The tombstones for Julie Van Heghe and Laurien Van Der Meerssche are at their disposal at the BELRIM office.

1. **Thank You**

A thank you email was sent to the sponsors asking them for feedback and giving them the link for the photos.

Alll guests received a similar email giving them also the opportunity to download and/or order photos of the event.

1. **Website**

A post was put on the website to cover the event with an extract from the Chairman’s speech. Idem for the BELRIM Prize. A photo gallery was added.

1. **Feedback**

General feedback received during the forum and afterwards was all-round very positive.

22 October 2013

Ann De Wilde