CREATORS OF LIVE

GLOBAL EVENT AGENCY: LIVE EVENS & EXPERIENCES
DESTINATION MANAGEMENT: BENELUX & THE GAMBIA



+316 22641089
INFO@CREATORSOFLIVE.COM
WWW.CREATORSOFLIVE.COM

CREATORS OF LIVE

Creators of Live is a consultancy and organization agency for events with the world as a backdrop. We stand for live communication and live events from the Netherlands to the most exotic destinations and in between. A full-service organization agency for (brand) experiences, incentives, meetings, conferences and events. We work according to our creative, exclusive and especially hospitable method based on our core values: love, interest, respect, and success. In other words; we will exceed expectations and we bring stories to live!














CREATORS OF THE NETHERLANDS

Our aim? Surprise international guests in our wonderful Netherlands. As Destination Management Company (DMC Netherlands) we use The Netherlands over 15 years as decor for the most exclusive conferences, corporate events, incentives and business meetings. From Amsterdam to the Zealand coast or breathtaking Veluwe?

We take international guests on an exclusive, high end experience.



5- DAY INCENTIVE PROGRAM AMSTERDAM

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SUGGESTED INCENTIVE PROGRAM:

Day 1:

Arrivals:
TBD

Check-in:
Welcome reception with our Dutch Delft Blue Ladies (optional welcome gift)

Time at leisure or exploration tour

Evening:
Dinner at the "Culinary Museum of Amsterdam"

Day 2:

Morning:
Breakfast at the hotel

Upcycle Workshop
Create your own bike tire belt.

Lunch:
Lovely lunch at "In de Waag"

Afternoon:
Private & guided canal cruise with a luxury saloon boat exploring Amsterdam's history and architecture

Evening:
Dinner at Restaurant Herengracht

Day 3:

Morning:
Breakfast at the hotel

Little Netherlands
Guided Tour to the Zaanse Schans, with free time for sightseeing, shopping, activities

Transfer to Giethoorn photo stop at the Afsluitdijk

Lunch:
In "De Rietstulp" followed by a 1 hour whisper boating through the canals

Return transfer to Amsterdam

Evening:
Diamond Gala Dinner in the Sky!

Day 4:

Morning:
Breakfast at the hotel

Creative Amsterdam
Visit to Straat Museum + Graphity workshop

Lunch:
at Retaurant Helling 7

Afternoon:
Time at leisure or go shopping in the famous 9-streets of Amsterdam

Evening:
Closing dinner at RIJKS

Day 5:

Morning:
Breakfast at the hotel

Lunch:
Farewell lunch at a rooftop restaurant

Departure:
Luxury transfers and gifting for lasting memories



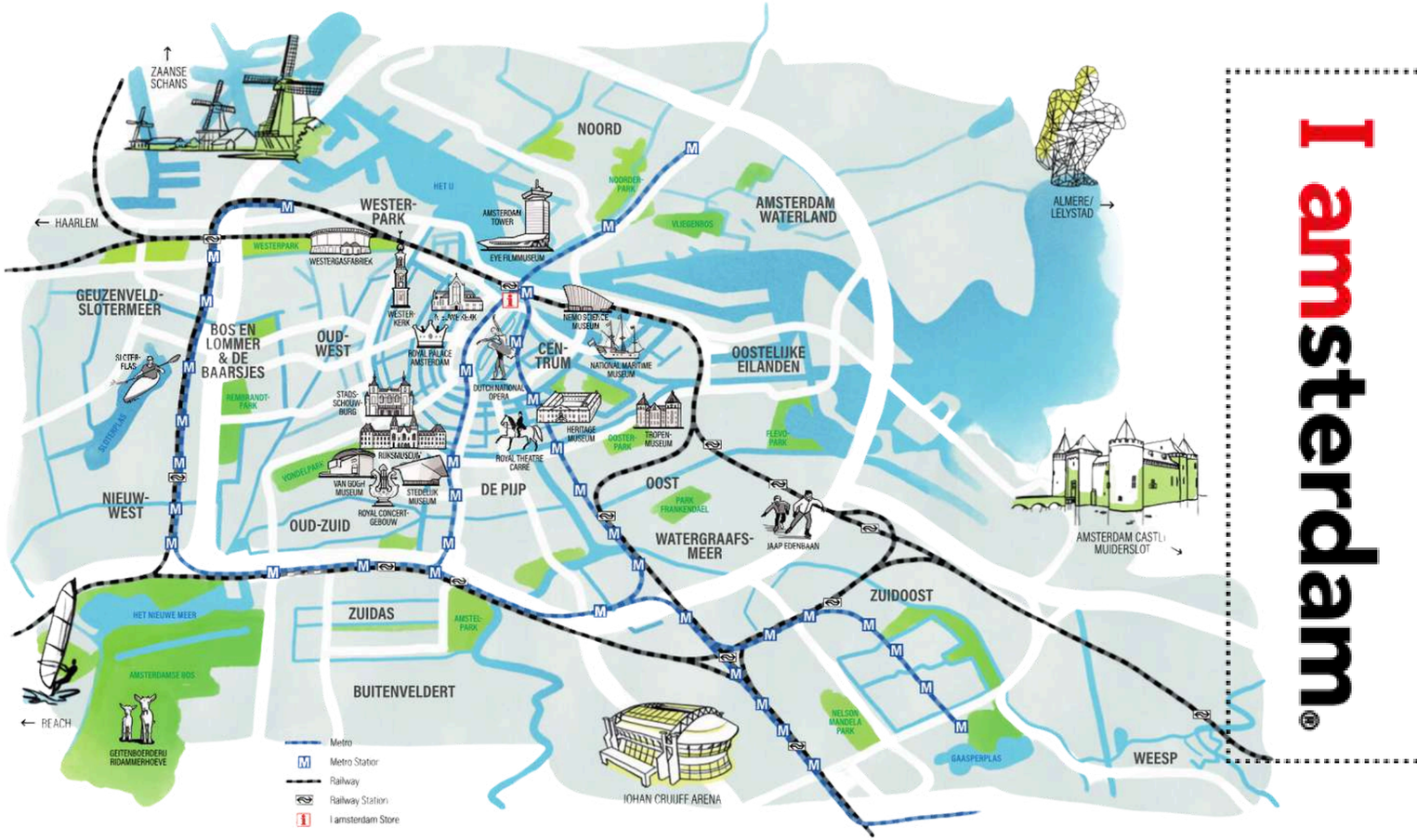
Every idea and concept is subject to adjustments and modifications, as our work is tailored to meet the specific needs of our client.

DISCOVER AMSTERDAM WITH US

Exploring Amsterdam with *Creators of The Netherlands* offers a unique, curated experience that combines the city's **rich history**, **artistic heritage**, and **modern charm**. Their insider knowledge ensures you'll uncover **hidden gems**, local favorites, and cultural treasures often missed by tourists. From **bespoke tours** of iconic spots like the Anne Frank House and Van Gogh Museum to guided strolls through the picturesque canals and vibrant neighborhoods, they provide a **personalized journey** tailored to your interests. Their expertise turns your visit into an authentic adventure, immersing you in Amsterdam's essence.

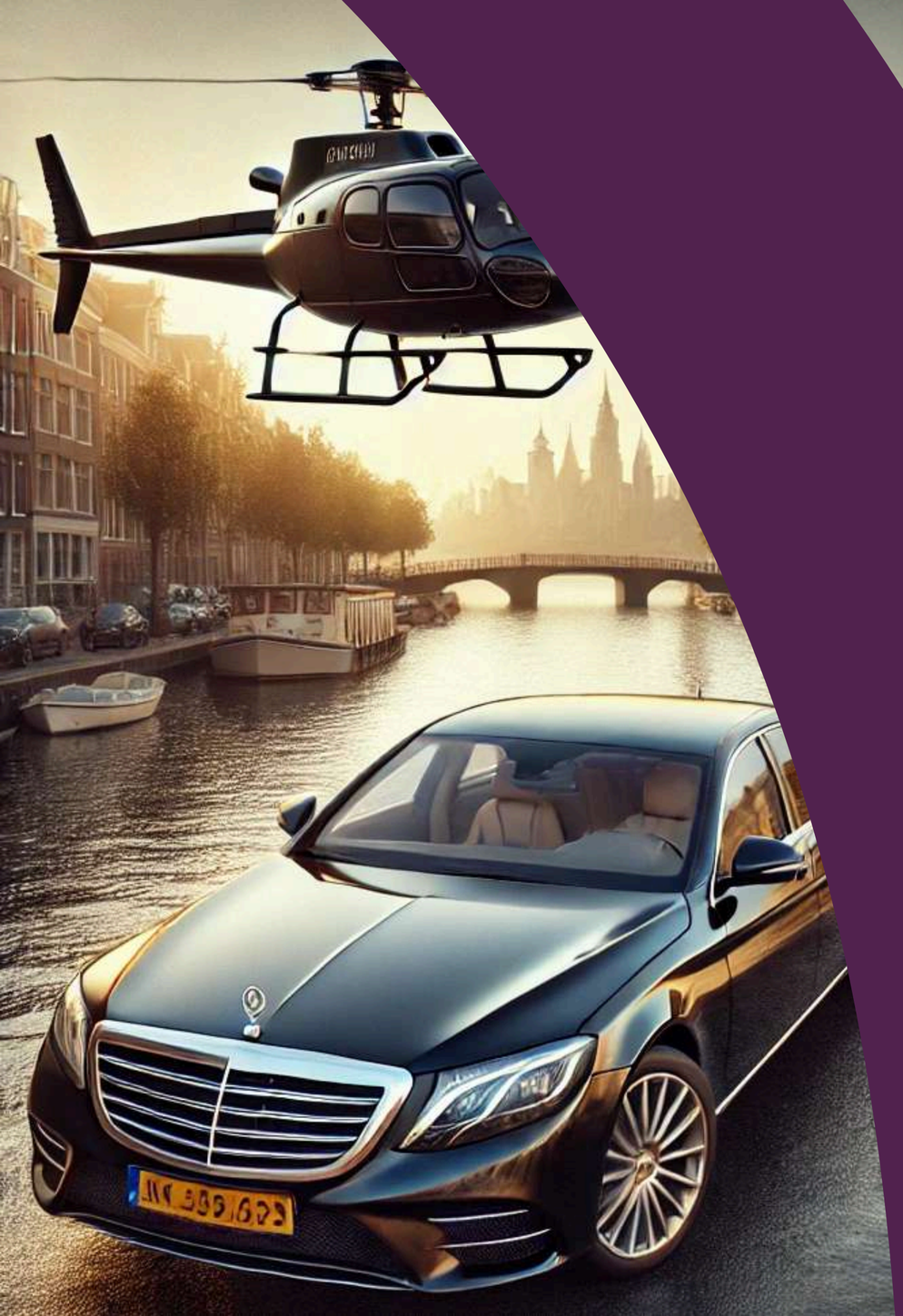
Amsterdam is renowned for its **picturesque canals**, historic architecture, and **vibrant cultural scene.** The city is famous for world-class museums like the Rijksmuseum and Van Gogh Museum, as well as its **liberal attitudes**, **cycling culture**, and charming neighborhoods such as Jordaan. Iconic landmarks like the Anne Frank House and the **flower markets** blend with a **buzzing nightlife** and **innovative dining**, making *Amsterdam a dynamic fusion of tradition and modernity.*

Creators of The Netherlands is official and proud partner of:



I amsterdam.

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Wherever, Whenever,

we take you everywhere!

TRANSFERS

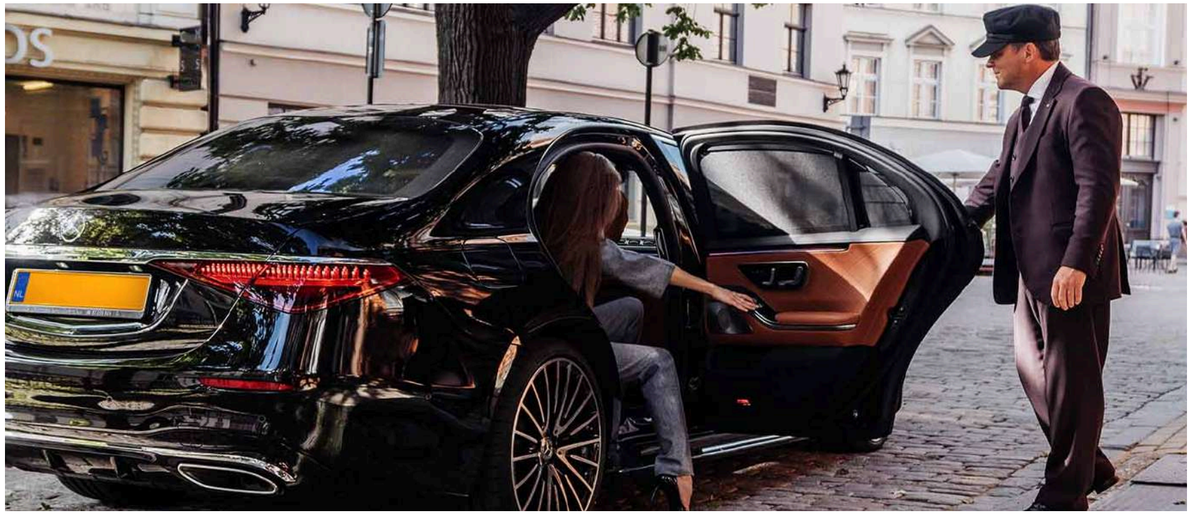
TRANSFERS

Based on your travel plans and incentive program requirements, we create and deliver a variety of transfer options—ranging from practical solutions to memorable experiences. Whatever the occasion, we ensure that every transfer aligns seamlessly with your needs.

Our services include:

- Transfers by sedan, mini-van, sprinter (16–28 seat capacity), and large coaches (50–88 seat capacity)
- Luxury transfers and limousine services
- Electric transportation by Tesla and Mercedes EQV or Equivelant
- Unique experiences with vintage cars or vintage mini-vans
- Elegant transfers by horse and carriage for a touch of charm
- Alternative transfers via saloon boats, vintage trams, or bicycle taxis
- Host coordination for arrivals or departures at Schiphol Airport or Amsterdam Central Station
- Entertainment hosts offering warm welcomes or farewells in traditional Dutch style (including giveaways) at your hotel, the airport, or train station
- Guided services for transfers from Schiphol Airport to your hotel

Please note: Amsterdam's city center is not easily accessible for larger coaches. To ensure a smooth experience, we utilize designated bus stops for transfers within, to, and from the city center. Our team will provide expert advice on planning and traffic coordination to make your journey as efficient as possible.







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"Where elegance meets exceptional service, every moment is a masterpiece indulge in the art of luxury."

HOTEL



PARK PLAZA VICTORIA HOTEL 4

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1 | PARK PLAZA VICTORIA AMSTERDAM 4*

Located in a historic building directly opposite Amsterdam Central Station, Park Plaza Victoria Amsterdam offers an ideal setting for business travelers seeking convenience and sophistication.

This 4* hotel features well-appointed rooms with large windows and a warm, inviting ambiance. Each room is equipped with air conditioning, tea and coffee-making facilities, and a private bathroom with either a bath or shower—designed for comfort and relaxation.

The on-site brasserie specializes in high-quality Dutch cuisine, ideal for hosting clients or enjoying a refined meal. The contemporary restaurant serves a range of international dishes with a distinctly Dutch twist, available throughout the day. A breakfast buffet is also provided to start your day on the right note.

For informal meetings or downtime, VIC's Bar offers a sophisticated atmosphere with homemade pastries, freshly brewed coffee, and smooth jazz. A selection of international spirits, local beers, and à-la-carte dishes is also available, making it a versatile choice for both business and leisure. Park Plaza Victoria Amsterdam is within walking distance of the Dam Square and the Royal Palace.

Facts:

- 298 hotel rooms
- 9 meeting rooms
- 20 min. drive from the airport

Location: On the doorstep of Amsterdam Central Station







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THE HOXTON AMSTERDAM 4*

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2 | THE HOXTON AMSTERDAM



Housed across five iconic canal houses, The Hoxton, Amsterdam offers a unique stay in the heart of the city with complimentary Wi-Fi and an on-site restaurant, making it an excellent choice for business travelers seeking style and convenience.
Each room is thoughtfully designed and includes a flat-screen TV with cable channels. Select rooms feature a comfortable seating area, ideal for relaxation or casual work. Rooms are also equipped with a kettle, a hairdryer, and complimentary toiletries to ensure a seamless stay.

The hotel provides 24-hour reception services to accommodate guests at any time. Additionally, the on-site bar offers a welcoming space for informal meetings or unwinding after a busy day.

The Hoxton is conveniently located just 400 meters from the Royal Palace Amsterdam and the Anne Frank House, offering opportunities for cultural exploration during downtime.

Facts:

- 111 hotel rooms
- 4 meeting rooms
- 30 min. drive from the airport

Location: At the Herengracht





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HOTEL ARENA 4★

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3 | HOTEL ARENA AMSTERDAM

Situated in the scenic Oosterpark in the vibrant Amsterdam-East district, Hotel Arena offers a distinctive stay for business travelers seeking both style and convenience. The hotel's café-restaurant, PARK, provides a relaxing atmosphere with beautiful views, ideal for informal meetings or enjoying gourmet dishes and drinks. Additionally, the hotel features a terrace, creative meeting studios, and a historic chapel available for events, making it a versatile venue for business and leisure.

Housed in a historic building that once served as an orphanage and nursing home, the hotel retains its unique character with high ceilings, large windows, sloping walls, wooden beams, and original ornaments. Each room is distinctively designed, offering modern amenities including a flat-screen TV, air conditioning, a seating area, and a private bathroom.

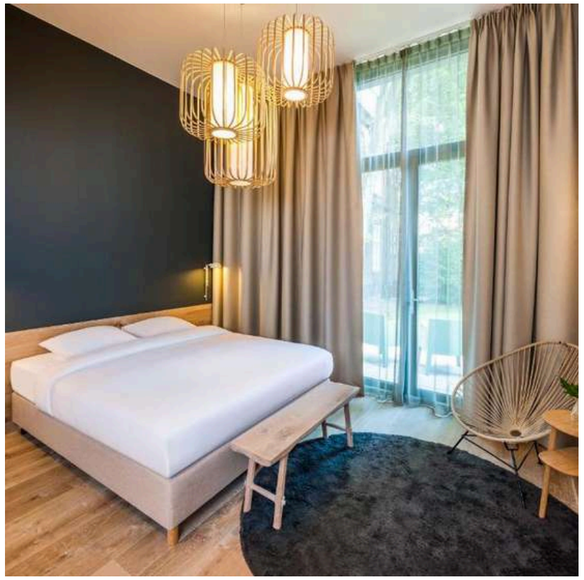
The hotel entrance is conveniently located via Oosterpark. Public transport options, including trams, are just around the corner, providing quick access to major attractions such as Museumplein (2.8 km), Leidseplein (2.7 km), Rembrandtplein (2 km), and Dam Square (2.5 km).

Facts:

- 141 hotel rooms
- 7 meeting rooms + events spaces
- 30 min. drive from the airport

Location: Amsterdam East









INNTEL HOTELS AMSTERDAM LANDMARK 4

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3 | INNTEL HOTELS AMSTERDAM LANDMARK

Located in the heart of Amsterdam, just 1.8 km from Artis Zoo, Inntel Hotels Amsterdam Landmark offers a stylish and convenient stay for business travelers. The hotel features a fitness center, a terrace, and a bar, making it an ideal place to relax or host informal meetings. The property provides room service, a 24-hour reception, and free Wi-Fi throughout. Select rooms even offer a balcony with scenic city views.

Each room is equipped with a desk, perfect for working or conducting business while staying in Amsterdam.

A daily buffet breakfast is available, and the on-site restaurant serves a mix of Dutch and French cuisine. Vegetarian, dairy-free, and halal options are available upon request, catering to a variety of dietary needs.

Inntel Hotels Amsterdam Landmark offers 4-star accommodation with amenities such as an indoor pool, sauna, and hammam for relaxation after a busy day. The Rembrandt House Museum is 3.5 km away, and Stopera is just 3.6 km from the hotel.

Facts:

- 306 hotel rooms
- 4 meeting rooms or 1 large meeting room
- 35 min. drive from the airport

Location: Amsterdam North/East







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ANDAZ AMSTERDAM PRINSENGRACHT 5★

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4 | ANDAZ AMSTERDAM PRINSENGRACHT

Situated in the former public library of Amsterdam, Andaz Amsterdam Prinsengracht, by Hyatt, is a distinctive lifestyle hotel in the heart of the city's iconic Canal Belt. Just 15 minutes' walk from the Jordaan district and Museumplein, and only 120 meters from the trendy Negen Straatjes, this hotel offers a prime location for both business and leisure.

The hotel's interior, designed by renowned Dutch designer Marcel Wanders, blends modern elegance with artistic flair. Rooms and suites offer views of the Amsterdam canals, the hotel's landscaped garden, or the vibrant lobby.

Barstro Prins & Aap, the hotel's on-site bar and restaurant, serves a range of meals throughout the day, from coffee to cocktails, in a creatively eclectic Dutch design. Known for its exceptional cocktails, the menu offers international dishes with a unique Dutch twist, made from locally sourced and seasonal ingredients.

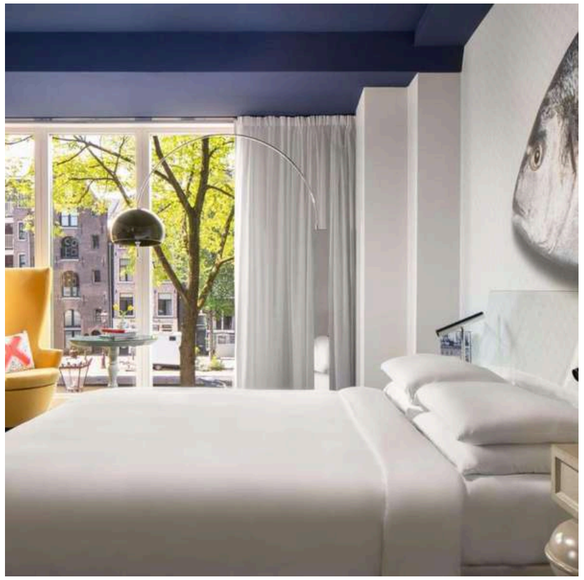
The Rijksmuseum, Moco Museum, and Anne Frank House are all within a 15-minute walk from the hotel, while the Vondelpark is just 10 minutes away. The bustling Leidseplein, known for its restaurants and nightlife, is a mere 400 meters from the hotel.

Facts:

- 122 hotel rooms
- 3 meeting rooms and private dining area
- 30 min. drive from the airport

Location: at the Prinsengracht!







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WALDORF ASTORIA AMSTERDAM 5

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5 | WALDORF ASTORIA AMSTERDAM

Set across six monumental 17th-century canal houses along the UNESCO-listed Herengracht, Waldorf Astoria Amsterdam offers a prestigious five-star experience in the heart of the city. Just 150 meters from the vibrant Rembrandtplein and 1.5 km from the upscale shopping street, P.C. Hooftstraat, this hotel combines historic charm with modern luxury.

The elegantly designed rooms, lofts, and suites boast unique interiors with views of the canal or the private garden. Each accommodation is equipped with luxurious modern amenities, reflecting an authentic Dutch-inspired design, along with historical touches and spacious bathrooms. Complimentary Wi-Fi is available throughout the property.

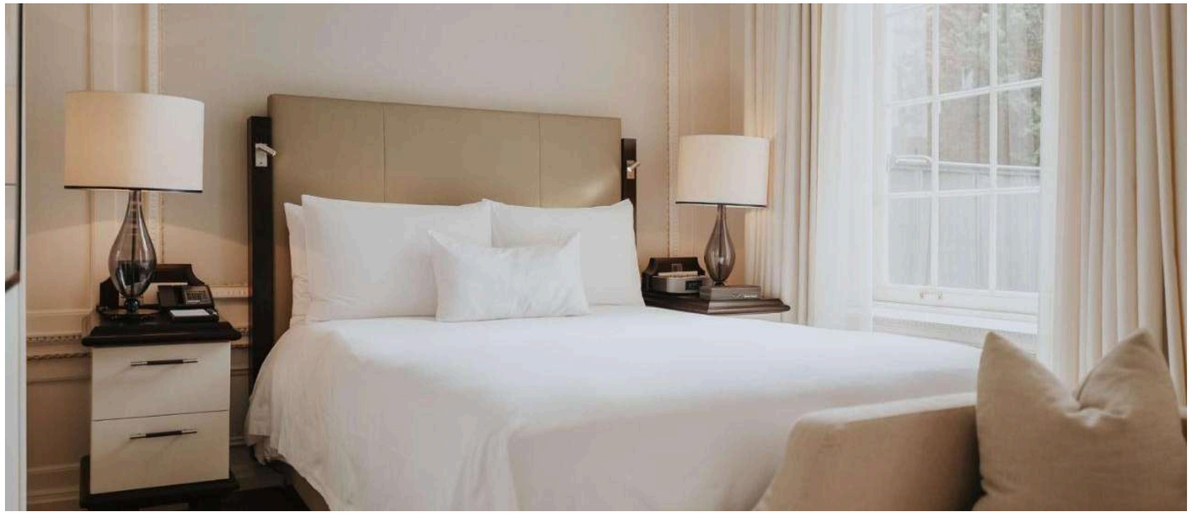
Guests can enjoy exceptional dining experiences at the Michelin-starred Spectrum restaurant, the iconic Peacock Alley, or the intimate Vault Bar.

For those wishing to explore the city, complimentary bike rentals are available at the hotel. The Hermitage Amsterdam is just 600 meters away, while the Museum Quarter is within 1.5 km. Schiphol Airport is a convenient 20 km from the hotel, ensuring easy access for international travelers.

Facts:

- 93 hotel rooms
- 7 function rooms
- 30 min. drive from the airport

Location: at the Herengracht!







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SOFITEL LEGEND THE GRAND 5

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6 | SOFITEL LEGEND THE GRAND

Nestled in the heart of Amsterdam, Sofitel Legend The Grand Amsterdam is a prestigious 5-star hotel that seamlessly blends Dutch heritage with French sophistication.

Culinary excellence awaits at Bridges, the hotel's award-winning restaurant specializing in seafood creations by Chef Raoul Meuwese, complemented by an extensive selection of fine wines. The signature Grand Afternoon Tea is served in the refined atmosphere of the library lounge, ‘Or.’

The hotel offers more than just luxury accommodations—it provides an ideal setting for corporate and social events. State-of-the-art meeting and event facilities are housed within its historic premises, making it a distinctive venue for business functions.

Strategically located in Amsterdam’s historic city center, The Grand provides convenient access to iconic landmarks, including the Van Gogh Museum, Anne Frank House, and P.C. Hooftstraat. The Dam Square tram connections ensure seamless transportation throughout the city, while Amsterdam Centraal Station is just a short walk away.

Facts:

- 230 hotel rooms & suites
- 19 function rooms
- 30 min. drive from the airport

Location: City Center, Down Town







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Luxury dining is not just a meal, it's an experience where every bite is a celebration of taste, art, and refinement.

DININGS

1 | D’VIJFF VLIEGHEN



Restaurant d’Vijff Vlieghen is a one-of-a-kind venue, blending history, charm, and culinary excellence. Situated in the heart of Amsterdam, this iconic restaurant spans five authentic 17th-century canal houses, each adorned with historic artwork and unique details, including original Rembrandt etchings. Guests can enjoy refined, seasonal dishes inspired by Dutch cuisine, crafted by talented chefs using high-quality, locally sourced ingredients.

Venue details:

- Total capacity: ±230 seats
- Private dining: Available in multiple rooms
  - Small private rooms: 10-20 guests
  - Larger private rooms: Up to 50 guests
- Ambiance: Historic setting with original 17th-century decor
- Cuisine: Dutch-inspired fine dining with seasonal ingredients

D’Vijff Vlieghen offers a truly unique dining experience, perfect for both intimate gatherings and larger events, all within a setting rich with history and charm.





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2 | CAPITAL KITCHEN AMSTERDAM

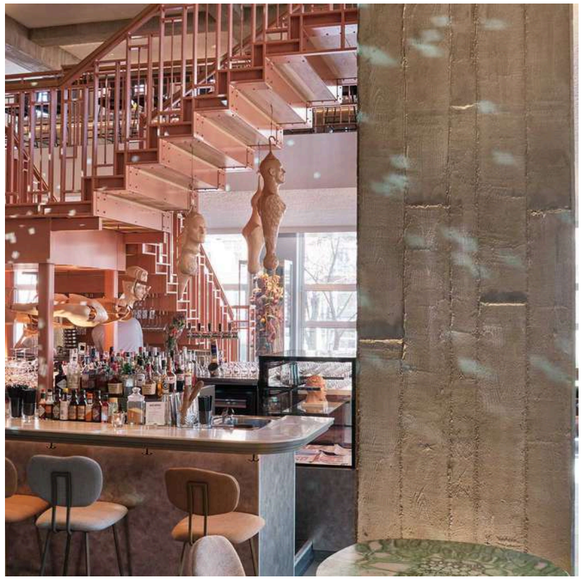


Capital Kitchen Amsterdam is a contemporary restaurant that blends modern design with a relaxed and stylish atmosphere. Located in the heart of Amsterdam, this venue is known for its creative cuisine, seasonal ingredients, and a menu that reflects a fresh and innovative approach to dining. The restaurant offers an open, welcoming space, perfect for both casual dining and private events.

Venue details:

- Total capacity: ±120 seats
- Private dining: Available in various settings
  - Intimate private dining: 10-20 guests
  - Larger private spaces: Up to 40 guests
- Ambiance: Modern, stylish, and creative
- Cuisine: Contemporary, seasonal, and innovative dishes

Capital Kitchen is the ideal spot for those looking to enjoy high-quality dining in a vibrant setting, whether for a business gathering, private celebration, or simply a great meal in the city.





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3 | SECRET GARDEN



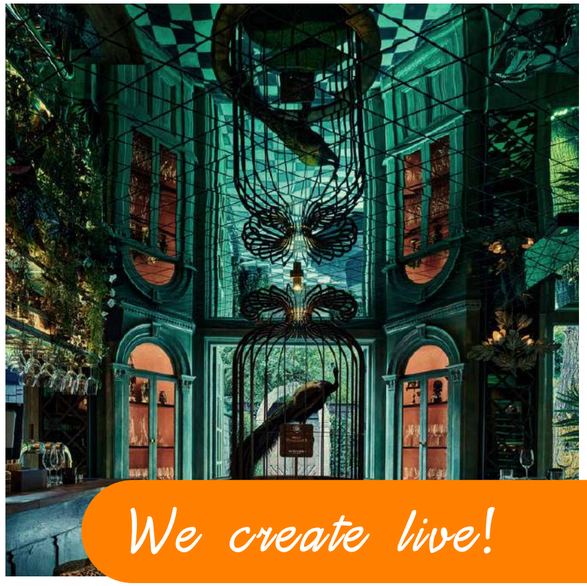
Secret Garden Amsterdam is an exotic and immersive dining experience that transports guests to a lush, tropical-inspired setting. Located in the heart of Amsterdam, this hidden gem offers a unique fusion of Japanese-Peruvian cuisine, also known as Nikkei, combining bold flavors with beautifully crafted dishes. The stylish and intimate ambiance, filled with greenery and atmospheric lighting, makes it a perfect location for both casual and exclusive dining experiences.

Venue details:

- Total capacity: ±150 seats
- Private dining: Available in exclusive settings
  - Intimate private rooms: 10-20 guests
  - Larger private spaces: Up to 50 guests
- Ambiance: Luxurious, tropical, and immersive
- Cuisine: Japanese-Peruvian (Nikkei), creative cocktails, and high-end dining

Secret Garden Amsterdam offers a refined yet vibrant setting, ideal for special occasions, private events, and unforgettable dining experiences.





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4 | SATCHMO

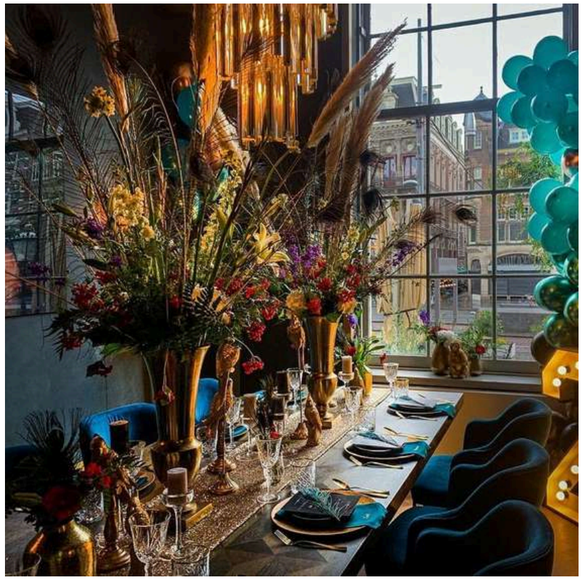


Satchmo Amsterdam is a stylish and vibrant restaurant that brings a touch of old-school jazz glamour to the heart of the city. Inspired by the legendary Louis Armstrong, the venue blends classic elegance with modern sophistication. The menu offers a refined selection of international dishes with a contemporary twist, complemented by expertly crafted cocktails. With its warm ambiance, live music, and upscale yet relaxed setting, Satchmo is an ideal destination for both casual dining and exclusive events.

Venue details:

- Total capacity: ±180 seats
- Private dining: Available in various settings
  - Intimate private rooms: 10-20 guests
  - Larger private spaces: Up to 50 guests
- Ambiance: Classic jazz-inspired luxury with a modern touch
- Cuisine: International fine dining with contemporary influences

Satchmo Amsterdam offers a unique combination of high-end dining, signature cocktails, and a sophisticated atmosphere, making it perfect for business gatherings, celebrations, and private events.





5 | RIJKS RESTAURANT



RIJKS® Restaurant is the Michelin-starred restaurant of the iconic Rijksmuseum in Amsterdam. Inspired by the rich culinary heritage of the Netherlands, RIJKS® brings together high-quality Dutch ingredients, global influences, and refined techniques to create a unique gastronomic experience. The restaurant's elegant yet contemporary setting, combined with its focus on craftsmanship and innovation, makes it a top destination for fine dining enthusiasts.

Venue details:

- Total capacity: ±130 seats
- Private dining: Available for exclusive gatherings
  - Small private dining: 10-20 guests
  - Larger private spaces: Up to 50 guests
- Ambiance: Sophisticated, artistic, and Michelin-starred excellence
- Cuisine: Dutch-inspired fine dining with international influences

RIJKS® offers a culinary journey that pays homage to Dutch culture and craftsmanship, providing an unforgettable experience in a setting that reflects the prestige of the Rijksmuseum.









"Great teams are not built on talent alone, but on shared experiences, collaborative challenges, and meaningful incentives that inspire trust, camaraderie, and a collective pursuit of success."

TOURS AND ACTIVITIES

1 | DISCOVER THE CANALS



Enjoy Amsterdam's finest most known canals. From the canals you have a magnificant view along on the wonderful buildings, you'll discover the cities highlights and experience a luxurious private boattrip including drinks. Did you know that Amsterdam has more canals than Venice?

Get in this boat and enjoy this exclusive canal cruise. Have a drink on board while you glide past the sights and various canals of Amsterdam. A captain and hostess can provide additional information about the sights, but of course you can also just enjoy all the beautiful views and mingle with each other in the meantime.

Possibilities

- 2 hours private boattour
- 2 hours open bar
- Including staff service
- Guides
- Acccordeonist
- Photobooth
- Lunch and/or Dinner cruise





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2 | BICYCLE TOUR TROUGH AMSTERDAM



A tailored experience awaits you! A private guided bycicle tour is possible directly from your hotel towards various highlights, hidden gems and hotspots in Amsterdam. Let's go on a ride together and discover our capital's city center.

Depending on you timings we are able to tailor the experience with stops across the entire city. Stops to take photo's, to organise a drink with bite or a visit to any museum. Did you know that Amsterdam is known for the most museums in the citycenter?

It's also possiblie to give an extra touch with actors allong the bycicle route whom tell you more about the different sights you are passing on a hilarical way.





Possibilities

- Duration: 2 hours
- Bycicle transportation
- English speaking guide
- Standard to tailored
- Actors

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3 | RIJKSMUSEUM



A historical museum brimming with new possibilities. Take time out with the Dutch masterpieces for a fresh take on today. The museum is open till 5pm!

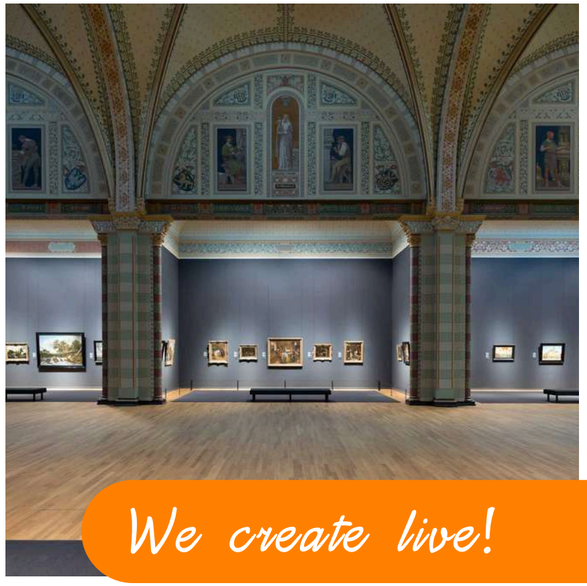
Crisscross the museum together with a tour guide in search of the best of the best, from the Milkmaid and the Night Watch to Asian temple guards and Breitner. Discover the most talked about and, according to others, tasteful works of art... and add your own finale.

But who decides what you should see? We think you should! That's why the tour guide highlights not only well-known masterpieces, but also takes your own choice into account. We're curious to know what it will be!

Possibilities

- Private guide
- 1 hour tour
- Private event





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4 | VAN GOGH MUSEUM

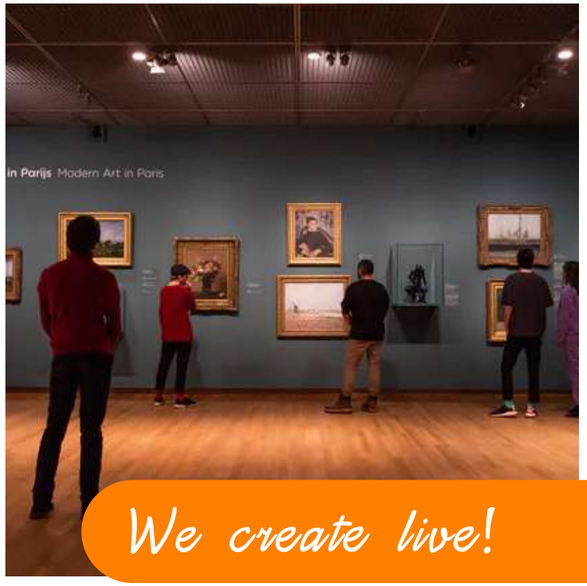


Vincent van Gogh (1853 - 1890) is a worldfamous artist. Come to the Van Gogh Museum in Amsterdam and get to know Vincent and his work. Find out more about the way he lived, the letters he wrote, and have a look at his paintings and drawings.

After Jo's death in 1925, Vincent and Theo's art collection passed to her son, Engineer Vincent Willem van Gogh. From 1930, he loaned the paintings to the Stedelijk Museum in Amsterdam.

With Vincent's growing fame, there was a call for a dedicated museum. In 1962, 'the Engineer' transferred the collection to the Vincent van Gogh Foundation, and the government committed to building the Van Gogh Museum, ensuring perpetual public access.





Possibilities

- Private guide
- 1 hour tour
- Personal welcoming with welcoming drink

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5 | FLOWER WORKSHOP



The Dutch Spirit Workshop is an engaging and hands-on experience that combines Dutch cultural heritage with floral artistry. Participants will explore the significance of flowers in the Netherlands, gain insights into the history of tulips, and connect with the creative spirit of Dutch traditions.

During the workshop, attendees will work with silk flowers and floral materials to craft a unique arrangement, either individually or as a collaborative team effort.

The session fosters creativity, teamwork, and a deeper appreciation for the artistry behind floral design.

Whether focusing on personal expression or group collaboration, the workshop offers a memorable and immersive way to engage with Dutch culture, leaving participants with a beautiful floral creation as a lasting souvenir.

Possbilities:

- Excluding venue rental
- From 15 to 300 persons
- With large group you create big sculptures in teams
- Small groups 15 - 45 persons can create small sculptures to take home as a souvenir.





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Hosts™
GLOBAL
DESTINATION SERVICES

+316 2264 1089
info@creatorsoflive.com
www.creatorsoflive.com

What they say!

