



HOST BREAK THE ICE FORUM

HC HOSPITALITY GROUP





**BREAK
THE ICE
FORUM**
24 - 26 JANUARY 2019 BRUGES

WHO WE ARE

WHO

“Break The Ice Forum is the only CSR & B2B event for the M.I.C.E. sector. It's a 2 night-1 day forum where you will discover a new range of exceptional hotels. It's a unique business opportunity where you will meet and negotiate with the best buyers in the industry by helping a great cause and/or experiencing live changing experience.”

A no-brainer for certified MICE ROI !

Best way to show case your hotel to high qualified local and EU MICE buyers putting you and your destination under the spotlight

SHOWCASE TO HIGHLY QUALIFIED EU & UK MICE BUYERS



30-40 Hosted Buyers

80% MICE Agencies, 20% direct clients (Association, Corporate)

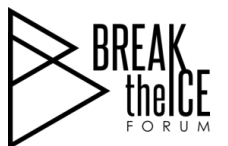
60 Million euros event spent per year

Hosted Buyers coming from EU main markets (Benelux, D/A/CH, FR, UK)

Hosted buyers from your
main market
=
Certified ROI

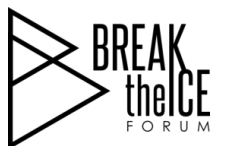
They were present at Break the Ice Forum

Company	Total spend amount per year	Events per year	Country
Accenture	5,000,000€ or more	27	The Netherlands
Meetingselect	5.000.000 € or more	25500	The Netherlands
HelmsBriscoe	1.000.000 € / 5.000.000 €	160	Belgium
AGENCE PHÉNOMÈNE	5.000.000 € or more	95	France
BEON WORLDWIDE	1.000.000 € / 5.000.000 €	30	France
Medical event solutions gmbh	100.000 € / 500.000 €	100	Germany
Alexson Entertainment	1.000.000 € / 5.000.000 €	70	UK
Zentrale GmbH M.I.C.E. & More	1.000.000 € / 5.000.000 €	45	Germany
Klinkhamer Group	500.000 € / 1.000.000 €	100	The Netherlands
Sodexo Travel and Business UK	1.000.000 € / 5.000.000 €	200	UK
Global Cynergies	5.000.000 € or more	90	USA



They were present at Break the Ice Forum

Company	Total spend amount per year	Events per year	Country
SOLSERVICE GROUP SP. Z O.O.	500.000 € / 1.000.000 €	60	Poland
HelmsBriscoe	5.000.000 € or more	420	France
IDEAL MEETINGS & EVENTS	5.000.000 € or more	340	France
AXA Belgium	500.000 € / 1.000.000 €	14	Belgium
Citruzz Incentives B.V.	1.000.000 € / 5.000.000 €	33	Holland
Select Event Solutions	100.000 € / 500.000 €	320	UK
3vents	1.000.000 € / 5.000.000 €	61	Belgium
JTB Europe	5.000.000 € or more	100	The Netherlands
MCI France	1.000.000 € / 5.000.000 €	45	France
Agence MIN	50.000 € / 100.000 €	45	France
Carlson Wagonlit Travel	1.000.000 € / 5.000.000 €	20	UK



Our Conviction

We believe that intimate groups make the magic happen. 30 to 40 Buyers break the ice with the same amount of Suppliers. Everybody stays at the host hotel which provides them with the best opportunity to really meet & connect during 1-to-1 meetings, team-buildings, networking dinners and... parties!

Our Content

As a professional team from the hospitality and MICE industry, we know and understand your needs.

Sit back and relax. Your 1-to-1 meetings with the best buyers are planned on friday morning. Then make real bonds and get to meet everybody through activities, lunch, dinners and dance party.

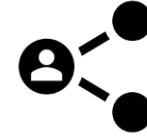
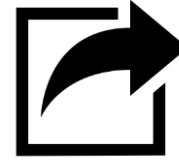
For an exciting surprise element, the activity is kept secret till the very last moment!

OUR PHILOSOPHY

"Be the change that you wish to see in the world" said Ghandi! We are wanting to contribute to projects that have a lasting, positive impact to the destinations where the forums occurs. Whenever possible we try to propose sustainable activities on the Friday afternoon!



E-MAILING



E-MAILING

Emailings to our database of qualified European event planners +6000 contacts

- After movies
- Photos
- Promotions



SOCIAL NETWORKS CAMPAIGNS

Our Social Networks



- Teaser
- Aftermovie
- Host Hotel presentation



Reach out to more than 10.000 EU MICE contacts on LinkedIn

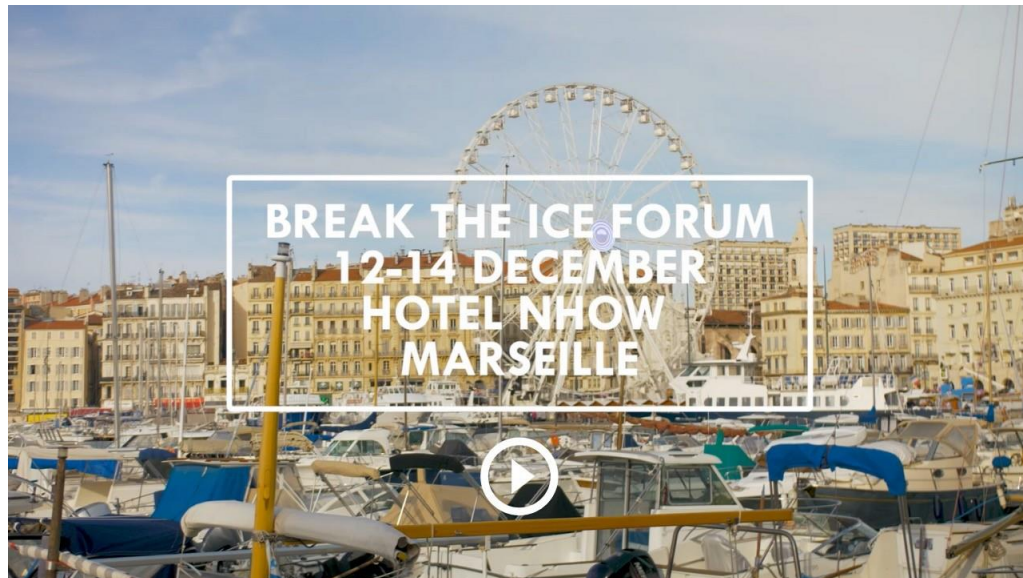


- Live Insta Stories
- Presentation of the host Hotel
- Teaser
- Aftermovie

PARK HOTEL

TEASER
& AFTER MOVIE

TEASER



AFTER MOVIE





THEY HOSTED A BREAK THE ICE FORUM



THEY HOSTED BREAK THE ICE FORUM:

#1 Sandton Grand Hotel Reylof - Ghent, Belgium - Aug 2016

Christine Dierickx – Sales Manager @ Sandton Grand Hotel Reylof

G +32 9 235 40 70

christine.dierickx@sandton.eu

#2 Tangla Hotel Brussels - Brussels, Belgium - Jan 2017

Nicolas Barsotti - Director of Sales & Marketing @ Tangla Hotel Brussels

D +32 2 775 25 05

n.barsotti@tanglabrussels.com

#3 nhow Rotterdam - Rotterdam, The Netherlands - Aug 2017

Jolanda Vleggaard - Sales Manager @ nhow Rotterdam

D +31 10 206 7 600

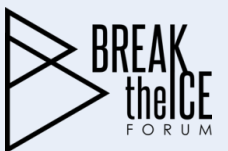
j.vleggaard@nh-hotels.com

#4 Oostwegel Collection - Maastricht, The Netherlands - Jan 2018

Katja Kleingeld - Sales Manager @ Oostwegel Collection

G +31 43 608 89 00

k.kleingeld@oostwegelcollection.nl



THEY HOSTED BREAK THE ICE FORUM:

#5 nhow Berlin - Berlin, Germany - Mar 2018

Juliane Jacobi - Sales Manager @ nhow Berlin

G +49 30 290 299 4004

j.jacobi@nhow-hotels.com / j.jacobi@nh-hotels.com

#6 The Héliopic & Rockypop, Assas Hotels - Chamonix, France - Jun 2018

Charlotte Nuques-Capoën - Sales Manager @ Assas Hotels

G +33 4 50 54 55 56

cc@assas-am.com

#7 Van Der Valk Congres Hotel - Liège, Belgium - Sep 2018

Michel Pauquet - Senior Sales Manager @ Van Der Valk Congres Hotel

D +32 42 441 200

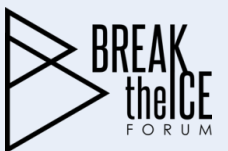
mp@hotelliege.eu

#8 Kameha Grand Bonn- Bonn, Germany - Nov 2018

Florian Hinz - Cluster Senior Sales Manager @ Kameha Grand Bonn

G +49 228 4334 5000

florian.hinz@kamehagrand.com



THEY HOSTED BREAK THE ICE FORUM:

#9 Hôtel Le Louis, Versailles Château - MGallery By Sofitel - France - Dec 2018

Olivier Vieira - Director of Sales @ Hôtel Le Louis, Versailles Château - MGallery By Sofitel

G +33 1 41 33 74 41

olivier.vieira@accor.com

#10 Radisson Blu Bruges - Bruges, Belgium - Jan 2019

Stéphanie Raskin - Director of Sales @ Radisson Blu Bruges

G +32 11 77 00 00

stephanie.raskin@radissonblu.com

#11 St-Alban Hotel & Spa, Assas Hotels - La Clusaz, France - Apr 2019

Charlotte Nuques-Capoën - Sales Manager @ Assas Hotels

G +33 4 50 54 55 56

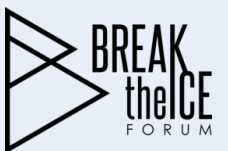
cc@assas-am.com

#12 Travel Charme Bergresort Werfenweng - Salzburg, Austria - Jun 2019

Natascha Ringerthaler — Sales & Marketing Manager @ Salzburg Convention Bureau

D +43 (0)662 88987-270

natascha@meetsalzburg.com



THEY HOSTED BREAK THE ICE FORUM:

#13 Park Centraal Hotel Amsterdam – Amsterdam, The Netherlands – Aug 2019

Sarah Borghaerts - Regional Director of Sales @ Park Centraal Hotel Amsterdam

M +31 6 57816383

sarah.borghaerts@ehpc.com

#14 Hotel Cascais Miragem – Cascais, Portugal – Oct 2019

Susana Oliveira - Sales Manager @ Hotel Cascais Miragem

G +351 210 060 607

susana.oliveira@cascaismirage.com

#15 Crowne Plaza Hamburg – Hamburg, Germany – Nov 2019

Sandra Wiese - Ass. Director Sales & Marketing @ Crowne Plaza Hamburg

G +49 40 22806 456

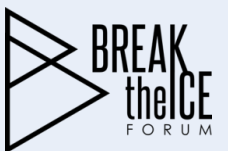
sandra.wiese@hamge.crowneplaza.com

#16 nhow Hotel Marseille – Marseille, France – Dec 2019

Ruth Frey - Sales Manager @ nhow Hotel Marseille

G +33 4 91 16 19 31

r.frey@nh-hotels.com



THEY HOSTED A BREAK THE ICE FORUM:

#17 Silva Hotel Spa-Balmoral – Spa, Belgium – Jan 2020

Florine Bamba – Meetings and Event Manager @ Silva Hotel Spa-Balmoral

G +32 87 79 32 52

florine.bamba@silvahotel.be

#18 Dolce La Hulpe Brussels – La Hulpe, Belgium – Aug 2020

Emilie Rolant – International Sales Manager @ Dolce La Hulpe Brussels

M +32 499 80 77 18

emilie.rolant@dolcelahulpe.com

#19 Kempinski Hotel San Lawrenz – Gozo, Malta – Nov 2021

Mauro Gazan – Managing Director @ Petite Events

M +356 7933 4479

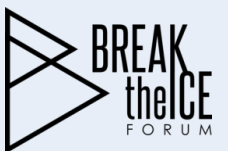
mauro@petiteevents.com

#20 Titanic Hotel Belfast– Belfast, UK – Mar 2022

Deborah Collins – Head of Business Tourism @ Visit Belfast

M +44 (0)28 9023 9026

DeborahCollins@visitbelfast.com



THEY HOSTED A BREAK THE ICE FORUM:

#21 Das Hohe Salve Sport Resort – Tirol, Austria – May 2022

Veronika Schumann – Team Lead @ Convention Bureau Tirol

G +43 512 53 20 390

veronika.schumann@convention.tirol

#22 Saratz Pontresina & Grand Hotel Kronenhof – Pontresina/St. Moritz, Switzerland – Jun 2022

Alexander Hunger – Project Manager Meetings & Incentives @ Switzerland Convention & Incentive Bureau

M +41 (0)44 288 14 13

alexander.hunger@switzerland.com

#23 nhow Brussels– Brussels, Belgium – Aug 2022

Arnaud Guyon – Market Sales Executive @ nhow Brussels

M +32 470 88 46 27

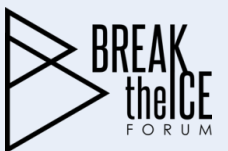
a.guyon@nh-hotels.com

#24 Infinity Hotel & Conference Resort Munich – Munich, Germany – Oct 2022

Tobias Siebke – Director of Sales @ Infinity Hotel & Conference Resort Munich

M +49 171 117 11 62

tobias.siebke@infinity-munich.de



THEY HOSTED A BREAK THE ICE FORUM:

#25 Iberostar Las Letras Gran Via – Madrid, Spain – Nov 2022

Patricia Otal – Sales Director MICE, Commercial EMEA @ Iberostar Las Letras Gran Via

M +34 915 237 980

patricia.otal@iberostar.com

#26 Le Méridien Beach Plaza – Monaco, France – Dec 2022

Brice Bonenfant – Sales Manager @ Le Méridien Beach Plaza

M +377 678 631 381

brice.bonnenfant@lemeridien.com

#27 Hard Rock Hotel Tenerife – Tenerife, Spain – Feb 2023

Monica Sanchez – International Sales Manager @ Hard Rock Hotel Tenerife

M +34 629 945 034

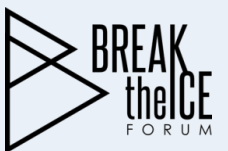
monica.sanchez@palladiumhotelgroup.com

#28 Le Mas Sola – Costa Brava, Spain – Mar 2023

Tura Masoliver – Mice Product Manager @ Costa Brava Girona Convention Bureau

M +34 972208401

tmasoliver@costabrava.org



THEY HOSTED A BREAK THE ICE FORUM:

#29 InterContinental – Vienna, Austria - May 2023

Garry Loefgen – Head of Commercial @ InterContinental Vienna

M +43 6646203342

garry.loefgen@ihg.com

#30 RockyPop Grenoble – Grenoble, France – June 2023

Charlotte Nuques-Capoën – B2B Sales Manager & PR @ RockyPop Grenoble

M +33 485302004

cc@assas-am.com

#31 Hotel Le Royal Luxembourg – Luxembourg – Aug 2023

Iuliana Gana – Sales Executive @ Le Royal Hotels & Resorts Luxembourg

M +34 972840848

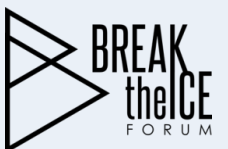
i.gana@leroyal.com

#32 Wildkogel Resorts – Salzburger Land, Austria – Oct 2023

Natascha Ringerthaler – Sales & Marketing Manager @ Salzburg Convention Bureau

M +43 66288987270

natascha@meetsalzburg.com



THEY HOSTED A BREAK THE ICE FORUM:

#33 AC Hotel Bella Sky Copenhagen – Copenhagen, Denmark - Nov 2023

Birgitte Brahe – Assistant Director of Sales @ International Hotels & Conferences Venues Bellagroup

M +45 5060 4434

bibr@bellagroup.dk

#34 Seaside Palm Beach – Gran Canaria, Spain – Dec 2023

Mariana Lourenço – Coordinator Meetings & Incentives @ Seaside Hotels

M +34 928 063 200

m.lourenco@seaside-collection.es





TEAM



MATTHIEU LAGAE

CEO, FOUNDER

Coming from the MICE industry as a salesman, Matthieu founded Break The Ice Forum in 2016. After having launched a successful disruptive startup in the Venue Finding industry, he decided to focus on people and networking.

ADRIEN LAGAE

ASSOCIATE DIRECTOR OF OPERATIONS

Adrien joined Break The Ice Forum in 2016 as the first employee. He makes the magic happen and make sure the event is a success for everyone! He has also a background in acting, this is a precious experience that makes the difference when we need to get creative!



CHARLOTTE HEATH

ASSOCIATE DIRECTOR OF SALES

Charlotte joined Break the ICE Forums in 2019 as a partner & Associate Director of Sales and was previously Business Development Manger for The M&I Forums, Charlotte is well connected loves working with her clients and is the best lady to talk to when it comes to joining the Forums!

VIRGINIA MONTI

EVENT COORDINATOR AND SOCIAL MEDIA MANAGER

As a highly organized and detail-oriented person, she is responsible for the coordination and success of the event, especially with regard to Buyers.

Reading and art enthusiast at heart, she loves discovering new realities and perspectives.



MARIA VASCONCELOS

EVENT COORDINATOR

Maria, our lively Portuguese team member, is known for her friendliness and communicative spirit. With a background in hospitality, she brings energy and passion to every project as she expertly manages our Suppliers within the Event Coordination team.

NICOLAS PONCELET

SALES EXECUTIVE

Nicolas joined Break The Ice Forum in 2023 as a Sales Executive. With his funny and sociable personality, his mission is to create and maintain lasting relationship with buyers and suppliers.

Beyond his professional pursuits, Nicolas harbors a fervor for sports and travel. He's also part of the Belgium national team as a hockey player.

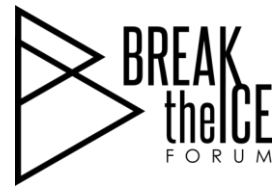
Don't hesitate to contact him, he would love to discuss and help you!

« As an international hockey player, I truly think that team work makes the dream works »





NEXT EVENTS



BENELUX & EU/UK BUYERS

1 – 3 FEB 2024 – HASSELT, BELGIUM – *Radisson Blu Hotel Hasselt*

22 – 24 AUG 2024 – ANTWERP, BELGIUM – *Radisson Blu Antwerp*

GERMAN D/A/CH & EU/UK BUYERS

2 – 4 MAY 2024 - AUGSBURG, GERMANY – *Maximilian's Hotel*

26 – 28 SEP 2024 – DAVOS, SWITZERLAND – *AlpenGold Hotel*

FRENCH FR/CH & EU/UK BUYERS

13 - 15 DEC 2024 - CANNES, FRANCE – *Canopy by Hilton*

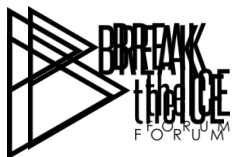
UK & EU BUYERS

13 - 15 JUN 2024 - ZADAR, CROATIA – *Falkensteiner Resort Punta Skala*

SPECIAL EDITION ALL EU/UK BUYERS

14 - 16 MAR 2024 - BRATISLAVA, SLOVAKIA – *Grand Hotel River Park*

14 - 16 NOV 2024 - CASCAIS, LISBOA – *Onyria Quinta da Marinha Hotel*



RATES PER FORUM

1 FORUM for €4.390,00

2 FORUMS for €3.990,00 each

3 FORUMS for €3.790,00 each

4 FORUMS for €3.590,00 each

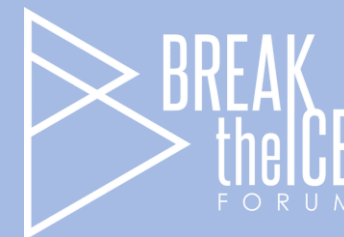
As from 5 FORUMS for €3.490,00 each

INTERESTED TO HOST OR JOIN AS A SUPPLIER?

Contact Matthieu Lagae

+32 495 734 582

matthieu@breaktheiceforum.com





We hope that you are ready to break the ice with us !

