



Break The Ice
FORUM & CONNECT

Break The Ice Forum & Connect
Your 2027 guide to generating business year-round.

Welcome **Introduction**

Matthieu Lagae
CEO & Founder



What's new

Connect, source, succeed!



Break The Ice Forum

What is BTIF?
Forum schedule
2027 Destinations
Interested to host?



Break The Ice Connect

Introduction
Why BTI Connect?
Platform features
Intuitive Tools



Join Us!

Easy to connect
Included in BTIF
100€/month fee
No commision



Contact us!

Charlotte Heath DOS
Patricia Otal DOSM
Thank you & we look
forward to
welcoming you!

Part I

**Break The Ice
Forum**



Break The Ice Forum

Where business meets family

Exclusive B2B forum for the MICE industry
Short and effective format 1 day, 2 nights
25 pre-selected appointments
High-quality, curated networking
Top-level industry peers

Join us for a focused experience that combines serious business opportunities with a warm, family-like atmosphere.



Break The Ice Forum

MICE business, done differently.



Only MICE forum to:

- Include host partners in buyer selection
- Offer both a printed and digital directory
- Equal care for buyers and suppliers
- Provide a dedicated RFP web platform

Built to create collaborations that work.

- Each Forum capped to 120 participants
- Carefully hand curated meetings & networking opportunities, designed around building lasting connections

Trusted by loyal clients, praised for its feedback, and powered by an international team of former buyers and suppliers.

Break The Ice Forum Schedule

Short, & highly effective

Thursday Evening

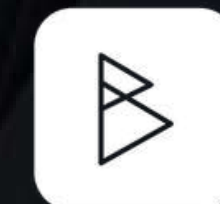
Arrival, Networking Cocktail & Dinner

Friday FULL Day

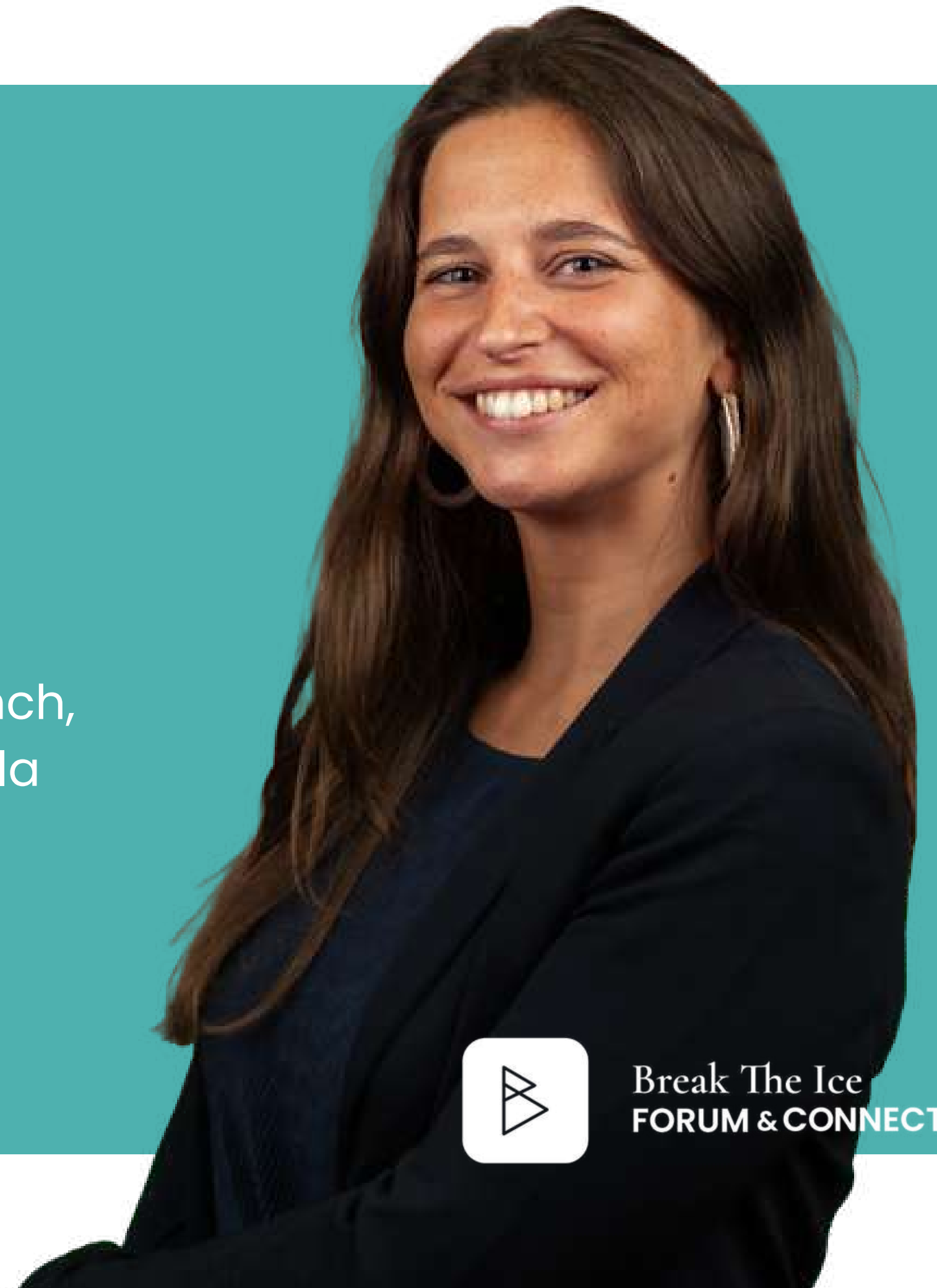
Breakfast, 25 Pre-scheduled Appointments, Lunch, Team Building Activity, Networking Cocktail, Gala Dinner & Party

Saturday Morning

Networking Breakfast/Brunch, Checkout



Break The Ice
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Break The Ice Forums 2027

**Dates &
Destinations**



A nighttime photograph of The Hague, Netherlands, featuring a mix of historic and modern architecture. In the foreground, a canal reflects the city lights. The middle ground shows historic buildings with lit windows and a prominent white neoclassical building with columns. The background features modern skyscrapers against a dark blue twilight sky.

THE HAGUE

NH Den Haag
28 – 30 JAN 2027

MARBELLA

Hard Rock Marbella

18-20 MAR 2027

An aerial photograph of the Munich skyline at sunset. The sky is a warm, hazy orange. In the foreground, the spire of the Marienplatz clock tower is visible, topped with a statue. To the right, the large, ornate towers of the Frauenkirche with their green copper domes dominate the view. The city's buildings are silhouetted against the bright sky, with some lights beginning to glow.

MUNICH

Munich Marriott Hotel

29 APR – 01 MAY 2027



VENICE

Move Hotels Venezia Nord

17-19 JUN 2027

A wide-angle photograph of the Helsinki skyline across a body of water. The Helsinki Cathedral, with its prominent green dome and white facade, is the central focus. To its left is a long, white classical building. To its right are various colorful buildings, including a yellow one. The foreground is filled with the blue, rippling water of the harbor. The sky is a mix of blue and purple, suggesting dusk or dawn.

HELSINKI

Clarion Hotel Helsinki

26-28 AUG 2027



BERLIN

DoubleTree by Hilton Berlin Ku'damm

07-09 OCT 2027



CASCAIS

Kimpton Quinta da Marinha

04-06 NOV 2027



PORTO

Hilton Porto Gaia

16-18 DEC 2027

Break The Ice Forum

2027 Dates & Destinations



BENELUX / NORDICS & EU / UK / US BUYERS

- 28–30 January – The Hague, Netherlands
- 26–28 August – Helsinki, Finland

DACH & EU / UK / US BUYERS

- 29 April – 1 May – Munich, Germany
- 7–9 October – Berlin, Germany

UK & EU / US BUYERS

- 17–19 June – Venice, Italy

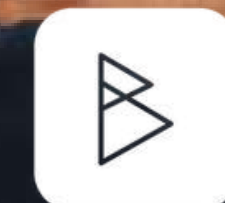
ALL EU – DACH / UK / BENELUX / FR / NORDICS

- 18–20 March – Marbella, Spain
- 4–6 November – Cascais, Portugal
- 16–18 December – Porto, Portugal

Would you like
to host?

Planning for 2028 and 2029 is already in progress.
If you'd like to welcome Break The Ice Forum to your
destination, we'd love to hear from you!

Alexander Spuck
alexander@breaktheiceforum.com
+49 173 3139923

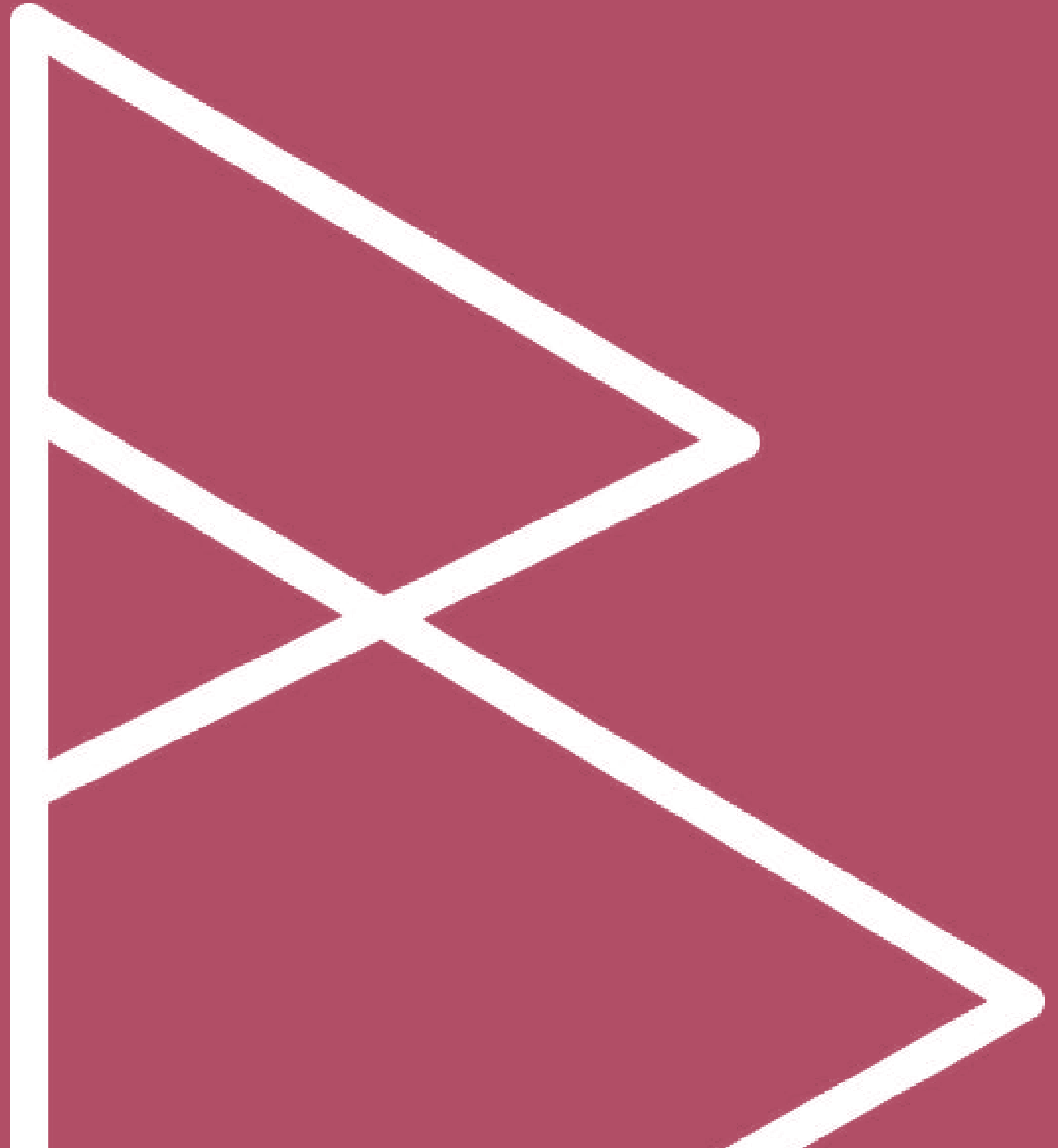


Break The Ice
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Part 2

Break The Ice Connect



Why we created **Break The Ice Connect**

- To make life easier for buyers and suppliers
- To give you a simple, effortless way to receive and manage your RFPs in one place
- Give you direct access to up-to-date industry contacts
- To help you stay in touch with the buyers/suppliers that really matter for your business
- To expand your market reach far beyond the in person Forums

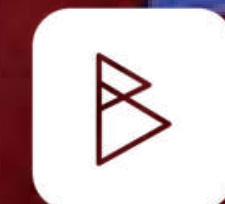
Created by experienced former buyers and suppliers who really understand your business challenges.



Break The Ice
CONNECT

Enhancing our service **we developed Break The Ice Connect.**

- Simple, one time registration
- Market your business year round
- Receive/manage qualified RFPs all year
- Works alongside your existing CRM and processes
- Access all your contacts in one place
- Instant Excel export
- Built-in direct chat
- Follow-ups, made easy
- One click forum booking
- AI-powered assistance



Break The Ice
CONNECT

BTI Connect simplifies your Forum experience **before, during, and long after you meet in person**

A fast, intuitive tool for booking events and managing requests.

←

RFP Matching Suppliers

We'll match your brief to select suppliers who'll then send offers to your inbox.

Completion steps

Suppliers matching your criteria

Spain • 25 attendees • 23 guest rooms • 23/11/24 to 25/11/2024 - flexible

4 Hotels

3 Venues

2 Destination Management Companies



Hotel name lorem ipsum sit amet

Hotel ★★★★★

[This is a supplier description, that describe the supplier on two lines.]

Alexander Spuck

City, Country

✓ Selected



[SupplierName]

Hotel ★★★★★

[This is a supplier description, that describe the supplier on two lines.]

Alexander Spuck

City, Country

+ Select supplier



[SupplierName]

Hotel ★★★★★

Alexander Spuck

City, Country

- Remove supplier

You're just one step away from finalising your successful RFP! 🎉

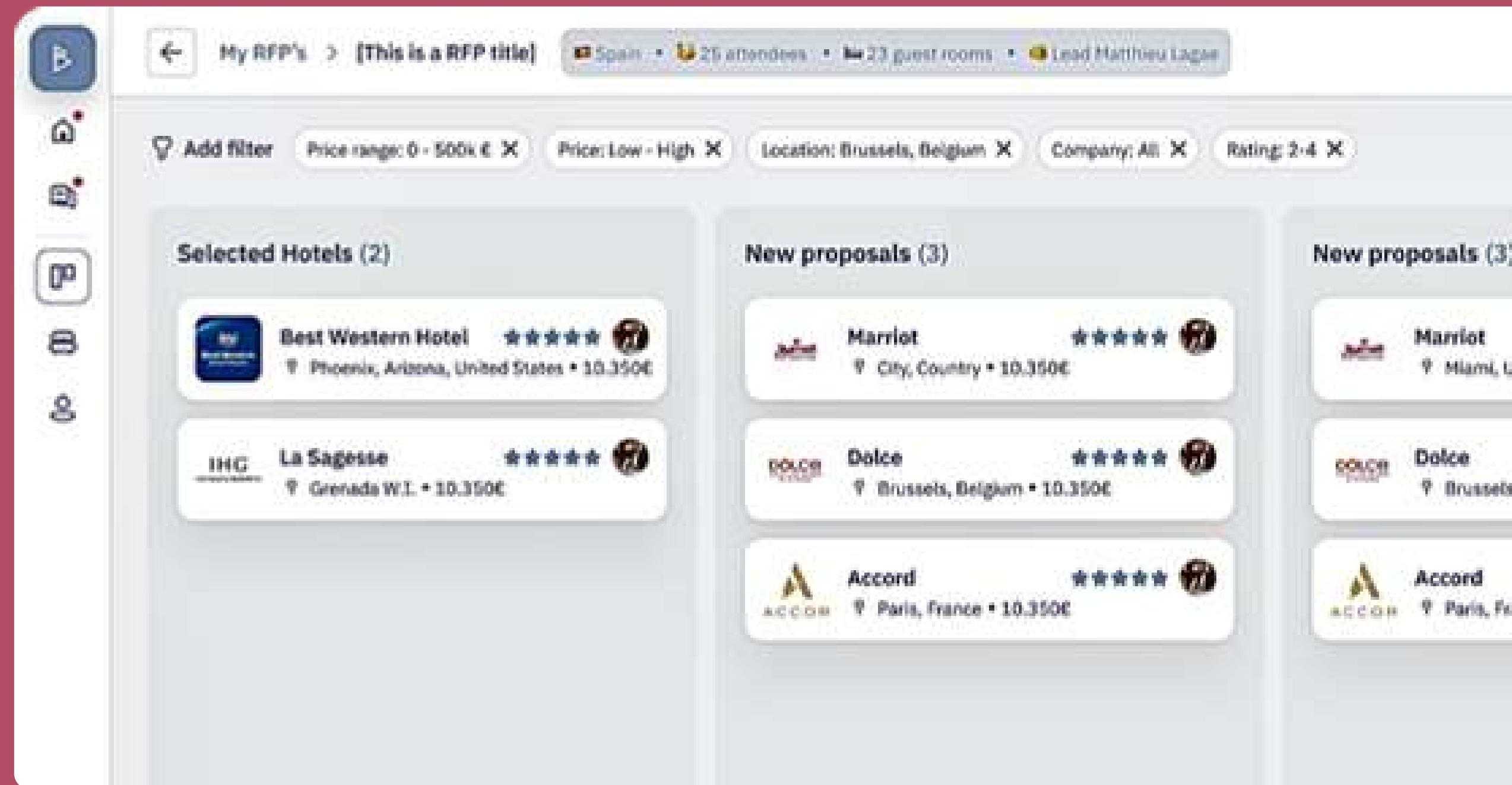
Take control now and hand-pick your preferred suppliers tailored to this RFP, or effortlessly send to ALL matching suppliers in one go.

Let's Go! Send my RFP



Manage your RFP's

Inspired by a CRM Kanban board, it features an easy drag-and-drop interface to manage offers and requests efficiently.



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Buyers can
compare offers
seamlessly on
Break The Ice
Connect



Break The Ice
CONNECT

Offer compare			
	 Total offer 12.569€	 Total offer 8.139€	
			
Hotel / Venue Description	KLM Hotels A private island resort offering luxurious suites with panoramic city views and a rooftop infinity pool.	Marriott Hotel & Resort This charming resort offers rustic decor, gourmet Belgian dining, and lush garden views.	Renaissance Hotels A historic hotel, located in the heart of Brussels, offering a perfect combination of
Location	 + 1 Brussels, Belgium	 + 1 Brussels, Belgium	 + 1 Brussels, Belgium
Package name	City Escape Package	Executive Package	Relaxation Package
Package price	125,794/Person	138,794/Person	14,594/Person
Package description	Includes breakfast in bed, a 4-course spa treatment per guest, and late check-out.	Includes breakfast, a 3-course dinner, evening turndown, and a late afternoon drink.	Includes breakfast, afternoon tea, and access to the family pool.

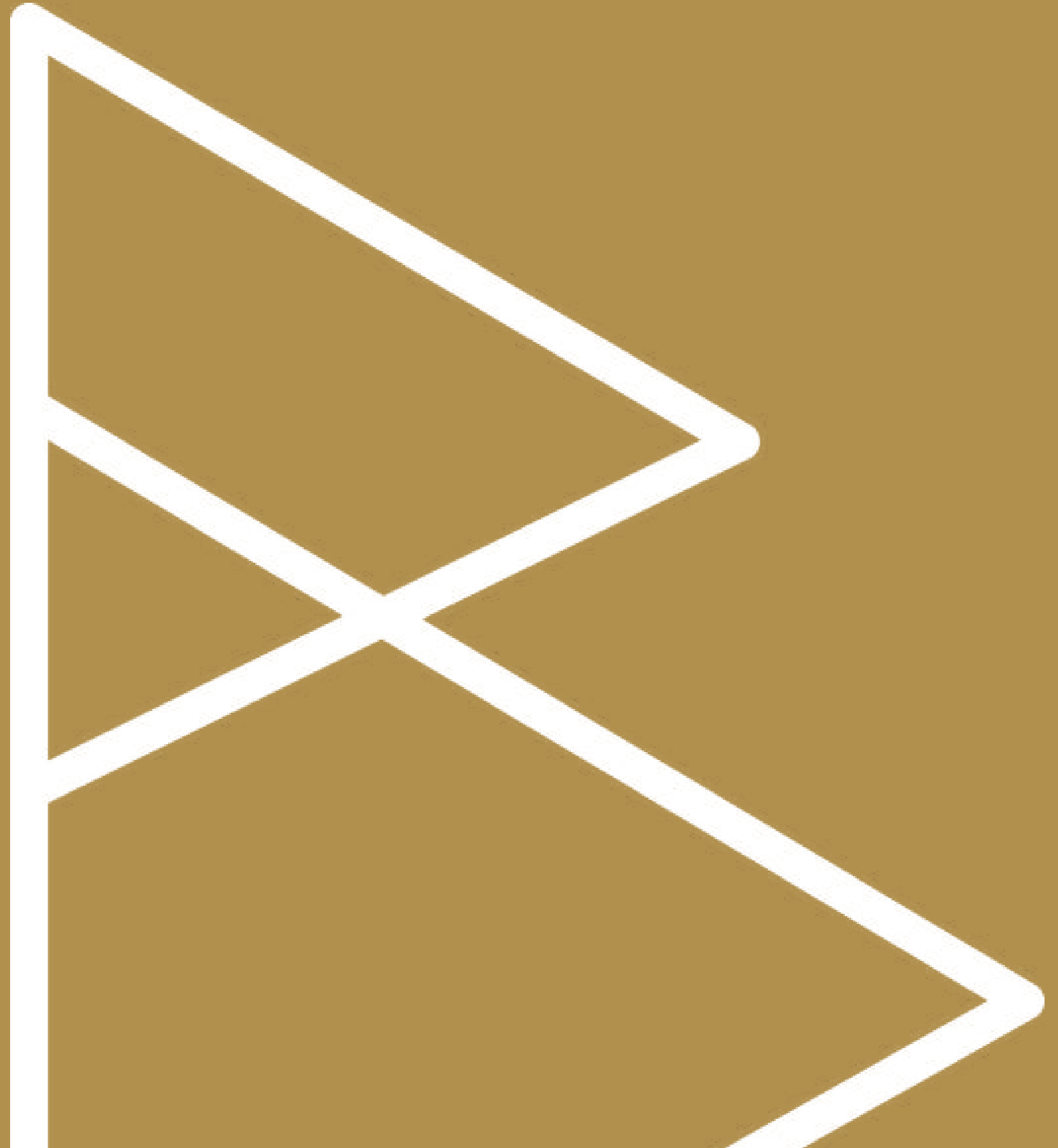
Break The Ice Connect **Built By the Community, for the Community**

We rely on your feedback to make
Break The Ice Connect the ultimate
tool for your business!



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Part 3
Join us!



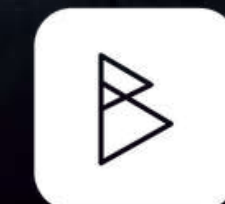
Break The Ice Connect

Suppliers can register for free in 2027

Join a Break The Ice Forum and receive a complimentary one-year company listing on BTI Connect.

Your profile will be visible to our full buyer network — so you can receive & manage qualified RFPs.

One complimentary listing per Forum (Hotel / DMC / CVB / Venue / Service Provider)



Break The Ice
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Buyers can register now!

No fees, no commissions

Our suppliers are ready to do
business with you!

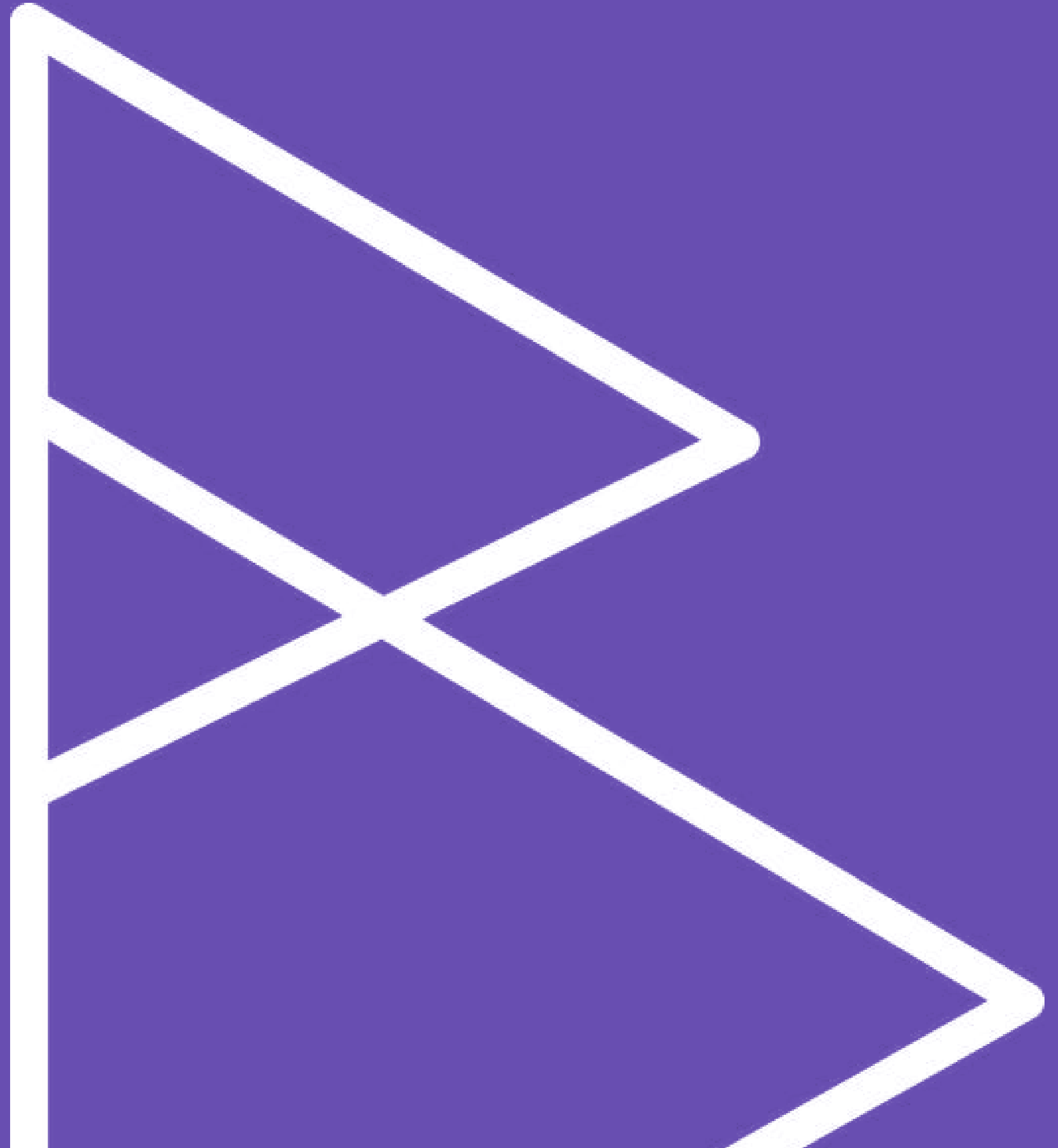
breaktheiceconnect.com



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Part 4

Contacts



Charlotte Heath

Partner – Director of Supplier Sales

Have questions?
Happy to help you get the best out of
Break the Ice Forum & Connect.

charlotte@breaktheiceforum.com
+44 790 350 51 86



Break The Ice
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Patricia Otal
Director of Sales & Marketing

Happy to help all our Forum buyers
and suppliers and direct you to your
destination sales contact!

patricia@breaktheiceforum.com
+34 671 709 578



Break The Ice
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Garry Loefgen

Director of Sales

Let's make connections!

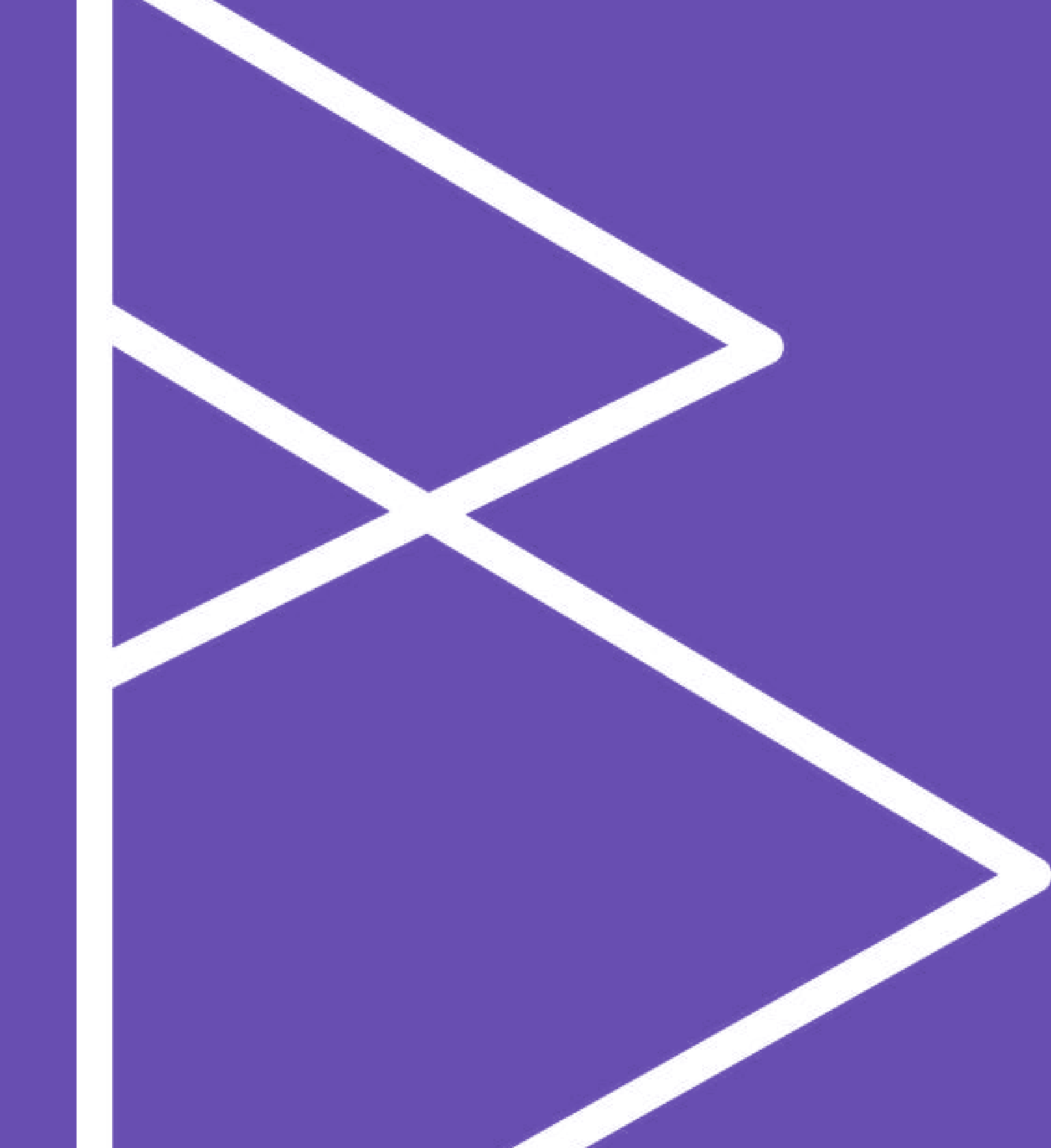
Happy to guide buyers and suppliers through Break The Ice Connect and help you make the most of it.

garry@breaktheiceforum.com

+32 470 17 22 95



Break The Ice
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Thank you
**We forward to
welcoming you!**