

# Break The Ice Forum **2025 dates & New Web Platform**



# **Break The Ice Connect**

Most intuitive web platform for MICE



Break The Ice  
**CONNECT**

# Welcome Introduction

Matthieu Lagae  
**CEO & Founder**



# What's new

## **Connect, source, succeed!**

1

### **Break The Ice Forum**

What is BTIF?  
Forum schedule  
2025 Destinations  
Interested to host?

2

### **Break The Ice Connect**

Introduction  
Why BTI Connect?  
Platform features  
Intuitive Tools

3

### **Join Us!**

Free until end year  
Easy to connect  
Included in BTIF  
100€/month fee  
No commision

4

### **Contact us!**

Charlotte Heath DOS  
Patricia Ota DOSM  
Thank you & looking  
forward to  
welcoming you!

Part I

**Break The Ice  
Forum**





# Break The Ice Forum

## **Where business meets family**

Exclusive B2B event for the MICE

Two days and two nights

High-quality networking

Top-level industry peers

25 pre-selected appointments

Join us for a unique experience that  
blends professional opportunities with a  
familial touch.



# What is ?

## **Break The Ice Forum**



Loyal clients, great feedback, striving for excellence, international team.

Only MICE forum to:

- Includes host partners in buyer selection
- Hard & online copy directory
- Equal care for suppliers and buyers
- RFP web platform

Main goal is to foster collaborations.

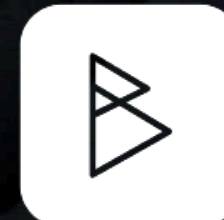
- Suppliers meeting great buyers & ROI
- Buyers connecting with top-tier suppliers



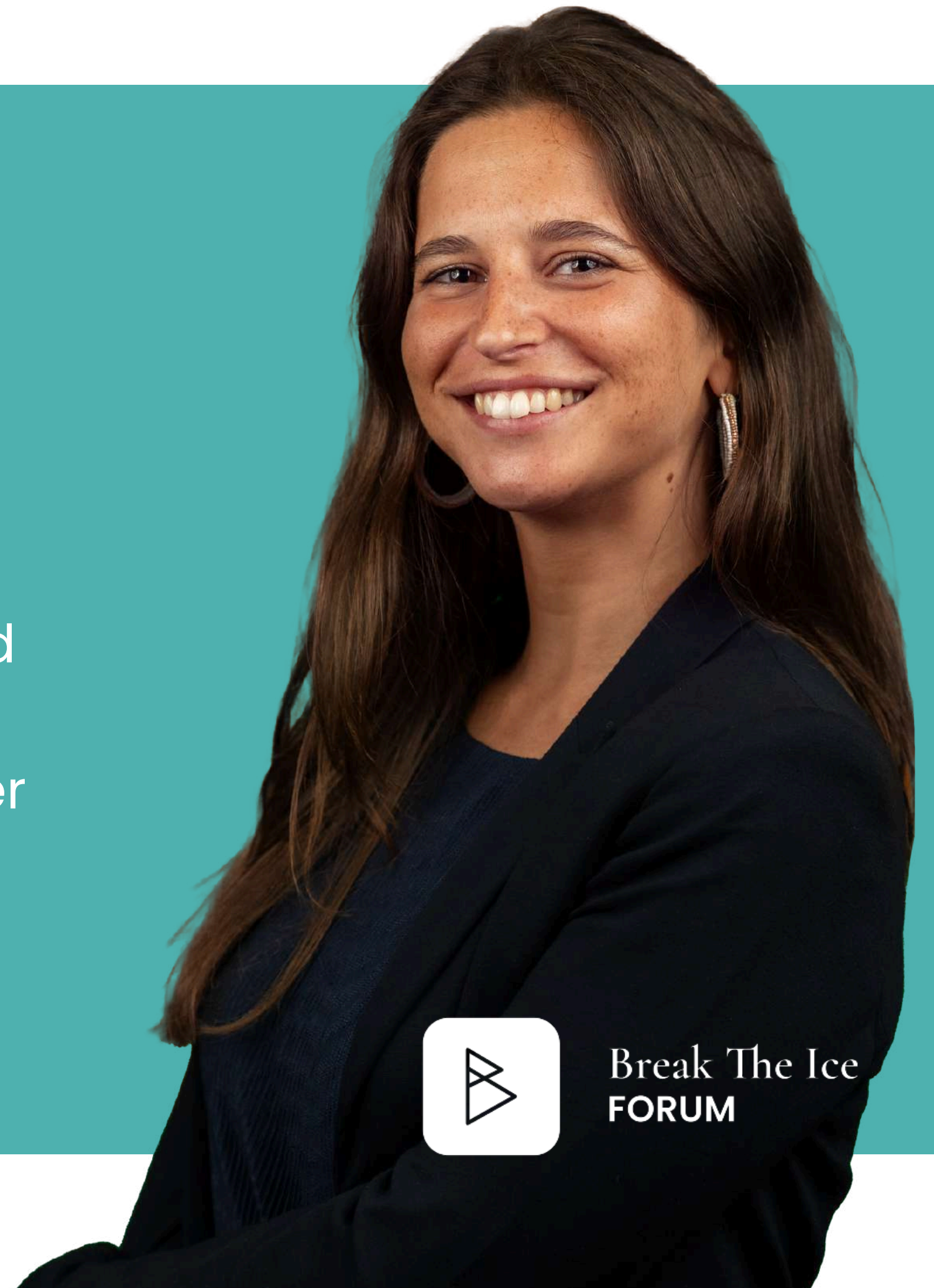
# Schedule

## **Short & highly effective**

- Thursday Evening: Arrival, Networking Cocktail & Dinner
- Friday Full Day: Breakfast, Pre-scheduled Appointments, Lunch, Team Building Activity, Networking Cocktail, Gala Dinner & Party
- Saturday Morning: Networking Breakfast/Brunch, Checkout



Break The Ice  
FORUM





# Break The Ice Forums 2025

**Dates &  
Destinations**







# BRUSSELS

30 JAN-01 FEB 2025





# SITGES

27-29 MAR 2025



A nighttime photograph of Budapest, Hungary. The Hungarian Parliament Building is brightly lit with warm yellow lights, its central dome and spires prominent against the dark blue twilight sky. The building is situated on the right bank of the Danube River. In the foreground, the Chain Bridge, a suspension bridge with numerous lights along its length, stretches across the river. The lights of the bridge and the city buildings are reflected in the calm water of the Danube. In the background, other city lights and a construction crane are visible on the horizon.

# BUDAPEST

08-10 MAY 2025



# OLIVA

19-21 JUN 2025





# OSLO

21-23 AUG 2025





# SPLIT

25-27 SEP 2025



A nighttime photograph of Cologne, Germany. The Hohenzollern Bridge, a large steel arch bridge, is illuminated with warm yellow lights and spans the Rhine river. In the background, the twin spires of Cologne Cathedral are visible against a twilight sky with soft orange and blue hues. Several white boats are moored along the riverbank. The word "COLOGNE" is overlaid in large white letters across the center of the image.

# COLOGNE

06-08 NOV 2025



An aerial photograph of Lisbon, Portugal, taken during the golden hour of sunset. The city is densely packed with buildings, mostly featuring red-tiled roofs. In the background, the hills of Lisbon are visible, with several prominent church spires and domes rising above the urban landscape. The sky is a warm, hazy orange, and the overall scene is bathed in a soft, golden light. The text 'LISBON' is superimposed in large, white, sans-serif capital letters across the center of the image.

# LISBON

11-13 DEC 2025



# Break The Ice Forum

## **2025 Dates & Destinations**

BENELUX/SCANDIC & EU/UK BUYERS

30 JAN-01 FEB 2025 – BRUSSELS

21-23 AUG 2025 – OSLO

DACH/UK/BENELUX/FR/SCANDIC & EU BUYERS

27-29 MAR 2025 – SITGES (BARCELONA)

25-27 SEP 2025 – SPLIT

11-13 DEC 2025 – LISBON

GERMAN D/A/CH & EU/UK BUYERS

08-10 MAY 2025 – BUDAPEST

06-08 NOV 2025 – COLOGNE

UK & EU BUYERS

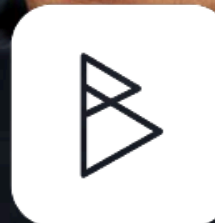
19-21 JUN 2025 – OLIVA (VALENCIA)



Would you like  
**to host?**

If you'd like to host in 2026, 2027, ... let  
us know, we have started already.

Alexander Spuck  
alexander@breaktheiceforum.com  
+49 173 3139923

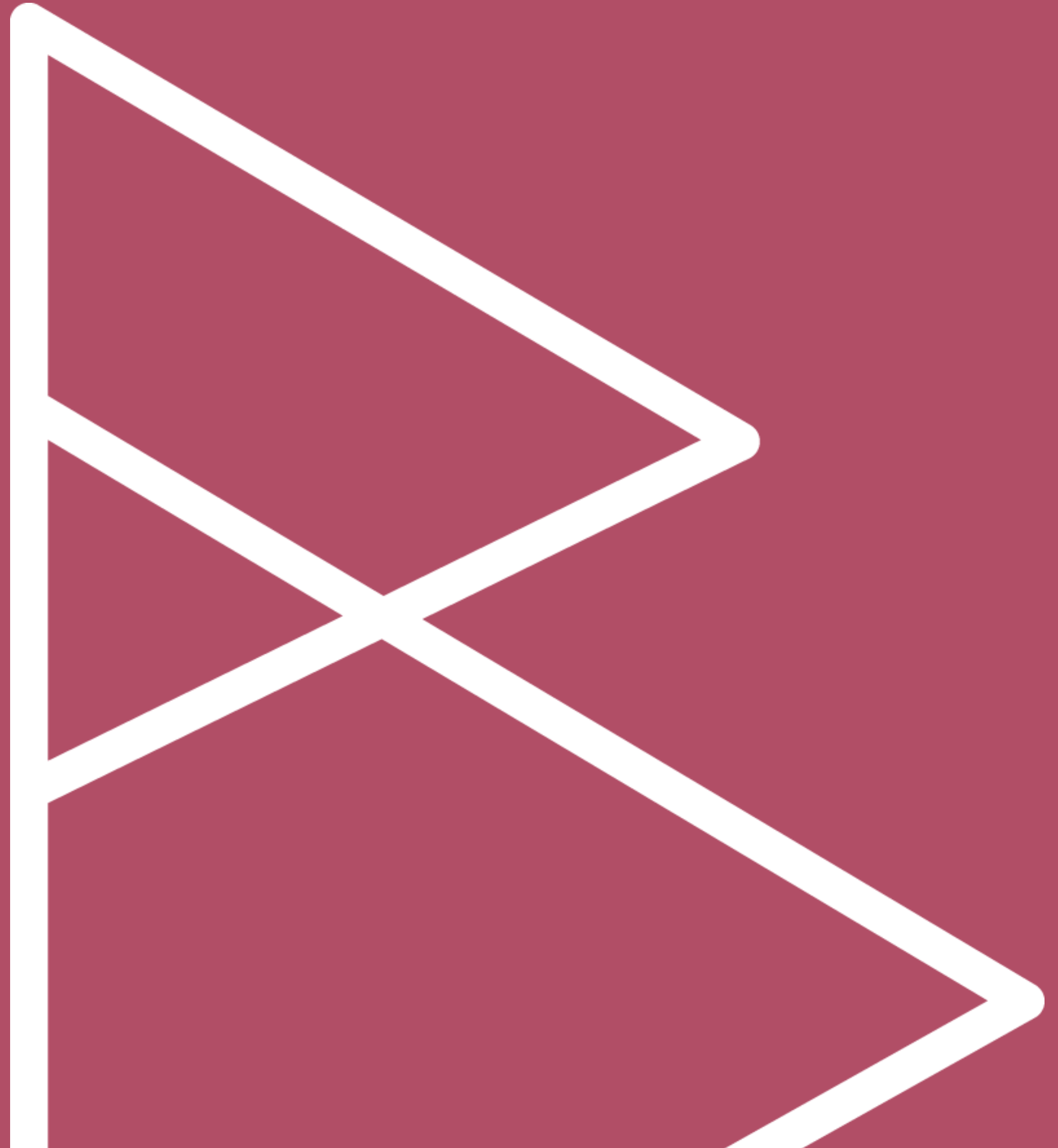


Break The Ice  
**FORUM**



Part 2

# **Break The Ice Connect**







## Break The Ice **CONNECT**

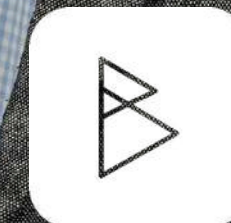
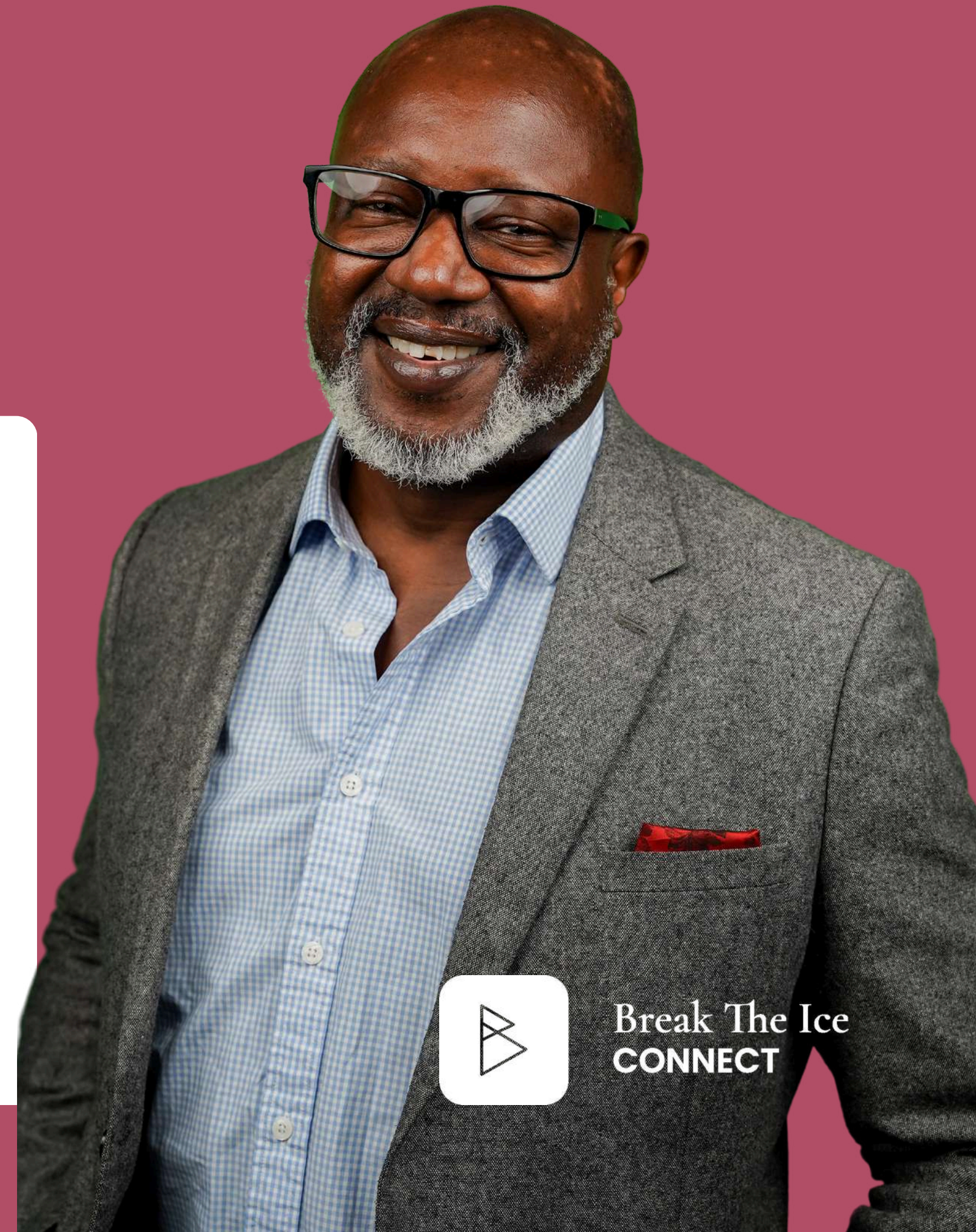
### Why we created **Break The Ice Connect?**

- To make life easier for both buyers and suppliers
- As a past supplier & buyer we fully understand your challenges.
- Informal and highly effective format.



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

- Simple registration and only once
- Access to all your contacts
- Excel export
- Direct chat
- Easy follow-ups, and much more...
- Informal and straightforward
- One click away from booking our forums



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**CONNECT**



The platform will greatly simplify **your experience, both before and after the event.**

Fast, intuitive tool for booking events and handling requests.

RFP Matching Suppliers

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

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


✓ Selected

Hotel ★★★★★

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

Alexander Spuck

City, Country



[SupplierName]


+ Select supplier

Hotel ★★★★★

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

Alexander Spuck

City, Country



[SupplierName]

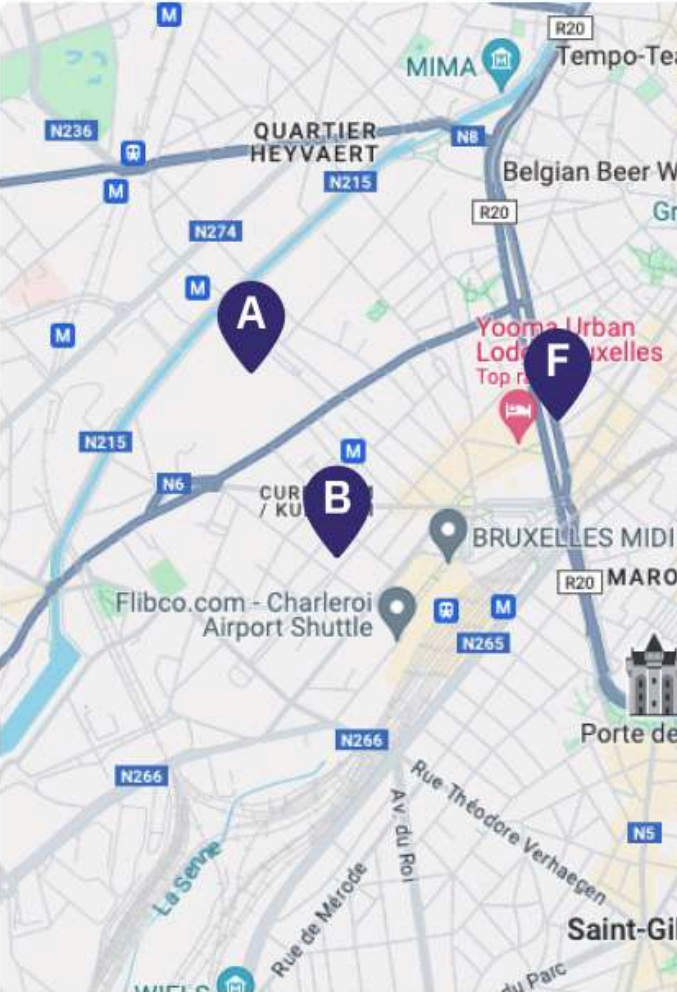
— Remove supplier

Hotel ★★★★★

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.

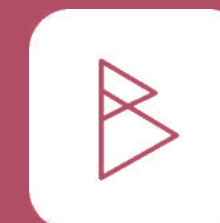
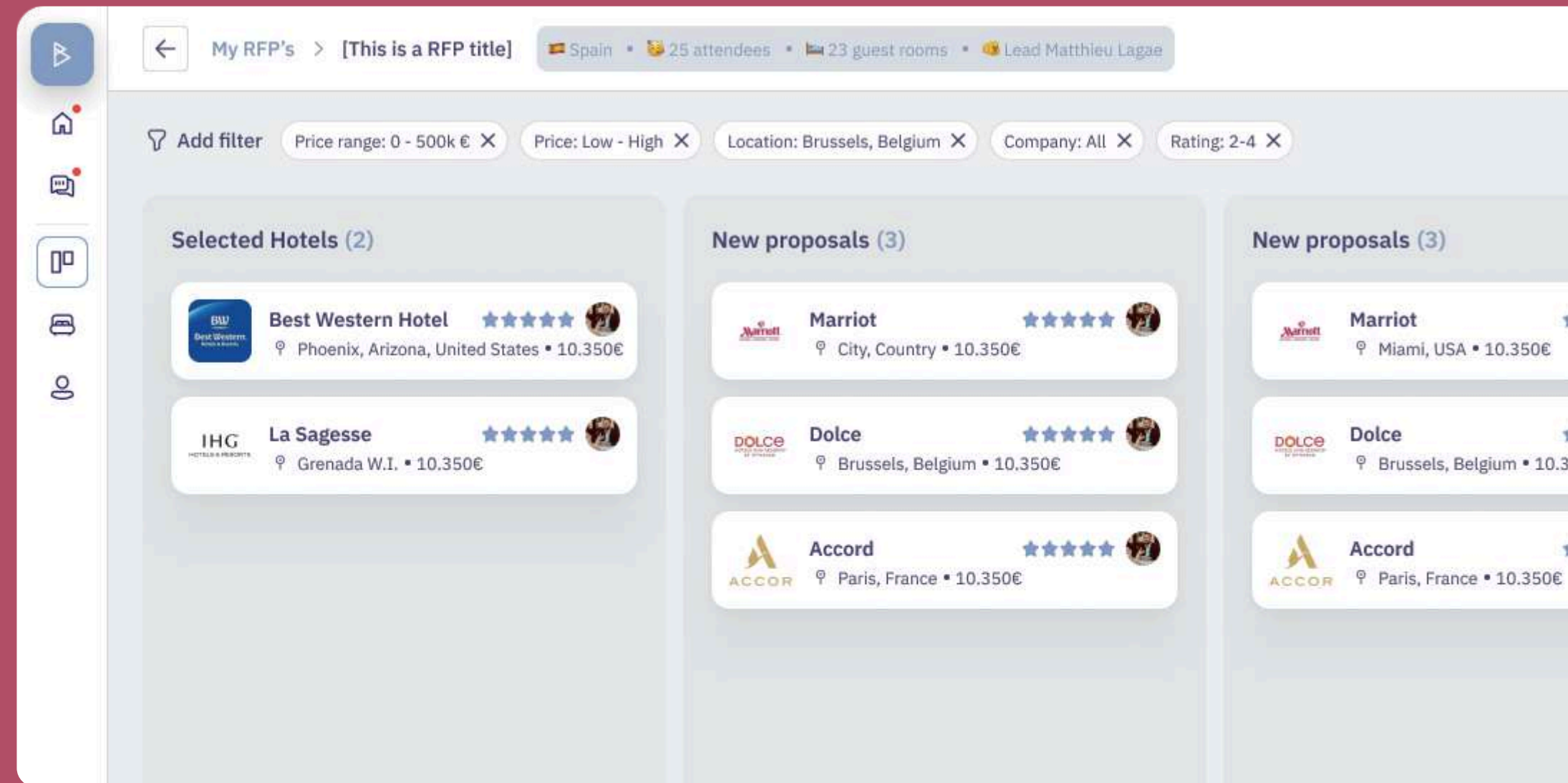
Let's Go! Send my





# 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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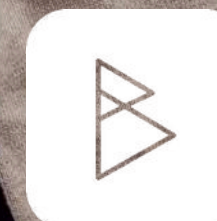
Buyers can even compare offers seamlessly within the platform.

Offer compare			
	 <div>Total offer 12.569€</div>	 <div>Total offer 8.139€</div>	 <div>Total offer 9.045€</div>
			
Hotel / Venue Description	<b>IGM Hotels</b> A serene urban oasis offering luxurious suites with panoramic city views and a rooftop infinity pool.	<b>Merrions Hotel &amp; Resort</b> This charming retreat offers rustic-style rooms, gourmet Belgian dining, and lush garden views.	<b>Regency Hotels</b> A futuristic, hotel in Brussels' city center, featuring celestial observatory for stargazing over the skyline.
Location	 •  Brussels, Belgium	 •  Brussels, Belgium	 •  Brussels, Belgium
Packages name	<b>City Escape Package</b>	<b>Executive Package</b>	<b>Relaxation Package</b>
Package price	<b>130,99€/Pax</b>	<b>130,99€/Pax</b>	<b>56,99€/Pax</b>
Package description	Includes breakfast in bed, a 60-minute spa treatment per guest, and late check-out.	Includes breakfast, a three-course dinner featuring local cuisine, and a wine or beer tasting.	Includes breakfast, afternoon tea, and a massage session in the hotel's garden spa.



This is just the first version  
**it will be continuously improved**

We'll rely on your  
feedback to make  
Break The Ice Connect  
the ultimate tool for  
your events

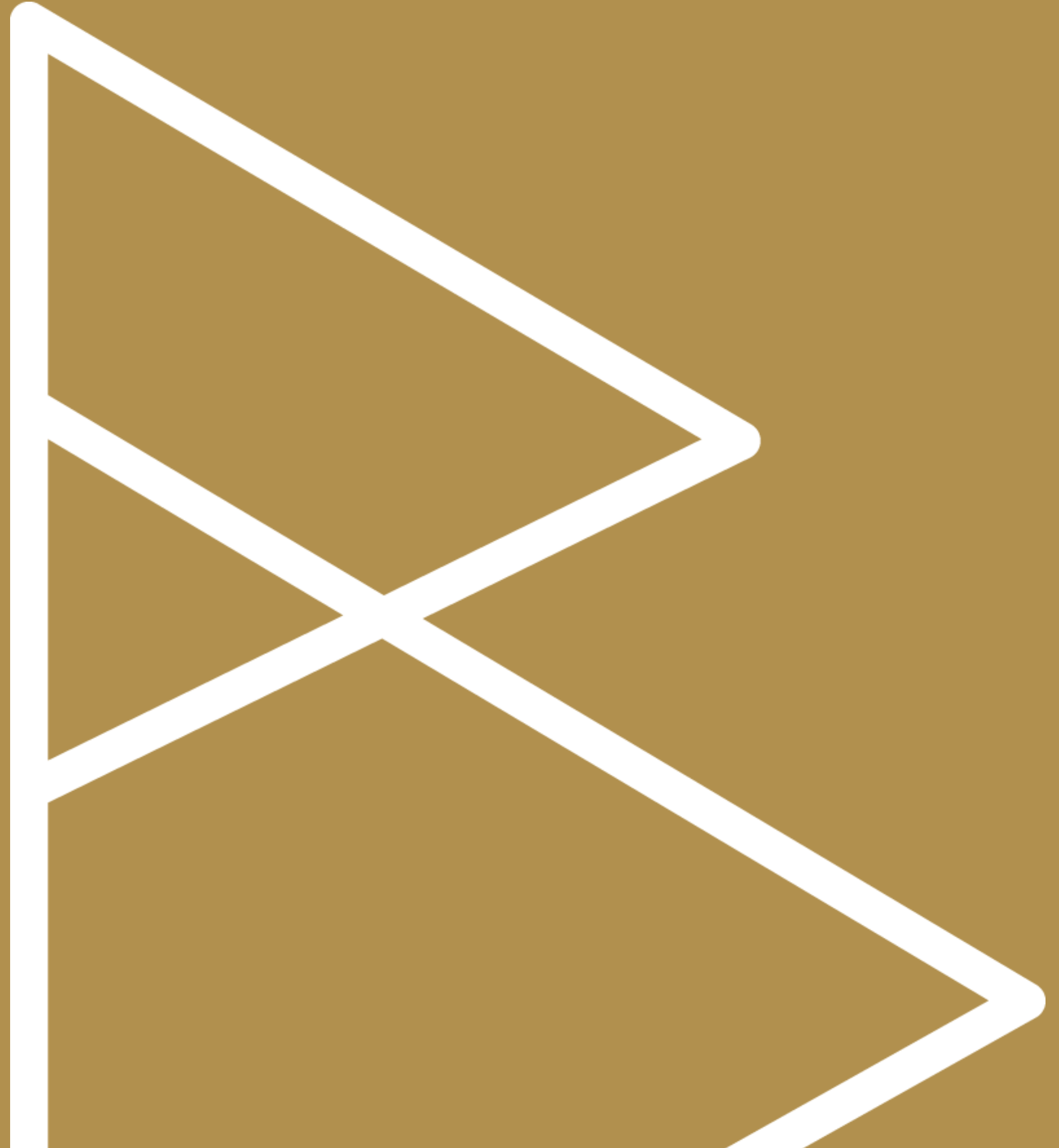


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Part 3  
**Join us!**





Starting today  
**Suppliers can register**

Register your hotels for free and enjoy complimentary access until New Year's Eve.

One hotel/venue/company per Break The Ice Forum included.



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**CONNECT**



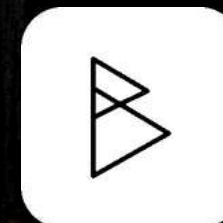


Very soon  
**Buyers will be able to register**

No fees no commissions

Just make sure to use the  
platform

[breaktheiceconnect.com](https://breaktheiceconnect.com)



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## Rates per forum **2025**

1 FORUM for €4.690,00

2 FORUMS for €4.390,00 each

3 FORUMS for €4.190,00 each

4 FORUMS for €3.990,00 each

As from 5 FORUMS for €3.790,00 each



Break The Ice  
**FORUM**



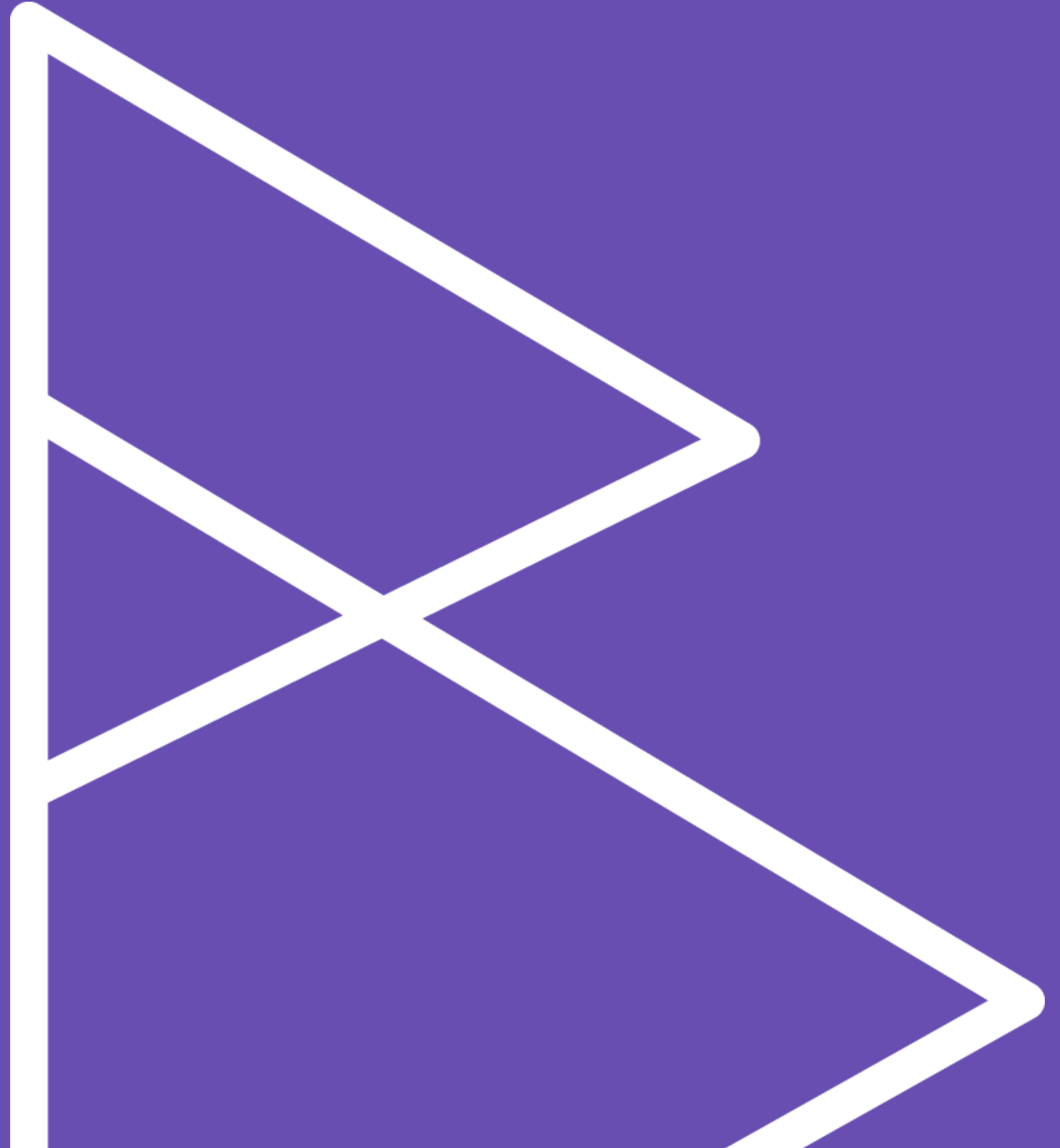
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One forum participation includes 1 YEAR of complimentary access to our NEW platform, BTI Connect, for one entity. 100€ per month for any additional Hotel/Venue/DMC/CVB/Service Provider to be present on the web platform.



# Part 4

## **Contacts**



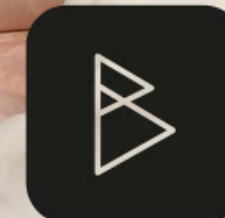
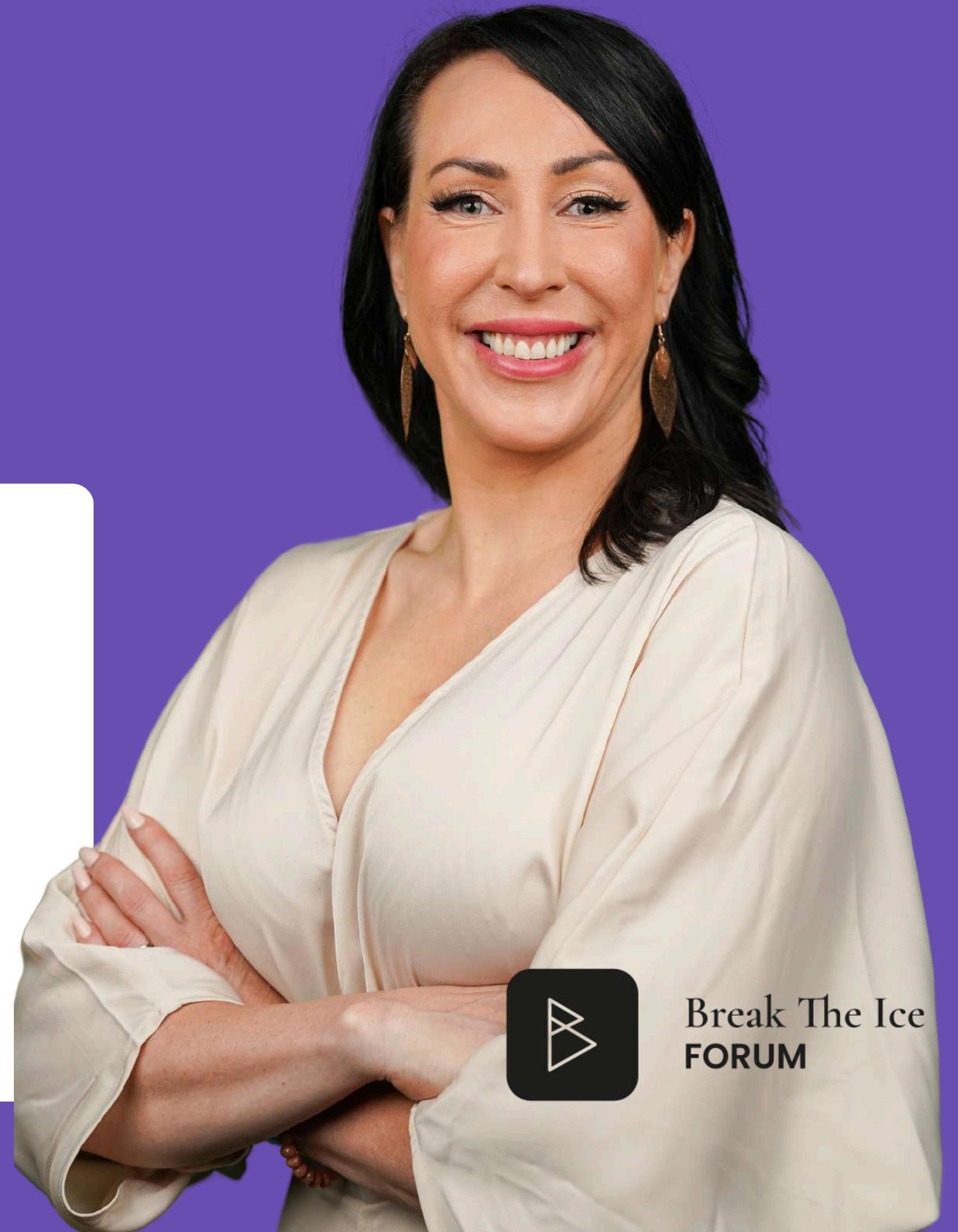


Charlotte Heath  
**Director of Sales Suppliers**

Feel free to contact me should you  
have any questions

[charlotte@breaktheiceforum.com](mailto:charlotte@breaktheiceforum.com)

+44 790 350 51 86



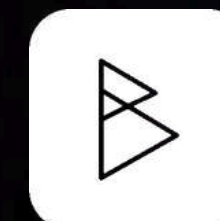
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FORUM



Patricia Otal  
**Director of Sales & Marketing**

Happy to help you as well and  
direct you to your sales contact ;)

patricia@breaktheiceforum.com  
+34 671 709 578



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**CONNECT**



The background is a solid purple color. On the left side, there are several thick white lines that intersect to form a series of triangles and a large 'X' shape, creating a modern, abstract geometric pattern.

Thank you  
**& looking forward to  
welcoming you !**