

Technical Meeting

CORPORATE IMAGE

Paleis Het Loo, Netherlands

16-17 Febr.2017

Aims:

- Offer a dialogue between professionals on the issues relating to the corporate identity and brand presenting case histories.
- Promote exchanges of practices between professionals.
- Analyse the ARRE present image (visual identity and communication tools)
- Build a strategy in order to adopt a new brand positioning and a new visual identity, especially with a view to the European Year of Cultural Heritage 2018 (ECHY).

Expected participants: Communication and marketing experts / Designers

Working language: English and French

Dates: Thursday 16 February from 1 pm – evening and Friday 17 February from 9:00 am – 5:00 pm.

Practical information

Budget: Transport and accommodation fees are at the participants' expense. Dinner on 16 February and Lunch on 16 and 17 February 2017 will be offered by Het loo Paleis and ARRE.

Rooms are pre-booked at **Echoput Hotel**, situated at about 10 minutes driving from the palace. A shuttle bus will be organized to ensure transfer from the Hotel to the palace. You can book directly with the hotel by mentioning "Royal residences" by email reserveringen@echoput.nl by February 3. After this date, rooms won't be reserved anymore. A reservation of additional nights is possible, upon request.

Hotel de Echoput

Amersfoortseweg 86, 7346 AA Apeldoorn

T. 055-5191248 | www.echoput.nl/en/

Double bedded room - EUR 140, 00 including VAT and breakfast per night per person

Back-scheduling:

For this technical meeting to be efficient, we would be grateful if you could respect the schedule indicated below.

By February 3	Please confirm your attendance to Frieda Diender F.Diender@paleishetloo.nl with residencesroyales@chateauversailles.fr in copy
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By February 3	Please send back the filled questionnaire to residencesroyales@chateauversailles.fr
By February 3	Please make your booking directly with the Echoput hotel reserveringen@echoput.nl
By February 10	Final agenda
16 February	Meeting from 1 pm – evening
17 February	Meeting from 9:00 am – 5:00 pm

Contacts:

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