

# Event Concept Development

If you are looking for opportunities to generate more traffic in your venue, Amsterdam ArenaA Advisory can help. A global trend shows that the number of artists that are able to put up a show that meets the expectations of nowadays crowd is decreasing. In order to overwhelm visitors with a stunning experience, a show should include more than a stage performance with a live playing band. Aspects such as atmosphere, performances by singers and dancers, audio and visual techniques, venue facilities, overall quality and experience, etc. become more and more important. Insiders foresee an evolution in the industry from "concerts" to "concepts". But how to profit from this evolving market?

Amsterdam ArenaA Advisory are able to provide you with proven and non-proven event concepts. Together with local partners and promoters these could be translated in successful events.

## Database

Our database with concepts provides useful and updated information:

- Revenues
  - Commercial rights (partnering, sponsorships, etc.)
  - Media rights (broadcast rights, promotions, etc.)
- Ticketing
- Catering
- Budget
- Event branding & exposure
- Content costs
- Hall additions
- Productions
- Operations
- Event specifications
- Production and technical aspects

## References

Some concepts have been turned into profitable events in Amsterdam ArenaA or elsewhere, others are still in the conceptual phase. Successful events that have been hosted in the Amsterdam ArenaA for the first time are a yearly dance event in two editions called "Sensation" (since 2000, two editions per year for 35.000 visitors are held, now growing worldwide) and an event consisting of Dutch singers performing in sing-along-show called "Toppers" (since 2005, three shows per year on average for 50.000 visitors).

