

# ITINERARY

Tentative program

For North American Companies

## DAY 1

Amsterdam, hotel check in

14.45 Coffee & Cookie welcome

15.30 Bustransfer to cricket club

16.00 Pitch

*On the pitch grounds of the Cricket Club you are invited to pitch for 30 selected Dutch guests.*

18.00 BBQ

*After the pitch sessions the dialogue continues, connect with Dutch counterparts to discuss business opportunities, partnerships or collaboration during an informal BBQ.*

## DAY 2

8.45 Bus transfer to Rotterdam

10.30-20.00 Full day event at creative hot spot [De Machinist](#), Rotterdam.

10.30 What's happenin' here? Keynotes

11.00-11.40 morning session 1

11.40-12.20 session 2

12.25-13.00 Wrap up morning sessions

13.00-14.00 Network lunch

14.00 Pressure Cooker CreativeCradle challenge

We could have offered you an old fashion Dutch Biz Culture Seminar, but the Rotterdam crede is Don't talk, just do it! So in this interactive session we will turn up the heat during a problem solving task with your Dutch counterparts. So you can get hands on experience; do they drive you crazy or do you find their approach original and refreshing.

14.30 start CreativeCradle challenge brainstorm

15.30 short break for snack

16.00 start CreativeCradle challenge execution

17.00 presentations 5x3 minute presentations + questions

18.00 dinner

19.00 winner of CreativeCradle challenge by very unbiased :- ) jury

19.30 Bustransfer to hotel

### DAY 3 / 4 / 5 PICNIC festival

And now the [PICNIC](#) starts:

In the old Amsterdam Gas Factory we will mix science, creativity, technology and business into steaming hot inspiration, propelling innovation and cooperation. To recuperate from all this energy the picnic tables are set out in the autumn sun and you can indulge yourself in the atmosphere of laid back Amsterdam. 2009 Keynotes included: Gerd Leonhard, Nicholas Negroponte, Peter Molyneux, Philip Zimbardo, Niklas Zennström, Ed Ulbrich, Tomi Ahonen, Bernard Lietaer

Includes:

3 DAY full conference tickets; inspiring keynotes, workshops, labs, pitches and matchmaking.

Lunch DAY 3

VIP tour start up market

Tajine dinner DAY 3

Tour start up market

Packed lunch DAY 4

Tour start up market

Packed lunch DAY 5

Goodbye reception DAY 5

Dutch companies can register for one of these events:

DAY 1 - Pitch + BBQ

or

DAY 2 - [De Machinist](#), Rotterdam.

or

DAY 5 - reception @ [PICNIC](#)

Note: conference ticket is notincluded!!

To do so please switch to the [Dutch part of this website](#) for your registration instructions.