







Jean-Baptiste van Gysel de Meise

Jean-Baptiste van Gysel de Meise was born in 1885 in a large family in Elewijt, a village in Flemish Brabant. After studying in Mechelen, he joined the Belgian railways at the beginning of the century and became attaché to the Cabinet of the Minister of Communications, Mr Helleputte, who asked him to take care of the Belgian government's supply in Le Havre during the First World War.

After the war, Jean-Baptiste van Gysel de Meise, impressed by the success of American commercial companies, created the companies Sarma and Nopri in Belgium, which grew considerably since their creation. In 1953 Jean-Baptiste van Gysel bought Hotel Le Plaza from Count Paulus d'Oultremont, to make it the jewel of his heritage.



Jean-Paul and Anne van Gysel de Meise

In the early 1990's Jean-Baptiste van Gysel de Meise's son, Baron van Gysel, decided to revive this beautiful place. To him this was an obvious decision, because he had a love for hotels since he had been taken there by his parents when he was younger. He started renovations that lasted no less than 5 years. In addition to his wife, Baroness Anne van Gysel, a decorator by profession and until today strongly involved in the renovation of the Hotel, he called on the Parisian decorator specialized in hotels, Pierre-Yves Rochon, who rebuilt the Four Season's Hotel Georges V in Paris, the Westin Palace in Madrid and the Hotel Les Bergues in Geneva.





Jean and Aurore van Gysel de Meise

Today, the children of Baron van Gysel are happy to support their father and to be able to perpetuate the work of their grandfather. Jean, his grandson, who holds a Master's degree in Finance from Columbia University in New York, and Aurore, his granddaughter, who graduated from the Ecole Hôtelière de Glion in Switzerland, are on the Board of Directors.



EDITO 90 years by your side

If you are holding this second edition of Le Plaza's Magazine in your hands it means one of two things: we have a common history or we are about to create one together.

In either case, we would like to thank you and we are very happy to welcome you to our world whose philosophy it is to listen to you and to be by your side.

90 years after its opening, Le Plaza still shares the same values. A distinguished elegance in welcoming its guests, the loyalty that is born from the trust of its guests but also of its employees, the pride of its independence which makes it more Belgian than ever, and finally the creation of beautiful scenes in the purest form of hotel traditions.

This is the year in which we will celebrate the 90th birthday of Le Plaza, which we are delighted to share with you.

I wish you a pleasant moment of relaxation and pleasure in the discovery of 90 years of tradition.

Laurent De Kerf Managing Director

EVA REVEALS A SECRET AND INTRODUCES ELIOT, WHO WEARS THE COLORS OF LE PLAZA

Eliot was born on the occasion of the Hotel's 90th anniversary.

His design has been carefully thought out; his name symbolizes our values, the blue of his fur evokes the color of Le Plaza and finally, thanks to his multiple wardrobes, he will highlight the different professions in the hotel industry.

WHAT ARE OUR VALUES?

« E » for Elegance, not only in the choice of fabrics and furniture, but also in the welcome, the fine dining and our expertise

« L » for Loyalty, we are convinced that loyalty is built through mutual trust, both on the level of guests and employees

« I » for Independence, because we are lucky enough to welcome you to a 100% Belgian institution

« **O** » for Organizer, because we have the event experts who contribute to the success of the missions you entrust to us

«**T** » for Tradition, hotel Tradition in its purest form

Every weekend, you can meet Eliot, who is 1m20 tall, in the lobby of the Hotel. He will be pleased to pose on your pictures! And don't worry; there also "miniature" Eliots available so you can take him home with you.

Eliot "globetrotter" will visit you as well, he will accompany the sales teams during their various meetings and trips. Feel free to post a picture on Instagram with your Eliot: #leplazabrussels.

We are delighted to have Eliot, the cutest of our colleagues, as our Ambassador to share this anniversary year with you!

Eva Forier Communication Officer



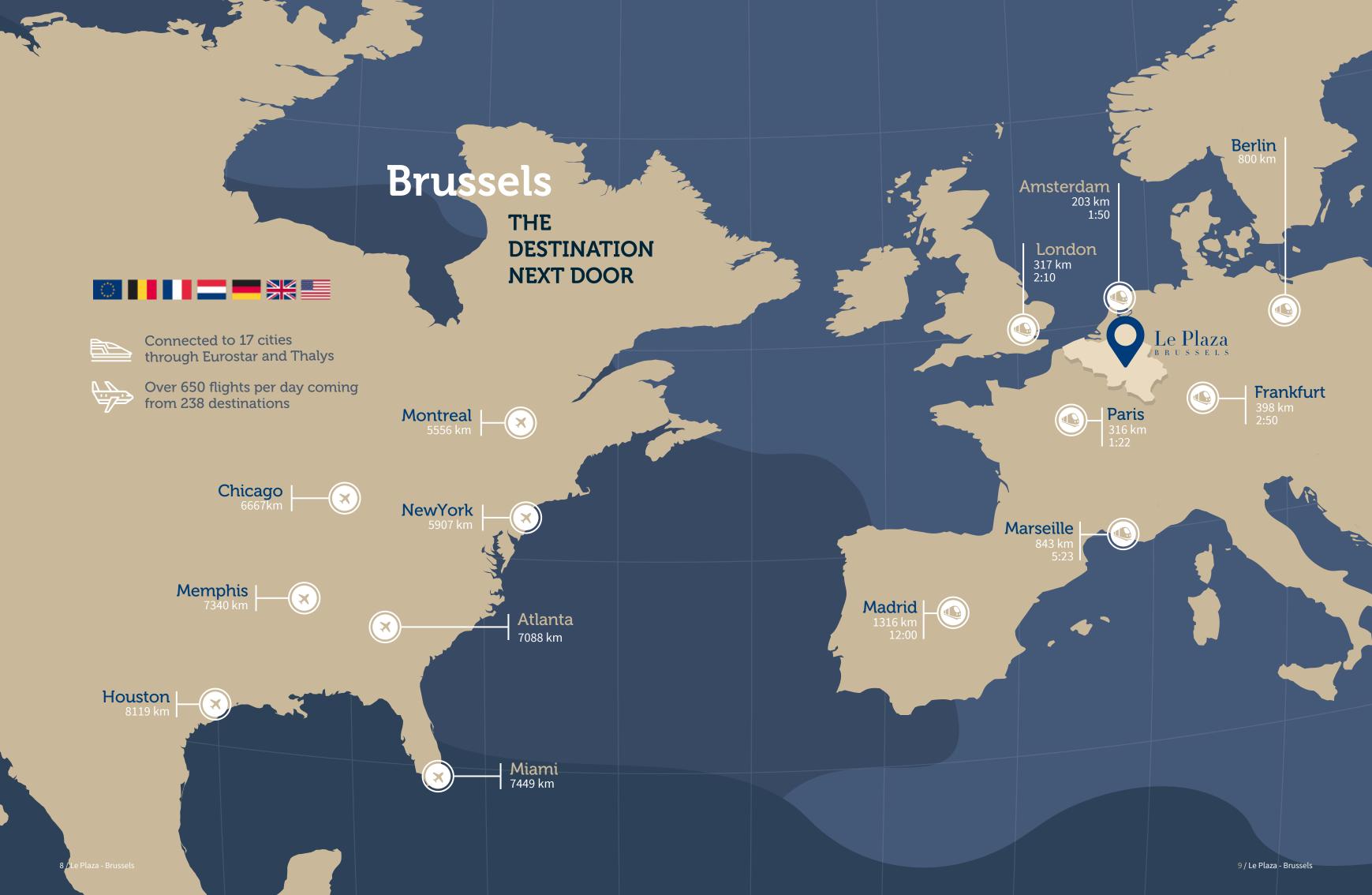


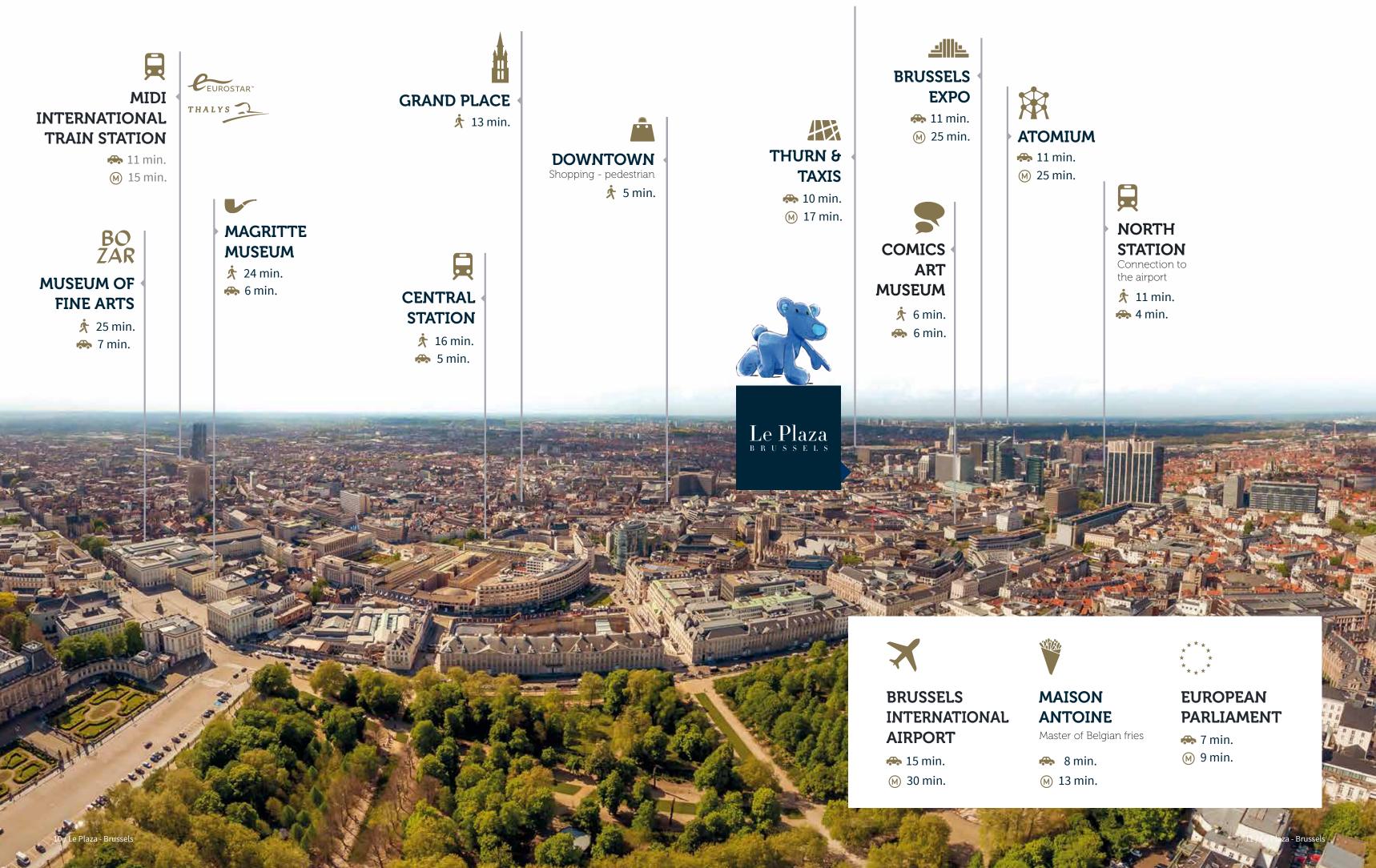
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BRUSSELS: **THE INGREDIENTS OF A MICE CITY**



CONTRACTOR AND A DESCRIPTION OF THE REAL PROPERTY OF



MICE OBJECTIVES: **DESTINATION BRUSSELS!**



Interview with Elisabeth Van Ingelgem, Director Convention & Association Bureau at visitbrussels

A strategic central location, a hub of power and business, favorite seat of international associations, centre of excellence, support programmes and innovative services for event organizers, a large choice of exceptional event venues, stateof-the-art hotels... Brussels stands out as one of the best MICE destinations in the world. With 8.5 million overnight stays in 2018 and 889 event requests processed by the Convention Bureau, the upward trend is very largely confirmed. A word on the city that pulsates.

Brussels is bending over backwards to welcome MICE Clients, for what reasons?

Due to its location and international reputation, Brussels can host all types of events. That being said, Brussels still has a lot of potential. I will come back to that right away. Brussels is constantly reinventing itself and the vast existing offer for the MICE sector will be further expanded in the coming years. Several event centers are in full development: The Maritime Station with the Thurn&Taxis site and the future KANAL Contemporary Art Museum - Centre Pompidou is one of these centers.

The future NEO district and its international congress centre is another one. Last year, our experts from the Convention Bureau of visit. brussels directly processed 889 requests and applications for events ranging from 50 to more than 5,000 people. The number of such requests has increased by 57% in just one year and the trend is continuing."

What are Brussels' assets for this specific clientele?

In addition to the specificities of Brussels which consolidate the attractiveness of the destination - Brussels is linked to a hub of power and business, a centre for European and global decision-making (European Commission and NATO headquarters), a central strategic location, the favorite seat of international associations, centers of excellence - Brussels exudes this particular atmosphere: Its cosmopolitanism with 184 different nationalities, the quality of life of a city on a human scale that many expats and visitors spontaneously cite as a strong point, in particular thanks to the many green spaces widely distributed throughout the city.

Brussels therefore seduces enormously! Beyond these strengths, Brussels offers hundreds of truly original event venues. It is a city with a soul, a history, an artistic and cultural heritage: this diversity is reflected on many levels, particularly in the offer of event venues that are far from being sterile: from the trendy ultra-urban venue to the finely decorated art deco symbols, there is not only a lot of choice but also a choice with very high added value: atmosphere, history, state-of-the-art equipment. On the hotel side, with more than 20,000 hotel rooms of all categories, we have some strong arguments that play a decisive role in the choice of destination.

Brussels is far from being a cold and grey city, solely oriented towards business, this is a huge advantage compared to many other destinations. Every year, more than 18,000 annual cultural and festive events are organized in the city. This festive DNA makes Brussels a city that pulsates and a city that sets the tone! »

Brussels, which is the headquarters of many international associations, is the number two city in the world for the organization of congresses?

Brussels holds its place in the top MICE destinations by confirming its success with the MICE public. For the 6th consecutive year, Brussels is in first place in Europe as far as the favorite destination for organizing association congresses is concerned (UIA Report 2019). And these trends are confirmed in the longer term as bids for the organization of an event in Brussels are coming from all sides, which puts us in competition with Amsterdam, Madrid, Paris, Paris, Barcelona and London. As for hotels, with 8.5 million overnight stays in 2018, the upward trend observed in recent years is very largely confirmed. Brussels attracts at the MICE level as it attracts at the leisure level.

What tools have you put in place to help event organizers?

Every MICE event organizer has access to the tailor-made and free services provided by visit.brussels. Brussels favors direct. efficient and professional contacts. As such, MICE organizers can count on the support of a local personal expert contact who will support them in their overall approach to organizing an event in Brussels. The concrete assistance which is provided can take the form of logistical support, financial support, organizational support... However, we have observed that the needs of international event organizers are becoming more complex and demanding.

MICE organizers no longer choose a destination solely for its reception capacity, accessibility and attractiveness. That's why visit.brussels offers support in terms of communication and access to ad hoc professional connections. This way, we are able to help



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mobilize participants, sponsors and stakeholders. Our convention office accompanies the organizers and connects them with experts, local specialists, institutions or local associations in the field covered by the event. It is very rewarding for the event in terms of participation and aura. Very useful: the organizer takes advantage of the many connections of specialized experts on several centers of excellence (media and creativity, ICTs, life sciences, pharmaceuticals, sustainable development, cleantech, business services) on which Brussels has decided to give priority.

What is the impact of the European institutions on the events sector?

As the capital of Europe, Brussels is one of the 10 most influential cities in the world. With 2,250 headquarters of international professional associations, it is the world's leading city in this respect. Brussels is therefore a particularly attractive decision-making centre because of the many professional connections it allows.

Brussels has just proudly entered the top 10 most influential cities in the world (A.T. Kearney Global Cities Index 2018). The MICE sector has obviously seized these opportunities for contacts, influences and networking: the number of events organized grows exponentially.

Sustainability has become a key factor in the decision of event organizers, what are the actions undertaken by Visit Brussels?

Sustainable development is a priority for the Brussels-Capital Region. Many initiatives are being launched. In particular, we provide concrete support to local actors (hotels, visitors, museums, transport, etc.) and event organizers to move towards a more sustainable approach and to think from the perspective of the circular economy.

We are making good progress in this area and we are already seeing results. Brussels can also boast of its ranking in the top 10 pioneering cities worldwide for its responsible and sustainable policies and practices in the business tourism and events industry (Global Destination Sustainability Index, GDS, 2018). Labels and certifications have already fully professionalized the more environmentally friendly approach and Brussels, a pioneer in this field, is in a position to propose and generalize a sustainable approach in all the events organized on its territory.

Belgians are "bon vivants", how does this philosophy affect the MICE offer?

The quality of life, the gastronomy, the architectural, artistic and cultural heritage, the impressive number of microbreweries, the development of an extremely high quality viticulture and finally, I won't forget it of course: chocolate, the national symbol.

These symbols of the quality of life in Belgium strongly contribute to a personalized and exceptional welcome.

These assets offer excellent moments and memories that every participant of an event will remember. The MICE offer is obviously not far away and takes advantage of these assets to enhance the destination. At visit. brussels, we help organizers to build "customized" programmes, highlighting these local assets according to their participants: sales representatives, creative minds, scientific researchers, sports enthusiasts, accompanying persons...





A DIFFERENCE

OF DAY AND NIGHT



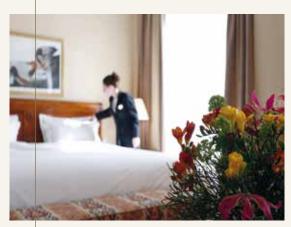


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ROOMS AND SUITES







OUR SERVICES FOR YOUR VIP'S

THE PRESIDENTIAL SUITE



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DO YOU WANT SOMETHING MORE?

THE IMPOSSIBLE IS POSSIBLE!



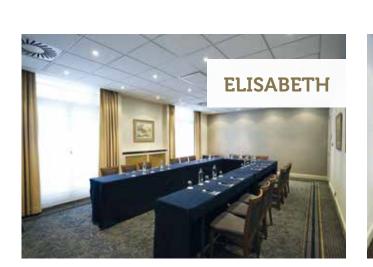
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WHEN A RISING CURTAIN REVEALS THE MOST BEAUTIFUL SCENERY X

3

23 / Le Plaza - Brussels





> 42 m² > 20 to 40 people



> 42 m² > 20 to 40 personnes







> 26 m² > 8 to 15 people

WE FINE-TUNE OUR MEETING ROOMS ACCORDING TO YOUR NEEDS!



 $> 23 m^2 > 8 to 15 people$



DID YOU KNOW?

Just like the Boulevard where Hotel Le Plaza is located, our Salon Adolphe Max is named after one of Brussels' most famous mayors: Mr. Adolphe Eugène Jean Max.

Mr. Adolphe Max (1869-1939), was a Belgian politician and mayor of Brussels from 1909 to 1939; during his various mandates, he participated in the construction of the Palace of Beaux Arts and the organization of the Universal Exhibition at Heysel in 1935.

He was a true war hero during the First World War, he resisted German control and refused to exercise his mandate under German yoke.

He was arrested and imprisoned and spent the entire war in various German prisons.

After the war and his triumphant return to Brussels, his bravery earned him the title of Minister of State and his election to the Royal Academy of Belgium.



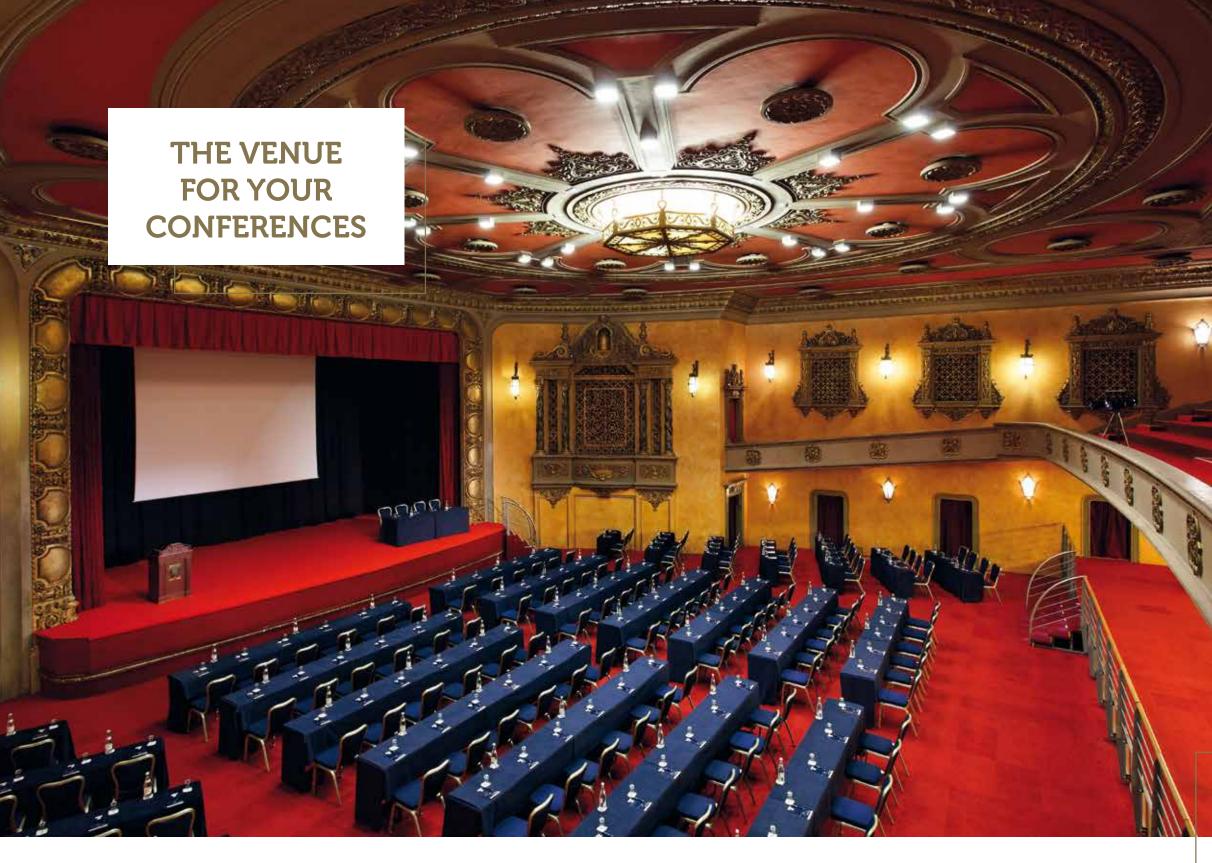
> 40 to 120 people > 116 m²



> 60 to 200 people **> 264 m²**



> 50 to 150 people > 180 m²









U 130 people



THEATRE **700** people





WHEN A PLENARY MEETING ROOM BLENDS PERFECTLY WITH **ARCHITECTURE, THE CAPACITY OF A CONGRESS CENTRE AND HOSPITALITY SERVICES**









YOU ARE ABOUT TO ORGANISE A CONGRESS OR A CONFERENCE?

Le Plaza is an unexpected congress centre that you can't miss out on in the events sector in Brussels.

The plenary room "The Theatre" of 462m² assures enough space for 130 up to 700 participants and has a communicating exhibition and catering area of another 800m².

This exhibition area consists of the Gallery, Adolphe Max, Esterel and Versailles. The meeting spaces are located one next to the other, with the possibility to privatising the ground floor and assuring a natural and efficient flow of your participants.

Whatever topic your conference is about, you can rely on our know-how. From the concept to putting it into place while dealing with bed room reservations at the same time, our conference experts will help you with the following steps:

- > Project management
- > Room reservations for staff and participants
- > Room allotments
- > Management of exhibition
- > Catering
- > Safety guards and cloakroom attendants
- > Audio-visual equipment and Wifi
- > Branding and decoration
- > Logistics and deliveries

Our highly trained and experienced operational team will answer all your questions and requests with a smile during your event.

In short, when you choose to organise your conference at Le Plaza, you choose for an all-in formula in a comfortable and elegant setting with the capacities of a congress centre.

YOUR EVENTS MOMENTS OF PLEASURE

the fifth



COCKTAIL 200 people

ADOLPHE MAX

GALA DINNER GALA DINNER

COCKTAIL 250 people



UNFORGETTABLE MOMENTS

guests.

our team happily helps you with:

- > Table decoration > Decorating the room
- > DJ, band or entertainment
- > Creating themed nights

GALA DINNER

Whether you want to organize a gala dinner, walking dinner, product launch, end of the year party, staff party,.. Le Plaza is here to help you organize an unforgettable moment!

From the cocktail to the dessert, Chef Olivier Bontemps and his team will surprise you with their tasteful cuisine, com-bining fresh and local products which will please all your

What would a party be without a little festive touch? On top of suggesting to you the perfect choice of menu and wine,

Your party should be a glorious moment filled with lots of fun, inviting to be creative, bringing smiles to your guests' faces and creating unforgettable moments.









cocktail **700 people**

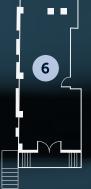


FACT SHEET

Name :	Hotel Le Plaza
Adresse :	Boulevard Adolphe Max 118-126 1000 Brussels, Belgium
Telephone :	General : + 32 (0)2 278 01 00 Reservations : +32 (0)2 278 05 70 Group reservations : +32 (0)2 278 05 80
E-mail :	reservations@leplaza.be
Site :	www.leplaza.events
Owner :	Baron van Gysel de Meise
Direction :	Laurent De Kerf
Classification :	4 stars
Location :	- Downtown Brussels - Midi station at 10 minutes - International airport at 20 minutes
Rooms :	188 rooms, 16 of which are suites
Parking :	Private parking
Bar/Restaurant :	- Breakfast buffet - Restaurant and Bar L'Esterel, traditional cuisine
Salons :	11 meeting rooms of 10 to 700 personnes
Theatre :	Former Brussels' cinema that has a separate entrance capacity up to 700 people for meetings and 450 peop for gala dinners

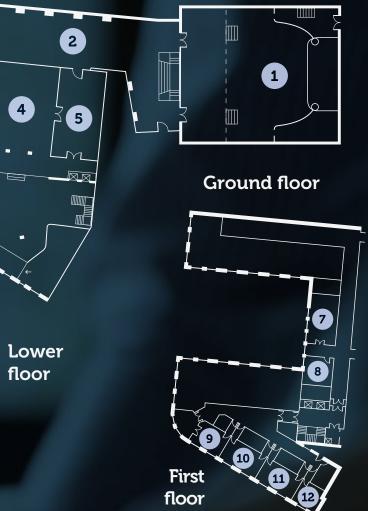
FLOOR PLAN





	Meeting room	£		Τ		Ĭ	*				•
1	Theatre	0	462 m2	9.5 m	no	700	450	350	700	130	-
2	Gallery	0	280 m2	4.6 m	yes	250	-	-	-	-	-
3	Adolphe Max	0	220 m2	4.6 m	yes	250	180	130	200	60	70
4	Esterel	0	180 m2	4 m	no	150	90	70	120	40	50
5	Versailles	0	116 m2	4 m	no	120	80	60	100	40	50
6	Charleston	-1	264 m2	3.5 m	no	200	160	130	180	60	70
7	Paola	1	45 m2	2.8 m	yes	40	30	28	40	22	30
8	Fabiola	1	29 m2	2.8 m	yes	15	10	10	15	8	10
9	Astrid	1	29 m2	2.8 m	yes	-	-	-	-	-	16
10	Marie Henriette	1	42 m2	2.8 m	yes	40	30	28	40	22	30
11	Elisabeth	1	42 m2	2.8 m	yes	40	30	28	40	22	30
12	Louise Marie	1	23 m2	2.8 m	yes	15	10	10	15	8	10

Meeting room	£		I		Ţ	**	1000 1000 1000 1000	÷		•
2 + 3	0	500 m2	4.6 m	-	500	-	-		-///	-
2 + 3 + 4	0	680 m2	4 m	-	650	-	-	-		-
2 + 3 + 4 + 5	0	796 m2	4 m	-	770	-	-	•	-	-
3+4+5	0	416 m2	4 m	-	520	350	-	-	-	-
3 + 4	0	300 m2	4 m	-	400	270	-		-	-
4 + 5	0	380 m2	4 m	-	270	270	-	-		-





Hotel Le Plaza... it brings us back into the history of Brussels, the history of the Roaring Thirties, Victor Horta, the Charleston, art deco, the 1935 World Fair and cinemas. During the reign of Leopold II, Brussels was equipped with wide boulevards and green avenues and Mayor Anspach helped transform the capital's urban landscape by building the artery linking the Nord Station to the Midi Station. It is precisely on this very busy and fashionable artery that Hotel Le Plaza was built.

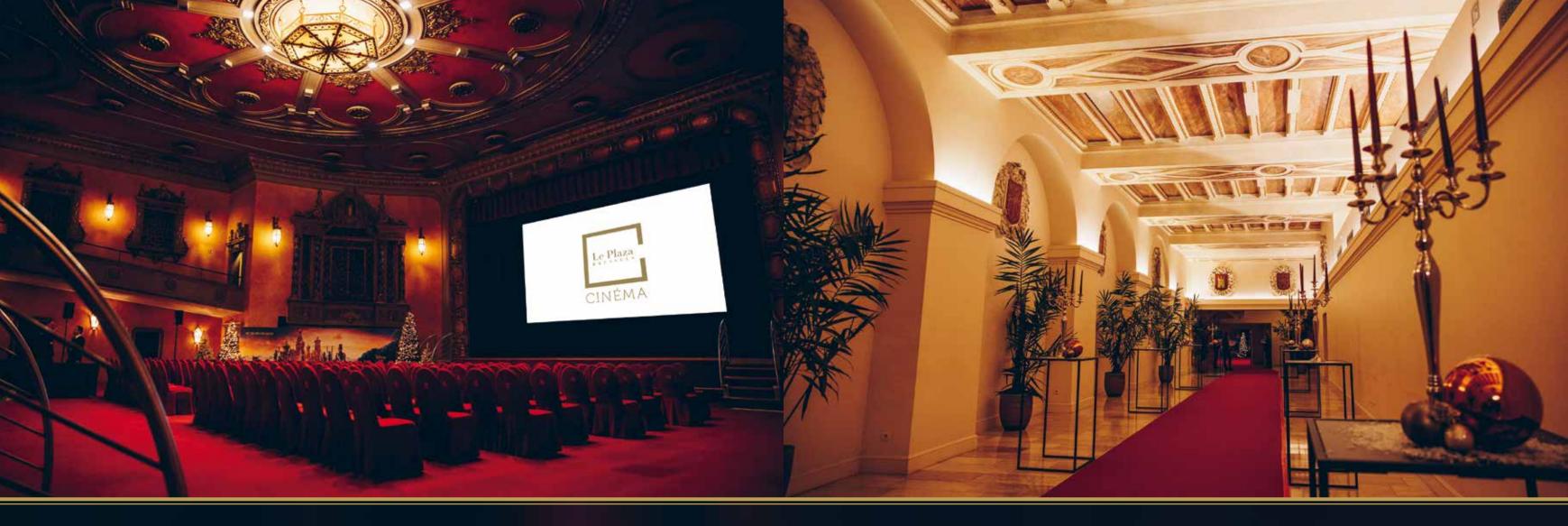
Foreign capitals and major American cities are witnessing the birth of sumptuous palaces, but in Brussels the fashion is more shy. Sober spaces follow the grandiose places of the 1920s. However, a few notable exceptions shake up this new trend towards sobriety, including Hotel Le Plaza and its Cinema.



The work of architect Michel Polak, who was the architect of the world of luxury and elegance between the two world wars, able to master all styles according to the tastes of his clients: Fine Arts, Art Deco, Classicism or refined Modern. His most famous projects were the Residence Palace, the Grand Bazar (now Viage), the headquarters of the Electrabel Electric Company and the Villa Empain.

For Hotel Le Plaza, he was inspired by the style of the George-V Hotel in Paris, ensuring remarkable solidity through its concrete frame. The facade was covered with "Pierres de France". The interior was designed to reflect the ideas of clarity and grandeur: high ceilings, wide corridors, large bright bedrooms, naturally lit bathrooms, majestic staircases on 8 floors, decorated with stained glass and bordered by wrought iron handrails...

Le Plaza quickly became the place to be for Belgian and international elite events; great personalities from politics and finance used to frequent it regularly. It was the only hotel in Europe to have a cinema integrated into the building and it was also appreciated by the world of arts and entertainment.



THE PLAZA CINEMA :

From 1930 to 1945, the golden age of cinemas witnessed the birth of atmospheric cinemas (the Rex in Paris in 1932). In Brussels, the location of the cinemas is judiciously chosen. Places with a lot of traffic are the most popular, i.e. the main boulevards (Adolphe Max, Émile Jacqmain...). During this period, the Adolphe Max Boulevard welcomed four brands (Marivaux, Plaza, Apollo & Variétés) on less than hundred metres! On Friday and Saturday evenings, this represented nearly 5,000 people going to the cinema at the same time.

It must be said that at the time, cinema was a very different leisure activity from today. This is the weekend outing. People dress up, go down with their families from their "suburb" to the city centre. It is both a popular and social activity. Going to the cinema is also to enjoy a luxury that the average Belgian does not know at home. Marble, panelling, leather seats, lighting... The rooms are generally luxurious and the spectators enjoy them. Some even stay long after the movie is finished. At the time, people were not pushed out of the theatre as soon as the film was finished to fill the room again.



Built under the floors of the Hotel with the same name, the Cinéma Plaza is particularly sumptuous. It immediately introduces the viewer to a setting that was very popular at the time in the United States, the Spanish Renaissance style. Arcades, escutcheons, fake wooden beams and wrought chandeliers punctuate the corridors. A very beautiful fireplace precedes the room decorated with decorative grids (moucharabiehs). The screen is flanked by dummy French windows with balcony, curved pediment and twisted columns. This decoration will be kept until the cinema closes in 1985, i.e. for sixty years, which is exceptional in Brussels. It still exists and is now part of the hotel complex that serves as a prestigious venue for events.





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CNPAS PLAN MININ			-reflected and





During the Second World War, Brussels was an occupied city, everything was running in slow motion. The Roaring Twenties were far in the past, the Hotel was placed under the authority of German troops like the other great hotels of the time.

The commanding officer for Belgium and the North of France made it his headquarters. Determined to destroy the hotel, Le Plaza was, just like the Palace of Justice, booby trapped just before the arrival of the Allied Forces. Fortunately only its winter garden and its sumptuous stained glass dome were destroyed.



Shortly after the liberation, it was the British General Staff that occupied the prestigious palace.

1275



In the 1960s, a real revolution took place in the hotel and leisure sector. Stays became more numerous but shorter. The needs of new travelers were changing, stimulating the development of the hotel offer.

At the forefront of Europe, Brussels has become a multicultural and cosmopolitan city. Like the majority of Europe, Belgium went from the economic boom of the 1960s to the recession of the 1970s and 1980s. However, during these decades, Brussels strengthened its role as the capital of Europe through the headquarters of the European Community and the NATO. Joseph Luns, who was NATO Secretary General from 1971 to 1984, stayed frequently at Hôtel le Plaza.

At the beginning of the 1990s, Jean-Paul van Gysel de Meise decided to revive this beautiful place. To him this was an obvious decision, because he had had a taste for hotels since he had been brought there by his parents when he was young. He therefore started renovations that lasted no less than 5 years, to regain its former luxury while meeting the current requirements of an international clientele.







In addition to his wife, Baroness Anne van Gysel de Meise, a decorator by profession, he called on the Parisian decorator, Pierre-Yves Rochon, who renovated the Four Season Hotel "Georges V" in Paris, the Westin Palace in Madrid and the Hotel "Les Bergues" in Geneva. In order to restore the building to its original purpose while providing it with the latest applications of modern technology, La Société de Gestion Hôtelière has undertaken major renovations and fitting-out work, with an investment of 400 million Belgian francs.

Nowadays Hotel Le Plaza, one of the last 100% Belgian flagships of the hotel industry, is still in the hands of the van Gysel de Meise family. The Hotel has 188 rooms and suites on 7 floors. Since its renovation, it has focused on service and has a loyal, qualified, experienced and stable team. The result is a personalized service, collective involvement and a general commitment to meet the expectations of its guests.

Brussels is not to be underestimated, and has continued to develop its multicultural and cosmopolitan side; more than a thousand international organisations and lobbies have set up their headquarters here. After Washington, Brussels also has the largest number of diplomats.

The downtown area benefits from numerous development projects, such as Place Rogier, Place de Brouckère and Rue Neuve, which have recently been renovated. Other major projects will revitalize the downtown area and surrounding businesses.

HOTEL LE PLAZA IS "BELGIAN ROYAL WARRANT HOLDER" SINCE NOVEMBER 15TH 2004. IT IS STILL THE SOLE HOTEL IN BELGIUM TO BE BESTOWED THIS HONOUR.



Belgian Royal Warrant Holder

BELGIAN ROYAL WARRANT HOLDER

On 15th November 2004, Le Plaza was appointed "Belgian Royal Warrant Holder".

Le Plaza is the only hotel in Belgium that is the holder of this honour, bestowed by his Majesty the King to acknowledge the appreciation of The Royal Family.

As much as an honour, it also means a lot of responsibility: showing we are capable of offering the same level of service, whatever the circumstances. It is our commitment to maintain this level of excellence, day after day, year after year, and to prove we are worthy of this privilege.

Traditionally during the Christmas Concert of the Queen Paola Foundation, June van Gysel de Meise-Raynar happily accompanies her grandfather to welcome H.M. Queen Paola with a lovely bouquet of flowers.



OVR BELGIUMNESS



Only Hotel rewarded Belgian Royal Warrant Holder



A refined and classic style of the Belle Epoque architecture



Its singularity: Independent Hotel owned by a Belgian family



Belgian conviviality at your service



Almost a century of experience

Scefic MAUD BERTOLINO



Could you introduce yourself, what company do you work for? What is your role?

I have been assistant to the Executive Director of the Innovation Department since 2014. I am also assisted by a colleague to support a team of 13 managers.

In your function, is the organization of events an additional responsibility, stressful part?

I would say that this is precisely the part that interests me most in my work. I am lucky enough to be able to organize the biggest events (maximum 150 participants) in our department. I organize between 2 to 4 of these events per year, depending on the year. These are my best moments of the year!

What is your professional background? How does it help you in the organization of events?

I worked for more than 10 years in a 4^{*} hotel in Brussels, first at the front desk and then as an event coordinator, handling events for 10 to 600 people. This explains the fact that events are part of my daily life, I have kept an excellent memory of this experience and

We have their confidence!



I will always miss the hotel business! It's one big family!

What events did you organize at Le Plaza? How long have you been working with Hotel Le Plaza?

I have been organizing the LRI Workshop and its award ceremony since I arrived at Cefic in 2014. A workshop that takes place every year for about a hundred people. I also organized 2 other SusChem events. (Stakeholder and Sira).

As part of the LRI Awards Ceremony, which salons do you like to use and for what reasons? What are the goals of this evening?

We use the Versailles lounge for our cocktail and poster presentation and then we go to your magnificent restaurant that we privatize for the evening. Our objective is to celebrate the young winner of a €100,000 prize, which allows him to carry out his research project.

The next day we present the research projects that have been launched in the current year. We issue calls for projects every year.

When do you consider an event to be



successful? How do the Plaza teams contribute to the success of your events?

For me it is important to feel taken care of from the beginning of our event, from our arrival, to our departure, to feel that the team bends over backwards to please you and that it does everything possible to make our event a success, and this is the case. For all these years, the team has recognized me, has known my "requirements" and even thinks for me! The service you offer is one of the main reasons why we come back every year! Except when you don't have the availability!

> Cefic Maud **Bertolino**



Sébastien François Director of Revenue Management

Expert opinion: How to become a great negotiator

How to take advantage of the best conditions for the organization of your event?

With the emergence of revenue management in aviation, hotels and other event venue rentals, the prices of services are constantly fluctuating according to supply and demand. This makes it difficult for an event organizer to take advantage of the best available rates.

YOU CHOOSE THE DATE WE CHOOSE THE RATE

To benefit from advantageous pricing conditions: the choice of dates for your event is very important. This seems obvious at first glance, but many of the constraints related to the agendas of speakers, participants, competing events and holiday periods force event organizers to fall back on the same weeks. However, the hotel business works with a limited inventory (number





of rooms or fixed rooms): when demand increases, rates will inevitably follow.

YOU CHOOSE THE RATE WE CHOOSE THE DATE.

To counter this effect of increased demand, flexibility in the date is certainly the most important factor; the service provider will often be ready to guide you to less requested periods and, in return, will offer you additional discounts and promotions. In some cases, being flexible for a day, starting on Monday instead of Tuesday, allows you to "fill a gap in the inventory" of the hotel or event venue, which will then be inclined to offer you a more attractive offer.

YOU CHOOSE THE RATE AND YOU CHOOSE THE DATE, WE CHOOSE THE NUMBER OF ROOMS.

In conferences where participants book rooms themselves, a question frequently asked by clients is: can I get a discounted rate if I pre-block a quota of 100 rooms?

As in aviation, revenue management has taken a considerably important role in the hotel business, and customers who have

booked very different rates depending on the date of their reservation are staying side by side in the hotel. In general, customers who have booked well in advance benefit from special offers and advantageous rates. On the other hand, those who booked last minute will have to pay a higher amount, ranging from twice as much to even more. When you wish to book a contingent of 100 rooms, the rate offer will reflect the average of the rates proposed on that date for 100 individually rented rooms, the last available rooms being more and more expensive. Following this reasoning, the more rooms you pre-block in relation to the hotel's total inventory, the more the rate offer will increase.

Revenue management is frequently criticized for raising selling prices in times of high demand and even for making the price of the services it optimizes sometimes inaccessible. But it should not be forgotten that the major advantage of revenue management is above all that it has made these same services accessible to the general public (which was not the case in the past), thanks in particular to lower prices and promotions in periods of low demand.





[⊗] 3 cl of Campari

MIXOLOGY : THE NEGRONI OUR GUEST'S FAVORITE



History

The Negroni is a cocktail made with Gin, Red Vermouth and Campari. It was invented in Florence (Italy) in 1919.

At that time, the "Casoni" café was the place where the Florentine aristocracy would meet in the evening before dinner.

Count Camillo Negroni used to go there to enjoy his Americano. However, Count Negroni, who liked to try different cocktails, was annoyed to drink the same one over and over again and decided to change. He suggested to the bartender, Fosco Scarelli, to enhance the drink by using the same ingredients, but without sparkling water and by adding gin. This was something the count had discovered during his travels to London.

The success of this cocktail was immediate. All the customers of Café Casoni wanted to taste this "Americano with gin". The bartender Fosco Scarelli had the idea of giving it the name of its inventor, "Negroni", to honour the count and to shorten the long name of "Americano with gin". Since then, this cocktail has toured the world and has become one of the most popular international cocktails.

The Negroni

- 🕴 3 cl of Gin
- ⁶⁰ 3 cl of Red Vermouth
- Ø Madeira spray
- Pour the ingredients directly into an "Old Fashioned" glass filled with ice. Stir gently and garnish with an orange slice. Finish by perfuming the Negroni with a Madeira spray just before serving.

ARTISAN OF GOOD TASTE : ARMEN PETROSSIAN

Le Plana

ROSSI

"Maison Petrossian" is a family business, what are the values transmitted from generation to generation?

The cement of the family business is to have fundamental values.

Client respect: the client is an important person, you have to respect him, serve him, without the customer we don't exist. It is important to have a corporate philosophy that emphasizes human relations.

Quality service: quality concern is not an empty word, it is real fundamental work, you must always control quality, ensure product follow-up and make sure to improve your services. In all professions, there can be blunders, the important thing is how you react to these challenges and learn from them in order to improve.

I AL



The value of integrity, honesty: the search for the best is a lot of work! We are not a producer but we are specialists in our field: Whether it is our own production or via an external supplier, we have to take the time to meet people. Five to six times a year we visit our suppliers to check,



guide and advise them on the production processes of caviar (species, the amount, their food, the section of fish etc). Unlike our competitors, we don't pick up our phone to simply place an order, we have a special relationship with our suppliers, we have been working with many of them for more than 20 years. Even for a small product, you have to taste it, know it: otherwise, it doesn't fit into our range!

Innovation: the constant search for new products is part of our DNA. For example, our range "le caviar autrement" consists of variations of our flagship product: cubed caviar, liquid caviar, dried caviar, leaf caviar. Another example is our brand new and extraordinary product: a caviar bottarga coated in honey wax. It's the ideal product for catering: it can be cut thinly on a risotto, on fish or simply in oil as an appetizer. Other products such as pike eggs, crabs or salmon, particularly with Souhoi and Jajik salmon products that are refined or highly smoked to grate, are not to be forgotten either. Your name symbolizes the ancestral know-how of Caviar, can you tell us more about the flagship product of your range?

To understand the know-how of caviar, you have to understand its history, as caviar has evolved enormously over time.

Before the revolution of 1917: Russia was the only actor, exploitation was a privilege of the Tsar who gave the exploitation authorizations. Only 5 families exploited the Caspian Sea, including my mother's family. The contracts were renewed every 5 years by the Tsar and were awarded in compensation for huge sums of money. For one of the last contracts awarded, my grandfather had paid 1 million rubles of gold (the equivalent of 1 billion euros today). 2007: we had the sturgeon listed as a protected species at the CITES conference, which is a UN body/arm that aims to protect endangered species (23,000 protected species). The idea was to regulate the world market with rights and quotas on protected species.

2008: end of fishing for wild sturgeon. The advantage for us was that we were already prepared, we were not caught off guard because we had already started working with breeding sturgeon since 1998, so in 2008 we were already one step ahead of our competitors.

Nowadays: we live in a different era, the multiplication of breeding farms has led to a destruction of quality, many farms produce low-end caviar.

What makes your caviars unique?

In wine production, you have two very different jobs: grape harvesting and then winemaking, the same is true in the caviar world.

First there is production and buying on the farms, finding the best possible raw materials; the rarer the caviar is, the higher it goes up in the range, the more expensive it is.

The raw product does not have much taste, maturation will then allow us to develop the aromas and calcification will differentiate the caviar into different grades of quality/rarity, at Petrossian: royal, imperial and special reserve. The caviar box is comparable to the wine barrel, it is a tool that really allows you to work with caviar.

At Petrossian, what makes our caviars unique is the people who take care of them: caviarologists! There are many people who claim to be specialists but few know the job, obviously I'm not going to teach them!

Only a few people are specialized and can classify/recognize tastes, textures, species and know if small nuances have the potential to positively evolve caviar. Just like the oenologist, it's a real profession! It takes 10 years to train someone.

The memory of taste is worked on every day, so our caviarologists are condemned to taste caviar their whole lives. There are worse jobs!

Do you consider caviar as a luxury?

Yes, it is a luxury, a volatile luxury, life is also volatile. Isn't time a luxury? Time to watch, learn, taste, enjoy, make yourself and have fun! Our customers often ask us: "How to consume caviar?" and the answer is simple: "It's not eating a kilo of caviar, but rather sharing a moment with your loved ones.

You open a box of caviar and a bottle of champagne and share this moment with your partner at 11pm before going to bed. That's what being epicurean is all about! Seize the present moment!



Between 1917 - 1989: a second country started exploiting caviar: Iran. This was possible since Russia had transferred an exploitation right to Iran in exchange for a percentage of the production.

In 1989: the Stroica period, 3 new players came into play: Azerbaijan, Kazakhstan and Turkmenistan At that time, it was a big change for us because the intermediaries changed and we had to recreate a whole network of suppliers.

1997: deregulation and overexploitation. At the time of the Soviet Union, people who fished sturgeon without authorization, risked up to 30 years of gulag. Because of this deregulation and overexploitation, there was a multitude of caviar and we didn't know what to do with it because the customers were almost non-existent: prices and quality fell below zero.

1998: the Maison Petrossian started to be interested in breeding when everyone else was only thinking of exploiting wild sturgeon.

People who are unfamiliar with luxury professions often have the strategy of lowering prices to gain market share. This works well at first but it never lasts. For example, a Dacia is not a Bentley, the function remains the same, it is a car to move from point A to point B, but they do not have the same finishes, the same comfort. For caviar, it is the same, they are all sturgeon eggs but there are many differences in quality.





Which are the other products/specialties In what other prestigious places are your in your range?

Smoked salmon is our second flagship product: we have developed our own smoking method. To smoke a salmon there are several steps to follow: you have to thread it by hand, salt it with coarse salt, allow some time for the salt to work, then wash it, remove excess salt, put it to dry, this process takes time. It has to be smoked for many hours, the smoke must impregnate, the product must lose its excess water and fat, it is at this moment that the taste of smoked salmon is revealed, this is also an art, a profession! In our company, a fish spends at least 8 days in production, while there are other machines that can smoke a fish in one hour, so we are not talking about the same product. In our range we also have taramas, crab, etc.....

Our latest creation is the pike egg. It is a product that is guite difficult to work with and that does not have much taste or appeal. In the great Canadian lakes, we found eggs of incredible quality and worked on this raw material to be able to offer an exceptional product.

Le Plaza and Petrossian have been working together for more than 20 years, what does this collaboration mean to you?

It's not enough! Not only am I very happy about this, but I hope to see you again in 20 years for a new article! For small companies like ours, companies that remain on a human scale and keep the family side, it is important to join the positive forces and share the same philosophies.



products present?

Without wanting to brag, we are present all over the world and many restaurants know and work with our products.



You are a holder of the "Entreprise du patrimoine vivant" label. This label rewards French companies with excellent craftsmanship. What does this mean for you?

Yes, I'm very proud of it. The idea behind this label was to make the French state understand the importance of protecting small businesses and craftsmen who have spent a lifetime creating and manufacturing exceptional products. These companies are fragile and their knowhow often disappears due to the lack of successors or buyers, which is a great pity. The underlying idea of this grouping is therefore to be able to find solutions to take over these companies that are weakened and to preserve their knowhow.

What place does your craft take in the modern world?

That's a complicated question. Today we live in a world where we simplify production processes in the name of profitability. That is the problem of our time, you have to sell at any price, volume replaces quality and growth goes through volume. Does luxury go with growth? I'm not sure. The craftsman's work equals his hand, his senses. Is it possible to multiply it infinitely, is it possible to train employees? We are in a world with two speeds, one with the exclusivity of the small craftsman, the specialist, and the other where consumption and mass production are concerned. Now I don't refuse modernity but I think it's a shame to modernize in order to lose. In this case, I prefer to turn the problem upside down, to create a good product with an industrial production method rather than take a product by trying at all costs to make production profitable at the expense of quality.

Expert opinion

How to recognize a quality caviar?

Very simply: use your senses! Smell the caviar, everyone will easily recognize the smell of a quality caviar compared to a bad caviar. The look, the texture: in the box, the caviar must be firm, if you tilt the box and the caviar bathes in its own juice and flows, it is a sign that it is not of good quality. Finally the taste, put the caviar on your tongue and if it stings, it means it is not good.

What advice would you give to a novice discovering caviar?

Take your time, buy small quantities, take caviars from different sturgeons. Oh yes, I forgot to say that caviar is the secret weapon to share a moment with your beloved one, after this it's in the pocket! And the advantage is that it's my wife who says it!

What drink to accompany your caviars?

A quality vodka, a young champagne so that it doesn't drown out the caviar. Other drinks go very well with caviar but they require more knowledge. Champagne and vodka are easier to combine. With wine for example, if you choose the right wine 1 plus 1 equals 3 but if this is not the case you risk reducing the quality of your experience.

ARMEN PETROSSIAN





Linseeds





Sunflower seeds

II NOT



Inca beris

Chia and Horge a



Drie



Homemade Plaza granola

- 15 portions
- Preparation time: 30 minutes

INGREDIENTS

- 300 g biological oats
- 200 g mixed nuts (almonds, cashew nuts, macadamia nuts, pecan nuts, Brazil nuts) in large chunks
- 4 tbsp broken flaxseeds & 4 tbsp chia seeds
- 4 tbsp pumpkin seeds & 4 tbsp sunflower seeds
- 1 tbsp cinnamon (powder) & 1 tsp ginger cookie spices
- 4 tbsp maple sirop
- 5 tbsp coconut oil
- A pinch of salt

INSTRUCTIONS

- 1. Preheat the oven to 140°C.
- 2. Melt the coconut oil over low heat.
- 3. Line a baking sheet with parchment paper.
- 4. In a bowl, combine the oats with the other ingredients and stir to blend. Pour everything onto the baking tray.
- 5. Bake the mixture for about 25 minutes. Stir now and then with a spoon!
- 6. Let the granola cool down.

TIPS

- You can keep the granola in an airtight container for about 2 to 3 weeks.
 Delicious with yoghurt (or cottage cheese) and fresh fruits.
 Add the dried fruit after baking! (don't let it bake with the rest of the ingredients in the oven)

We have their confidence SYLVIE VIRTH

Indra



Could you introduce yourself: what company do you work for? What is your role?

Sylvie VIRTH, I'm in charge of internal and external communication at INDRA AUTOMO-BILE RECYCLING, since 8 years. INDRA, with more than 30 years of experience in automotive recycling, mainly in vehicle sourcing, has in recent years extended and structured its fields of activity to cover the 360° of automotive recycling. We are at the head of a network of 380 approved centres for end-oflife vehicles. Part of my duties is organizing all the company's external events internally with my colleague Armelle.

In what context did you use the services of Hotel Le Plaza?

We have several important events throughout

the year, but once a year we bring together our entire network with spouses and partners in a place we want to be exceptional. This represents about 400 people over a weekend.

The specifications for the quality of expected services are clear. It's important to have one place to facilitate the logistics and cohesion of the group and we must have the possibility to have the plenary, round table/debate and gala evening on site.

What other destinations/hotels hosted your convention?

One destination is even more mythical than the other: Biarritz, Monaco, Deauville, Cannes, Paris, Lisbon, all in 5 star properties.

Among these destinations, have you had the opportunity to completely privatize a hotel as was the case at Le Plaza?

It was the first time we privatized a hotel, because the hotel capacity corresponded to our needs, but it is true that we did not have much room for manoeuvre in case we had more guests than foreseen. We took the risk because we were sure to bring a very special atmosphere and color to our event since we had the hotel all to ourselves. Moreover, the Theatre tipped the balance because we really wanted to enjoy this place which has been transformed between the day and the evening.

What do you think are the added values of privatization?

The privatization allowed us to prepare our event as a "big family reunion", only our guests counted, there weren't any constraints related to other guests. All the staff listened to us. We were able to organize ourselves in different rooms, give different rhythms with a chocolate tasting, a caricature animation at the end of the day while small meetings were held for others. Not to mention the spouses who could also be pampered by the staff.

When selecting a venue for your convention, what were the factors that tipped the balance in favour of Hotel Le Plaza?

Before selecting the hotels to visit for the final choice, we have many discussions beforehand on very specific questions and we



detail our expectations. Laurent of Le Plaza went beyond answering our questions: he anticipated and proposed different formulas. We established a real climate of trust and we decided to start our visits with Le Plaza. Immediately we found a warm and discreet welcome, a real family spirit, team management that respects each person. We felt the private side of the hotel, very different from the other big hotels we already visited, which were also very qualitative but more rigid. It is the human side that has tipped the balance because in Brussels there is a beautiful hotel offer.

One of the particularities of your agreement is the reservation of the room allocation. What makes it special?

We give our guests the opportunity to arrive the day before or to stay longer. We decided to do this in order to promote the cohesion of the network and the meeting of the different companies in smaller groups, before the work and collective festivities. This means that we manage internal reservations for attendance at our convention and one night's accommodation. The hotel receives private reservations directly. Le Plaza greatly facilitated our task by rating and reporting the occupancy rate.

Your convention is a commercial event. The satisfaction of your customers and members is therefore essential, what were your expectations for the Gala evening?

The gala evening is the highlight of the event, it is the memory that remains, that one re-



members. We are looking for a wow effect to thank our network for being present, for having participated in the success of the meeting and for leaving with new ambitions for the coming year.

This was also the first time we were able to extend the evening since we had no constraints on other customers... the privatization has a lot of advantages, sorry for the staff who finished a little later than usual.

What was your guests' feedback on the Brussels Convention?

All the guests (internal and external) called this edition a success, thanks to its friendliness, its smooth running, a real fluidity of events, a proximity to the city centre of Brussels... and above all, what we wanted, an impeccable welcome.

It will be difficult to do better for our next edition!

Did the Le Plaza teams contribute to the success of your convention?

Without a doubt, we felt that we were working with professionals who love their hotel, who have the will to transmit their knowledge and values to their teams. It is a family that welcomes you, it is a place that speaks to you. Thank you all. We look forward to seeing you again.







Nora Hautain Deputy General Manager

Miche

MORE THAN JUST A TEAM AT YOUR DISPOSAL, THE PLAZA FAMILY.....

The well-being of employees has always been one of the priorities of the van Gysel de Meise family. This corporate culture builds loyalty among all employees, who daily demonstrate their good mood, commitment and motivation. When working at Le Plaza, we integrate a working philosophy that is undoubtedly reflected in the way our guests are welcomed.



lerico

Marius

Ota





Type of event :

The more formal the event, the more appropriate a meal at the table is. If guests are in evening wear, they will certainly prefer to be served and avoid having to sneak between tables and chairs to reach the buffets.

The number of participants : The longer the guest list, the more advantageous the choice for table service would be. Indeed, a double buffet line can serve an average of about 100 people in 30-40 minutes. If the number of guests increases, the buffet service time increases. To avoid these inconveniences, the solution will be to multiply the buffet lines and therefore considerably increase the necessary space in the room while guaranteeing sufficient circulation space.

Food preferences :

A point of concern for event organizers is often the constraint related to allergies, specific diets or guest preferences. Nowadays, catering providers have followed the trends and easily respond to this type of request by offering menus served at the table that include veg-etarian solutions or dishes without allergens, all at no extra cost to the organizer.

Communication :

During a table service, guests will stay more at the table, which will facilitate their exchanges and discussions. Your messages and communication will also be transmitted more easily as you can easily capture the attention of the assembly for your animations and/or speeches between two courses.

In summary :

Table service is ideal for maintaining consistent service while re-specting fixed schedules; this formula guarantees a consistent ex-perience for your guests.



BUFFET **SERVICE** VS TABLE **SERVICE**



Charly Vandevenne **Director of Operations**



BUFFET SERVICE > Flexibility

Type of event :

During workshops or networking events, a buffet or cocktail dinner can be useful. Each guest is free to move around, can increase the number of meetings and maximize their exchanges during the evening. With this set -up, the meal is presented as a tasting or activity related to the event.

The number of participants :

During informative or commercial events, the final number of participants may vary greatly depending on last minute cancellations and additions. It is difficult for the organizer to communicate a precise number of guests for the setting up of the room and the catering. In this case, the buffet or cocktail dinner formula allows more flexibility.

Food preferences :

If the organizer is not sure of the food preferences of his guests and wishes to please as many people as possible, the buffet will meet his expectations perfectly. This formula also allows for greater risk taking in the menus. The choice will be greater, so it will be possible to let your creativity run wild and adapt the dishes to the theme of the event, while guaranteeing the satisfaction of the guests.

Hybrid meals :

If you want to enjoy the benefits of a meal served at the table combined with the benefits of buffet service, there are some options that consist of having two table services and one buffet service for starters or desserts. In the case of the starter, this avoids your guests to go back and forth through the reception room and will give them an impression of comfort and efficiency. In the case of the dessert buffet, this allows you to change the atmosphere during a dinner and dance evening, to invite your guests to get up and slowly switch to the dance evening with open bar.

In summary :

The buffet service is ideal for offering a wide choice of dishes or when your guests arrive in the course of the evening. This formula guarantees maximum flexibility for your guests



- A

72 / Le Plaza -

russels

As is our tradition, the sales team invites its clients to its famous "Get Together" every year.

Le Plaza

All the ingredients for an unforgettable summer were present for this meeting at April 25th in the Charleston lounge: sand, shells, lounge chairs, flowers, rosé, lobster and shellfish buffet,...

Not to mention the musical entertainment of Parisian DJ Eva Gardner accompanied by Lady Trumpet, offering them a moment of relaxation and conviviality.



74 / Le Plaza - Brussels

Efficacité, gentillesse, professionalism

MAAIKE Luxe en klasse in een notendop

SAKINE

My favorite hotel, the BEST in style, service and personel

NORBERT

Great service + flexibility! Vamos al Plaza!

DOMINIQUE Yes, excellent service, nice people, special place





OLIVIER CARRETTE

What are the missions of the "Union Professionnelle du Secteur Immobilier" and what is your role in the association?

UPSI is a professional federation that brings together developers-builders, developers and real estate investors in Belgium. We are exclusively dedicated to the study, protection and development of our members' professional interests.

As Chief Executive Officer, it is my role to manage the federation and fulfil the missions that are entrusted to us: the study of the Belgian real estate market, promotion and support of all legislative and administrative measures favourable to the real estate sector and advice to our effective members on all professional matters, including technical, legal and financial ones, and publish information for them.

You organize about 4 events per year at Le Plaza, how many events do you organize per year?

The organization of events is also part of our missions. In order to inform our members of all the latest developments in the sector and the actions we have undertaken, UPSI organizes around twenty events per year, both in Belgium and abroad, some of which are held at Le Plaza.

As a federal association, the first selection criterion is the location of the event venue. Indeed, when it comes to events on a national scale. Brussels is often chosen for its central position, which ensures that we attract as many participants as possible.

One of Le Plaza's assets is its location in the city centre, a stone's throw from the Gare du Nord and Rogier station, and the fact that it has on-site parking, making it very easy for our members to get to the hotel. Following the same reasoning, we would prefer to stay in Wallonia or Flanders when it comes to regional events/topics. Concerning our loyalty, we have been coming to Le Plaza for 7 years and this is mainly due to your professionalism.

architectural aspect?

industry.

ence on your events?

It is a very important part of our events, as explained, one of our main missions is to support legislative measures related to the sector. It is therefore important for us to have the right speakers, the right guests at our events. The participation rate and the success depend greatly on the guests, some politicians have a high popularity rate which is immediately reflected in the number of registrations.

events?

The success of our events depends on the satisfaction of our participants, if the catering is not up to the task, our guests immediately report it and we



What do you find important in choosing the location of your events and what role does this play in your loyalty to Le Plaza?

In view of your industry, has your choice to work with Le Plaza been influenced by its

To be honest with you: absolutely not! But it was a nice addition! The setting certainly played a role in our choice, but not especially in relation to our

You often welcome well-known people and/ or politicians as speakers, what is their influ-

What is the importance of catering at your

lose our credibility. When we often return to the same places, the real challenge is to offer new products to our audience. The chef and his teams keep on challenging themselves and try to propose new products.

What is the most stressful factor in the event?

This is always the unprofessional nature of the event teams with which we work. The reason why we work so regularly with Le Plaza is that for several years we have had the same dedicated Event Manager who follows our file from the request to D-day. It is very convenient to have only one contact person for all services, who can handle last-minute requests and even anticipate them.

An anecdote?

Each year we organize one of our biggest events of the year to which 500 to 600 of our members are invited. During one of the last editions, the registrations had exceeded our expectations and we had reached the maximum capacity of the room. In these cases, it is difficult to refuse people wishing to register, so we decided to keep the registrations open and hope to have last minute cancellations.

In the end, 650 people were registered and our set up allowed us to accommodate a maximum of 600 people. By chance on the day of the event, the snow invited itself and 550 people showed up at the Plaza for this event, certainly a stroke of luck with the Belgian weather...!

> **UPSI-BVS** Olivier Carette









High end incentive: **Tram experience**

The Tram Experience offers you an original way to discover Brussels by enjoying a gastronomic meal in an authentic Brussels tram.



INCENTIVES AND TEAM BUILDING IN BRUSSELS

During your stay in Brussels, you wish to discover the city and all its treasures.

Why not discover the city in an original way?



Who kidnapped Manneken Pis?

The authentic Manneken Pis statue has been kidnapped!

Try to find the tracks that will lead you to the kidnappers. The search gives you the chance to (re)discover the center of Brussels, but this time in a different way... its folkloric cafés hidden in narrow and dark alleys, typical Brussels dishes with unique flavors, its traditional culture,...

The group will be divided into different teams and will follow different routes that will lead them to the most important places of the historical center of Brussels, all the while you will be able to taste our beers and chocolates.



THE DIFFERENT STOPS:

The Brewery House on the Grand Place, the Delirium Café, the pub Manneken Pis, the underground of the Vaudeville Theatre, the Royal Galleries, La Rose Blanche, the Place de la Monnaie, the Ilot Sacré and finally the Grand Place.



It is possible to privatize the entire Tram Experience, so that you can enjoy personalized service entirely dedicated to you as you travel through Brussels and taste an exceptional gourmet menu created by Belgian Michelin" star chefs.



Comics Trip

Belgium is known all over the world for its incredible chocolate, but also for its famous comics! We suggest you take a "comic" walk in the historic center of Brussels.



Meet the famous characters of the comic book world in person at famous places in Brussels. Create your own comic strip in their company, discover folkloric cafés hidden in narrow, dark alleys, unique flavors, typical of Brussels,....



The group will be divided into several teams and receives a "Comic Book" with a series of challenges and appointments in Brussels. Each team will follow a circuit that takes them to typical places in the city center.

During the "trip", participants will be able to taste Belgian chocolate in a typical Brussels estaminet. Along the way, they will be able to complete surprising challenges and fill out a comic strip with empty text balloons, so that the dialogues can be related to happenings of your event.

WOULD YOU LIKE TO DIS-COVER OTHER PLACES OF **INTEREST IN BRUSSELS? CONTACT US!**

« Credits David De Bruyne Alléluia events »

YOUR OFF-SITE **DINNERS AND** NETWORKING EVENTS

COMIC STRIP MUSEUM



The Comic Strip Museum is a must visit located in the heart of the city for anyone visiting Brussels. For over 30 years, the museum has been focusing on the authors and heroes of the Ninth Art.

Victor Horta's exceptional Art Nouveau building adds an extra dimension to your visit. The Comic Strip Museum is both a tribute to the pioneers of the medium and a glimpse of contemporary comic strips.

But did you know that it's not just a museum? Located at about 8 minutes from Hotel Le Plaza, this pearl of Art Nouveau architecture is the ideal setting for your off-site dinners and cocktail evenings.

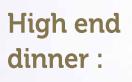
The Belgian Comic Strip Museum is the setting for more than 120 events every year: press conferences, seminars, meetings, commercial presentations, weddings and private parties... The museum can welcome up to 1,200 people (standing).

The large prestigious hall, the space under the dome (the "light pit"), the mezzanines, the auditorium and the private rooms are available all year round for private events. The exhibitions in the museum are then freely accessible to your guests.

Out of absolute respect for other visitors of the Centre, events can only take place during opening hours if the private areas are used. The public areas are also available outside opening hours.

The Museum offers the possibility of organizing activities during your events: guided tours of the museum, animations,...







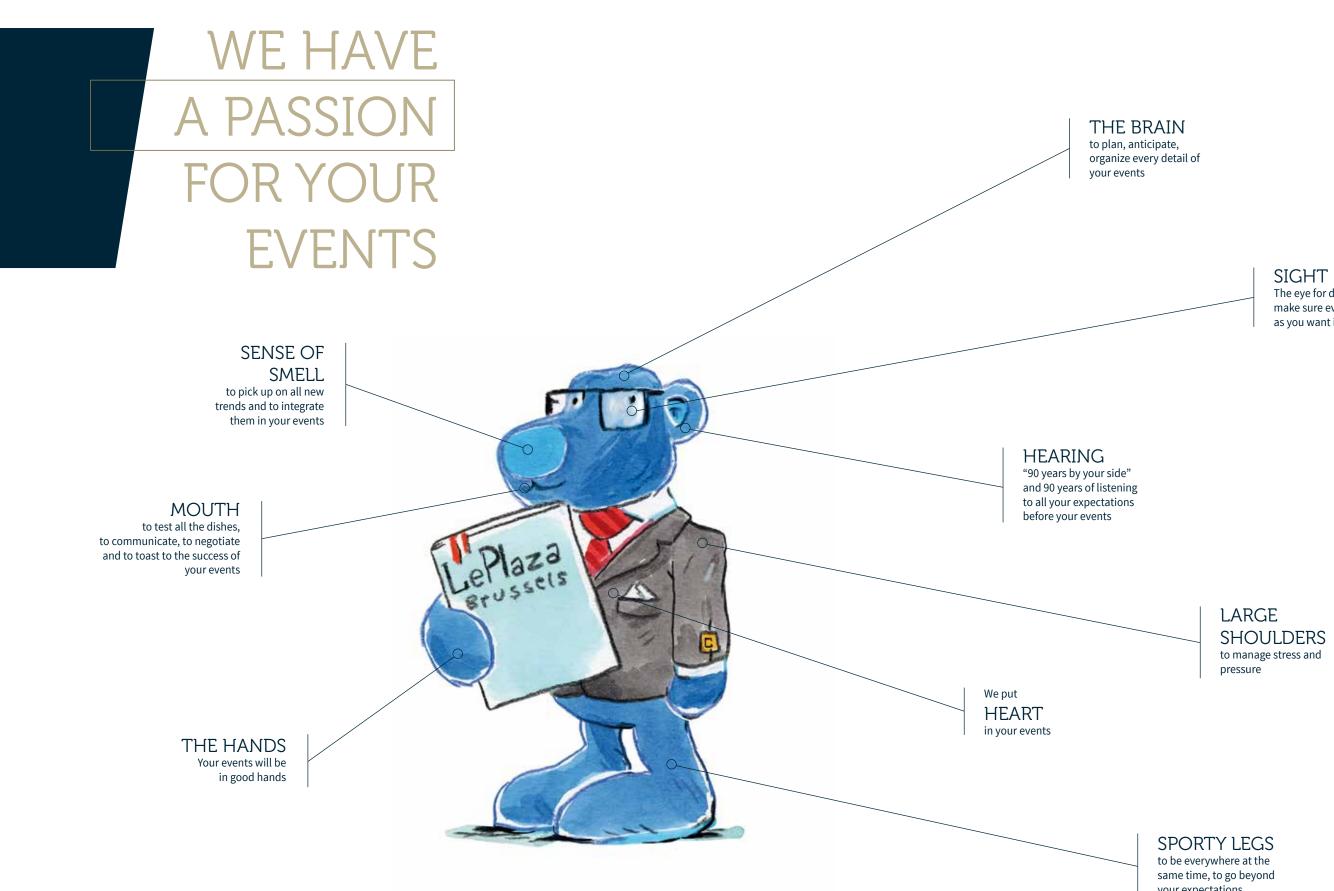
Restaurant «Comme Chez Soi» 2 Michelin stars







to discover a universe that combines innovation and modernity in symbiosis with a tradition that has been nurtured for more than 90 years.



The eye for detail, to make sure everything is as you want it to be

your expectations

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THE CHILDREN OF LE PLAZA





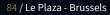






Corine De Roy

Human Ressources Manager







 $J \square$



STH HANPTON





Concession of the

At the grand arrival of Saint Nicholas we prepare tables full of pancakes, waffles with sugar and waffles with whipped cream, apple turnovers and other sweets.

It is the flagship event expected each year with great impatience by all the children of Hotel Le Plaza's employees. It must be said that our little scoundrels are welcomed like stars in the Theatre transformed, for the occasion, into a huge playground.

The highlights? The distribution of gifts and the final photo alongside the "True" Saint Nicholas.

Could you introduce yourself?

I am Heidi De Pauw, 47 years old, mother of a daughter of 19 years old and I am a criminologist. I also studied business administration at EHSAL Management School. When the Dutroux case broke out, I was working at the Home Office and I had written my thesis on children and children's rights. As soon as they were talking of setting up a centre for missing children, I immediately thought: I need to work there. I started as a case manager, handling cases of sexual exploitation. That was pioneer work at the time.

After 7 years, I left Child Focus to start working on a European level for a while, but that was less my thing. Very shortly afterwards, I became director of PAG-ASA, a centre for victims of human trafficking. At the retirement of the former general director of Child Focus, I became his successor, 8 years ago.

The establishment of Child Focus was a direct result of the Dutroux case?

Yes, at the White March that took place out of solidarity after the Dutroux case, the parents and surviving victims asked to establish a center like the one in Washington, the National Center for Missing and Exploited Children. Jean-Luc De Haene, Prime Minister at the time, promised that there would be such a centre in Belgium. A group of parents and some people of the Belgian government then travelled to Washington, brought the concept home and set it up here. This is how Child Focus was founded in 1998.

Can you tell us more about how Child Focus works?

We have two themes: disappearances and sexual exploitation of children. We have both an operational mission and prevention. The operational part is our hotline, the European number 116 000 that can be reached from anywhere within Europe and some other countries. Child Focus is recognised by the Belgian government and has a cooperation protocol with the police and the justice department. Each has its own tasks.

We do not do police work, we are mainly there to support parents and loved ones and to share our expertise with the local police zones if necessary. If it concerns a very worrying disappearance, the Police Missing Persons Unit also intervenes. Actually, we play a bridging role: we explain to the relatives what happens in the investigation and we contribute with posters and other things that can help to speed up the investigation.

How many disappearances are there each year?

There are about 1800 disappearances per year, that's about 4 per day. We have about 500 files of actual sexual exploitation online or offline and about 1700 reports of child pornography per year. In total we have almost 20,000 calls a year, but that's not just about disappearances and sexual exploitation, we have people calling us for divorce issues, suicides,... because we have name recognition and people know they can count on us.

When does a disappearance become a disturbing disappearance?

A disappearance is always upsetting, but there are sometimes elements that show that we need to shift up a gear. To determine this, we use fixed criteria: dependence on medicines, self-reliance, children under the age of 13, the child could be in danger with someone, the absence of the child goes against his usual behaviour.... The next step is to call in the Missing Persons Unit of the Federal Police. On a case-by-case basis, we always have to weigh up whether or not to make the disappearance public. Often it's a matter of feeling. With the really disturbing cases, we immediately feel that something is not right, that the case stinks.

Do things usually end well?

Most cases do indeed end well, but we have a number of prolonged disappearances that remain unresolved. Contrary to police and justice, we keep those files open. We keep making missing person reports, we take ageing photos, moving images, we keep paying attention to those long-running disappearances. On the one hand we show the parents that we haven't forgotten their child, but on the other hand there are enough cases that have shown that even with very long disappearances a good outcome is possible. It is possible, so we continue to do our best. New tips can always come up and every tip is valuable. Parents continue to search for their child throughout their lives. Just after the disappearance everyone is there for them: police, magistrates, victim assistance, victim treatment, the mayor, ... but after a while the attention ebbs away and then we remain present.

HEIDI Child Focus (116000 DE PAUW

We've already introduced our ambassador Eliot, but now it's time to share one of his most important missions with you: raising money for charity. The organisation that Hotel Le Plaza and Eliot want to support as of this year is Child Focus, the Foundation for missing and sexually exploited children. But why did we choose Child Focus? What does Child Focus do? We give the floor to Mrs Heidi De Pauw, CEO of Child Focus.

How do you collect information about missing children abroad?

Child Focus is a founding member of Missing Children Europe, as we are member of European network and in the International Center for Missing and Exploited Children network worldwide. We often collaborate with colleagues from the country where the child is missing. In countries where no organisation like Child Focus is present, we work together with the embassies. If necessary, one of our consultants will go with the parent(s) on site. We also help foreign organisations with foreign children who have gone missing in our country. We work together as much as possible, because one of our values is «connection».

Are donations important to your organisation?

Child Focus was founded through the White March, through solidarity from the people. Today we continue to count on that: solidarity in sharing an investigation report, for example, but also in our funding. What Hotel Le Plaza is doing for us and your customers who will buy Eliot, those are signs of solidarity. We count on companies, on citizens and we count on the government. We don't want to be 100% dependent on the government though, if not we wouldn't be able to freely run the campaigns we want.

How many employees and volunteers work for your organisation?

We have about 50 equivalents and 500 volunteers. 21 years ago it was volunteers who put up the posters, thanks to the digital world, that has decreased. Now we have volunteers who are ambassadors in schools for example. These volunteers are trained to play the detective game «116 000» in the fifth and sixth grade in order to playfully familiarize the children with our emergency number and with what we do. We also have volunteers at events and the reception desk here is done by volunteers.

Hotel Le Plaza is still in the hands of a Belgian family, so family values are very important to us. Since the fate of children is very close to our hearts, we have chosen to support Child Focus, a Belgian organisation that supports Belgian children. Is it important to you that companies like Le Plaza organise actions to support

you? What do you think of initiatives like ours?

Family values, a hug, not everyone is used to that, unfortunately. Your support is needed and of very high value to us: financially, but also in terms of visibility, so that if someone is confronted with a disappearance or sexual exploitation of children, they know they can contact us. Your action is beautiful and we love the idea behind Eliot. When we received your letter, we immediately thought of it as a warm gesture of solidarity toward our organisation, but especially towards the children, adolescents and parents for whom we're doing it.

Thank you very much for the interview.

Would you also like to support **Child Focus?**



fight against disappearances and sexual exploitation of children.

NEDLIN, A CONVERSATION WITH OWNER LUUK DE WIN

Nedlin is, just like Le Plaza, a family owned company. Could you tell us a bit more about yourself and your company?

I'm Luuk de Win and I run Nedlin with my brother Stef. Our story starts with our grandfather in 1952. He started a launderette in Hoensbroek that focused mainly on private individuals. Most households didn't own washing machines in that period. Soon they expanded their activities to collecting laundry at people's homes and in companies.

My father continued these activities and at this point we have a company in Hoensbroek that focuses on industrial companies; and a second branch in Stein that comprises two launderettes specialized in health care and hospitality companies. My brother Stef focuses on the operational teams and I manage the commercial teams. Your knowhow is results from the hard work of three generations. Wich values are important in your company?

Our main focus lies on a sustainable future: Nedlin aims for the creation of values instead of going for profit maximization. We invest in human capital above all, be it in our employees or in our clients. Secondly we are driven by progress; we are on a constant quest for smart solutions for social and economic issues.

We have the newest and smartest techniques to equip our launderettes in a more efficient way. Furthermore it is really important for our company to create a partnership with our clients. In order to find the best solutions, we take the time to get to know our clients and the challenges they face. "Everything is family" at Nedlin and employees are people, not numbers. Every contact, inside the company, but also towards our clients happens on a human scale and is personal.

Finally we value the role we have in the area as a local family company: we try our best to be a good neighbor and care for our neighborhood and the people we work with. We take part in "World Cleanup Day" for instance. All these values correspond with Le Plaza's, which influenced their choice for Nedlin as their linen supplier. **BEHIND THE SCENES**

ETAGE



What are the different stages after you pick up the laundry at Le Plaza?

We deliver following the "return to sender" principal: this means that everything returns to the client within 48 hours. Once the laundry arrives at Nedlin's it takes 4 to 5 hours before everything is washed, ironed, folded and put back in a container, to be able to load up in time to leave again. The main challenge lies in the highly variable seasonality of the hospitality industry, where we wash 350 tons a week in peak season and "only" 260 tons a week in calmer periods.

What is the importance of the collaboration with prominent institutions such as Le Plaza?

Like I said before, when I am in your hotel, I feel that Le Plaza's values coincide strongly with ours. Thanks to these similarities we were able to establish such a beautiful and long-lasting partnership. Besides that we like the fact that you have your own character, which makes for a really good reference for us.

Le Plaza is a Green Key hotel, which means that we devote ourselves to sustainable development. How do you contribute to this?

Sustainability is really important to us, like I emphasized in the part about our values. We

recorded our sustainability projects in the "Nedlin Sustainability Program", in which we include our staff in 6 themes of our program. Afterwards we work in cycles of one year, during which a team of employees works on one of the themes, elaborates this theme and makes sure of actual progress within the year.

When we send an offer to our clients, for instance, we propose the "normal" version of a certain product, but also the sustainable version. This way we try to raise awareness for the different possible options. Le Plaza made the decision to switch to bio cotton for certain products, which is a more expensive but more sustainable alternative.

Another example of our dedication is the installation of solar panels in the companies, which lowers our consumption with 66% in Stein and with 50% in Hoensbroek. Finally I would like to give the example of transportation: we are looking into using LNG instead of diesel for our trucks, which would lead to a decrease in emission of CO2 of 20%.

Nedlin is on its way to being a company with 0 emission, could you elaborate?

0 won't be possible in the near future, the technology hasn't been developed far enough. But I assure you that we do everything inside our capabilities. Someone once told me: "It is better to be a drop in the ocean, than to be the straw that broke the camel's back" and I agree fully!



THE PASSION OF TRAVELLING



HIS STORY JEAN VAN GYSEL DE MEISE

Jean van Gysel de Meise decided to expand his hotel interests and opened a boutique hotel in the beautiful Andalusian hillside village of Vejer de la Frontera. He launched Hotel V... and has personally overseen every aspect of the meticulous restoration of a 17th century manor house thus creating a hotel retreat with a relaxing and intimate "home away from home" feeling.

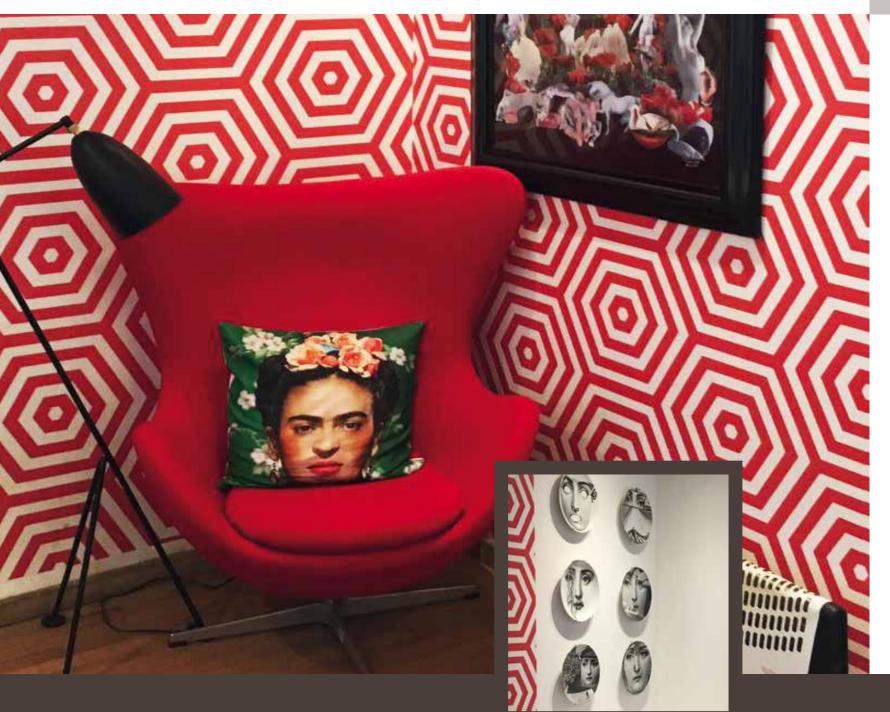
HOTEL V... Calle Rosario 11-13, Vejer de la Frontera 11150 - Spain Phone: +34 956 45 17 57 Fax: +34 956 45 00 88 info@hotelv-vejer.com www.hotelv-vejer.com



Hotel V... offers 12 well-appointed guestrooms, divided into Classic Rooms, Superior Rooms and 1 Exclusive room with a private terrace. Comfort, warmth and simplicity blend together to create a tranquil haven. The rooftop terrace with its breathtaking panoramic 360° view is the perfect place to wind down with a glass of chilled cava or to soak in the Jacuzzi as the sun sets over the Atlantic Ocean and the distant Moroccan coastline. The hotel is also ideal for organizing board meetings, business incentives and team building events.

For guests looking for adventure and activities, there are nearby beaches, wind surfing, golf, polo, wine tasting, shopping, dining and nightlife. There are also many cultural excursions available such as visiting Roman ruins or day trips to Morocco. For those desiring a more therapeutic experience, the hotel spa offers a wide selection of customized massages and treatments.





The jewels of the Sablon...

In 2012 the first jewel appeared in the Sablon when Baroness van Gysel, graduated at Glion Institute of higher Education in Switzerland, opened her first Be&Be.

Little by little, thanks to her experience in marketing, gained at Le Plaza amongst others, Aurore developed her own concept of a bed and breakfast by the credo "a home away from home".

and a perfect stay.

In total, the Be&Be's dispose of 30 rooms divided over 5 buildings, all in the heart of the antiques area, Sablon, in the centre of Brussels.

These unique houses are the ideal "homes" for business women and - men, for long or regular stays or families wanting to discover Brussels over the weekend.



Contact

Be&Be Sablon, Rue Coppens 7, 1000 Brussels, Belgique Phone : +32 484 37 42 82 reservations@beandbe.be www.beandbe.be

Did you know?

A Be&Be welcomed a film crew during two days for the shooting of the last edition of "Les Miserables", produced by a Belgian company!

Today a personalised, luxury hotel service is offered: every guest's expectation is daily met through little attentions so he feels at home. Everything is put in place to assure their well-being

> AURORE **VAN GYSEL DE MEISE**



93 / Le Plaza - Brussels







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CEFIC

Everything was perfect. Nothing went wrong and I emphasize the efficiency of the entire team to solve any last minute glitches.

{Cefic, Particia D.H. - 15 people}

INTERNATIONAL DEVELOPMENT DIRECTION

We had such a great welcoming. The service was perfect and staff very nice. Each of our guests loved the buffet! I will not hesitate to call Le Plaza again for a future event.

{International Development Direction, Sanela A. - 50 people}

IMEC

A huge thank you to you and your team for what was a really good day, we could not have had such a successful meeting without your incredible organisational skills and your colleagues who obviously take much pride in what they do. I really hope that we will be able to come to your hotel again with a conference for ***, the service and quality of support was excellent.

{IMEC, Simon F. - 130 people}

RTBF

All my participants agreed on the excellent hospitality and infrastructure provided by the Hotel Le Plaza: bedrooms, meeting rooms and meals were of a high quality. We almost felt like family.

{RTBF, Fabienne P. - 15 people}

We have their confidence

PRICE BAILEY

I greatly appreciate your efficiency, organisation and consideration of our needs, which made my job very easy and it has been a pleasure working with you on this event.

{Price Bailey, Sharon W. - 30 people}

INTERNATIONAL BAR ASSOCIATION

Thank you and your team for the outstanding service you provided during the planning and delivery of our events last week. We had superb comments from our guests about the hotel and the food but in particular about the staff and their excellent customer focus.

{International Bar Association, Helen B. - 180 people }

DFKI

You showed us what is to work with high professionalism. Personally I must say that normally we do not get this service during the organization of our conferences, so thank you very much again. I indeed have received very good comments about the venue and the service, coming from participants and also from my colleagues.

{DFKI GmbH, Nieves S. - 150 people}

QUEEN PAOLA FOUNDATION

High professionalism of the hotel's staff, refined decoration, beautiful reception in some wonderfully refurbished lounges and the kindness of all the staff of the Hotel Le Plaza, contributed to the success of this event and impressed and delighted our guests.

{Queen Paola Foundation, Sophie S. - 500 people}

PURATOS

We are very happy with our stay at hotel Le Plaza. Each member of the staff is kind and always available for the guests. Friday's buffet and Saturday's dinner were both delicious and with impeccable service. I would like to thank the Plaza for the whole organization

{Puratos, Céline L. - 115 peop

PELAGIA AS

It is a real pleasure to work with you! I have so many feedback from our guests, customers, suppliers and the board. They were all amazed ! The food and everything was just perfect. DJ did a good job, lots of people at the dance floor. The manager of the board was extremely happy when he left! So I think we can conclude that we (you!) manage this better and better each year!

{Pelagia AS, Mette S. - 300 people Pelagia AS, Mette S. - 300 people}

REFLECT

I would like to thank you from the heart for the support you provided during all the conference. My colleagues on site told me only great things about you, your staff and your services, they felt very comfortable and everything was perfect, from food to rooms. We will warmly recommend Hotel Le Plaza to all our partners that need to organize events like this.

{REFLECT, Simona R. - 70 people}

SDPSP

We have received many congratulations from our collaborators and wish to share them with you because you have helped us a lot. It was a very successful event on all levels. The menus were succulent, you can congratulate your chef.

{SdPSP Service des Pensions du Secteur public, Dominique B - 415 people}

EXPANSCIENCE

I think I can be the spokesperson for the entire Expanscience team to assure you that our stay with you will have been very pleasant. The quality of your services as well as the availability of your team will have greatly contributed to the success of this congress.

{Expanscience, Bruno B - 150 people}

ELOYA

We're very happy with our event. We have had only positive feedback. The meal was delicious, the staff very professional and efficient and the rooms were perfect. You can also thank and congratulate the whole team from us because everything was perfect. Thank you very much for your support.

{Eloya,Valérie D M - 150 persons}

96 / Le Plaza - Brussels

TEAMWORK

I'm very pleased with the conference, and I'm delighted to have organised it with you and in your hotel. Everything went very well, the fact that we could access the room the day before helped us a lot, and you were very reactive on all the small requests I had during the set-up evening and the day of the event! For all this, thank you very much. The client's feedback on the venue and the organisation was extremely positive, as was the feedback from the participants.

{Teamwork, César A. - 150 people}

FINAKI

We are very satisfied with the performance at our 15th gala dinner at the Plaza Theatre. The event was professionally prepared by Anne-Sophie, who took into account our wishes and anticipated our requests, proposing solutions. Idyllic setting, delicious food, impeccable service orchestrated by a sublime Zhuo. This is why we prefer this location for every Brussels event.

{FINAKI - EUROCIO, Aline P. - 100 pax}

EUROPABIO

Thank you so much for all your help. The room was magnificent, the meal delicious and the service ultra professional. And all this, always with great sympathy. Thank you again for everything, and good luck.

{EuropaBio, Mélanie M. - 160 people}

FEDABB

I wanted to thank you very sincerely for your availability during our event! A big thank you to all your team who took care of us. Thanks to you, our event was a real success.

{Fedabb, Chantal - 60 people}

COVANCE

In the name of our Company, I would like to take a moment to thank you very much - the incredible Plaza Brussels Team! - for your usual excellent collaboration and, more particularly, during the stay of our CEO, these last 2 days, as well as our Executive Director HR. Both in terms of rooms and F&B, everything was absolutely perfect... which allows any "Events Organizer" to be assured of the smooth running and the final success of its mission... Thank you again! I humbly ask you to please pass on my compliments to all those who contributed to ensure that, once again, I receive compliments from my Management ... and more particularly from our President! Com-, your entire staff. Finally, I would also like to convey my compliments to Baron van Gysel de Meise, who thus offers us the opportunity, through Le Plaza Brussels and its Theatre, Restaurant, Salons, ... to be able to perpetuate over time the Happiness of accommodating (or having accommodated our guests), eating or simply enjoying a delicious drink at the Bar of a real 5-star Palace in Brussels!

{Covance Clinical and Periapproval Services SA, Elias C. - 12 persons}

BSH

Without throwing flowers, never before have I had so much attention from a partner, and so much closeness both in the preparation and in the actual running of the event! Your kindness touched me enormously... From all sides, we receive only positive feedback! No negative comments about the menu, the coordination of the parking, the room service, the quality of the rooms...in short, everything went like clockwork...

{BSH 10 years, Frank S. - 250 people}









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PLAY WITH ELIOT

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A stay for 2 guests in a Junior Suite in Hotel Le Plaza



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HOTEL LE PLAZA

To the attention of Eva Forier Boulevard Adolphe Max 118-126 1000 Brussels





Belgian Royal Warrant Holder

