



Experiences › Europe › 3 days › Amsterdam

EXPERIENCE

When the brand is worth more than the product

Three days on a beer producer that stopped selling only beer and started selling the idea of itself, to the point of charging admission to anyone who wants to see it. You measure what that idea is worth and look at how it is built.

Fact sheet

01

DAYS

3

CITY

Amsterdam

RECOMMENDED
SEASON

all year, January included

GROUP

15 to 30 participants; **it is the only experience in the catalog where a large group is an advantage**

LANGUAGE OF THE
VISITS

English; confirmed on booking

SCHENGEN DAYS USED

3 out of 90, counting the day of entry and the day of exit

PRICE

Quotation on request

→ Request a quotation · Download the itinerary in PDF

In the quotation we write which sites are confirmed and which are being confirmed, one by one.

Itinerary day by day

02

Day 1 — Arrival and preparation

In the afternoon, a two-hour opening session. Before going in, the matrix is built: each participant arrives with a list of things to count, from the floor area given to the product to the floor area given to the story.

Day 2 — The brand experience

In the morning, the Heineken Experience, in the brewery's historic premises. There are two formats, one self-guided and one with a guide, and the program states which one is used.

It is not a factory, it is a brand experience, and we say so beforehand: you do not see production. Anyone arriving expecting a bottling line leaves disappointed, and the disappointment is not their fault but the fault of whoever sold it to them badly. Here it is sold for what it is, that is to say the most concrete marketing lesson in the European catalog.

The group booking is made at least forty-eight hours in advance.

In the afternoon, a three-hour working session on the data gathered that morning.

Day 3 — The work

In the morning, team work: each team designs the brand experience of a Mexican product, with the same structure as the one they saw, and states what it would charge for admission and to whom.

In the afternoon, eight-minute presentations, discussion and closing.

What you visit

03

Place	What it is	Status
Heineken Experience, Amsterdam	Brand experience in the brewery's historic premises, self-guided or guided format, group booking 48 hours in advance	Bookable

What this experience does not include today, and we write it ourselves

04

This experience **does not include a visit to a large Dutch port**, which is the logistics stop a group would expect in the Netherlands: today we have no verified channel and that is why we do not promise it. And it does not include, as said above, **any visit to a production line**. With one single main site, this is the lightest experience in the European catalog, and it is designed to be combined: anyone who wants three full days in the Netherlands should look at **The campus left behind when the company leaves**, which adds a day in Eindhoven.

What is included and what is not

05

Included: admissions and visits to the confirmed sites, the booking and coordination, the guided working sessions totalling five hours, the materials, one person from the Istituto with the group throughout the experience and the certificate of participation in the experience.

Not included: flight, transfers to and from the airport, lodging, meals, urban transport, personal travel insurance.

The season, and why

It is sold **all year, January included**: it is urban, indoors and with short distances.

Logistics and capacity

07

Everything happens inside Amsterdam and is reached on urban transport.

This is **the only experience in the whole catalog where a large group really is an advantage**: the group rate applies above twenty people, and below that number it does not apply. The threshold is set by the site, not by us, and we reconfirm it in writing when quoting: we do not take it for granted for a future date. In every other experience a large group raises the cost per person; here it lowers it.

The recommended group is still **15 people** if the experience is bought on its own, because that is the size that holds up all the rest of the catalog; but if the group is already thirty, **this is the experience to propose to it**, and we say so instead of pretending that fifteen is always fine.

Cover

08

The program includes an accident and public liability policy for the whole stay. The sums insured, the insurer and the policy number are published once it is taken out and are attached to the contract; until then they can be requested in writing, with an answer within two working days.

Do you want it to count as training, with a certificate? This experience can be built into an Istituto program, with classroom hours, a piece of work to deliver and a certificate of attendance. → **For groups**

→ **Request a quotation**

Related experiences

The campus left behind when the company leaves (3 days, Eindhoven) · Design as industrial policy (3 days, Copenhagen) · Five countries, one city in each (15 days)

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Nola (NA), via Boscofangone zona ASI lotto C8	Admissions	The method
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This program does not lead to a qualification with official value.

Istituto Belmonte is a private Italian training institute. Its programs do not award qualifications with official value in Italy or Mexico and do not carry university credits. A certificate of attendance is issued.