



**EVA Annual General Assembly 2009**  
**+**  
**Workshop “Image of Vending”**  
**•**  
**2nd and 3rd December 2009**  
**Brussels**



[www.vending-europe.eu](http://www.vending-europe.eu)





## Programme

### The Events

The European Vending Association is holding its Annual General Assembly on 2 December, followed by a workshop on the Image of Vending on 3 December 2009. The venue is on the outskirts of Brussels (just 30 minutes from the city centre). We are confident that the natural setting chosen for this event will provide the perfect environment, where our participants can join fellow colleagues and come up with brilliant ideas and proposals. Finally, this year, the European Vending Association is celebrating its 15<sup>th</sup> anniversary. We are therefore happy to invite you to a cocktail and gala dinner that will be organised on the night of the 2<sup>nd</sup> of December.

The European Vending Association considers that the image of vending is a key factor that will determine the future of the industry. Due to the current, global recession some customers are turning to vending machines, instead of heading to restaurants or coffee shops, for instance. The EVA believes that now is the ideal moment to work on the image of the industry and to look for common solutions to improve it. The workshop will ensure that everyone contributes in the debate. We will introduce the sessions by welcoming a few speakers and then move on to the workshops. Each participant will have the opportunity to address three key issues, as the tables will be “rotating” throughout the day.

The event will be presented under a special format in order to air viewpoints from all those participating. The room will be divided into 8 tables, creating a perfect setting to discuss specific issues that the EVA has identified as barriers to the growth of vending.

The round-table discussions will bring together the major players in the vending industry from Europe and beyond, as well as the trade press.

### 2 December 2009 - AGM and Gala Dinner

15:45h. - 16:30h.	Welcome coffee
16:30h. - 18:30h.	Annual General Assembly at the Dolce Hotel, La Hulpe
19:15h. - 19:30h.	Bus transfer from the hotel to Château de La Hulpe
19:30h. - 20:30h.	Cocktail at Château de La Hulpe
20:30h. - 23:30h.	Gala Dinner at Château de La Hulpe
23:30h. - 23:45h.	Bus transfer to the hotel. The hotel welcomes you at its bar

### 3 December - Workshop “Image of Vending”

09:30h. - 10:15h.	Introduction and general presentations
10:15h. - 11:00h.	Workshop 1
11:00h. - 11:30h.	Coffee break
11:30h. - 12:15h.	Workshop 2
12:15h. - 13:45h.	Lunch
13:45h. - 14:30h.	Workshop 3
14:30h. - 15:00h.	Coffee break
15:00h. - 16:30h.	Summary of the workshops and closing remarks





The “Image of Vending” event will offer you the possibility to participate in three workshops during the day. You will be able to choose from eight different round-tables. Each table will be chaired by a specialist on the topic.

***Table 1 - Lack of (academic) training:***

- Sharing information
- The role of national associations
- Alternatives

***Chairperson: Norbert Monssen***

***Table 2 - Tailoring the offer:***

- Lack of choice
- Adaptation to the consumer
- Category management

***Chairperson: Jan Marck Vrijlandt***

***Table 3 - Knowledge management:***

- Telemetry
- Awareness of consumers' expectations
- Data / market surveys

***Chairperson: Jeff Allsop***

***Table 4 - Environment:***

- Waste management
- Legislation
- Cups

***Chairperson: Ute Bremm***

***Table 5 - Change management:***

- Technology, lagging behind?
- Opportunities not to miss (availability of vending machines)
- Cups: from the dark brown plastic cup to....???
- “To sacrifice a spiral to save a machine”

***Chairperson: Arnaud van Amerongen***

***Table 6 - Positioning vending:***

- Business Intelligence (B.I.)
- Not just a last resort channel
- Selling services and not just coffee
- Cups as a communication / marketing vehicle

***Chairperson: Michal Piotrowiak***

***Table 7 - Selling vending:***

- Improving the image
- Selling vending to Institutions and to people
- sustainable programmes, fair trade, organic and other hype type of products

***Chairperson: Brian Tustain***

***Table 8 - The vending experience:***

- Communication at the point of sale
- Fair trade / premiumisation, etc
- Aesthetics / attractiveness of the machine

***Chairperson: Gillian White***

N.B.: The topics may be subject to slight modifications.



## Details of the venues

### General Assembly + Workshop "Image of vending"

Dolce La Hulpe

135, Chaussée de Bruxelles

1310 La Hulpe (outskirts of Brussels)

[www.dolce-la-hulpe-brussels-hotel.com](http://www.dolce-la-hulpe-brussels-hotel.com)

### Diner venue

Château de La Hulpe

Chaussée de Bruxelles, 111

1310 La Hulpe (outskirts of Brussels)

[www.chateaudelahulpe.wallonie.be](http://www.chateaudelahulpe.wallonie.be)

## Participation fee

The all-inclusive-package includes:

- Attendance at the EVA AGM
- Attendance at the workshop "Image of Vending"
- 1 Night Accommodation (2/12)
- Buffet breakfast
- Coffee breaks
- 1 Buffet lunch (high quality)
- Transfer to "Château de La Hulpe"
- Cocktail/gala dinner
- Free, wireless access at the hotel

AGM + event (EVA members): 550 €

AGM + event (EVA non-members): 650 €

Partner/spouse (cocktail + dinner + breakfast): 150 €

\* These prices do not include Belgian VAT (21 %)

\*\* Refunds are subject to certain conditions (see registration form on our website for more information).

## Contact people

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