

Dear fellow JHI Member,

As your host we would like to welcome you to Amsterdam on behalf of Joore and Steens for the 2019 EMEA Meeting (Thursday 30 May until Sunday 2 June in the early morning). We believe it will be a fantastic event for you. A mixture of business opportunities, canals, culture, dance music, education, fun, history, nice food and drinks, sustainability and much more to experience!

From its beginnings as a 13th century fishing village on a river bed to its current role as a major hub for business, tourism and culture, Amsterdam has had a strong tradition as a centre of culture and commerce. Even in its earliest days, the people from Amsterdam saw the value of building relationships with other cultures, especially when it helped facilitate trade and economic development. Today, Amsterdam retains its character as an open and tolerant society, attracting visitors and new residents from all corners of the globe. Amsterdam has become one of the most multicultural cities in the world. The city is now a melting pot of cultures, with residents from 180 different countries. It also embraces a variety of different lifestyles, religions and beliefs.

Many of the characteristics of Amsterdam are reflected in the hotel we have chosen: The Pulitzer hotel (www.pulitzeramsterdam.com). It's a beautiful 5 star hotel in an intricate maze of 25 connecting Golden Age Canal Houses with a unique inner garden. All hidden amongst the city's iconic canals. In our opinion this hotel reflects Amsterdam in a great way. We attach a link of a photo of the exterior of the hotel out of the sky. As we found a sponsor we are able to offer you a very special € 300 a night rate for this beautiful hotel with very unique and special rooms.

We will have a very up to date delegate program. Friday's group sessions overall topic will be **Generation "why"**. This refers to the phenomenon that today's youngsters (the so-called Generation Y and Generation Z, or more in general; the Millennials) have a tendency to frequently ask "why" on just about anything instead of just doing it. Nevertheless they are the future of our profession/businesses! We will discuss how to deal with the three different generations that are currently active in our businesses: "Generation whY", the "Oldies" and the "Generation in between". The main question will be how we are able to respond in our business to the difference in needs and views between these generations to make it successful for everyone.

The program will be hosted by professional performance coaches who in daily life coach top sporting athletes, captains of industries and also coach some of Joore's young talents to achieve higher levels of success. The sessions will be plenary interactive with a panel and interviews, and there will be round table sessions. One of the panel members will be Leo Houwen; former Corporate Vice President and member of the Executive Committee of the international multi-billion Euro company USG People. As a successful temporary employment and secondment agency they have great knowledge on this topic. Two of the young Joore-talents will also join the panel. They will give their opinion on work-life balance and will show how old-fashioned Guido Joore really is 😊.

Saturday's group sessions overall topic will be about the Future of JHI. As discussed already in Zürich JHI is facing huge difficulties as we are still shrinking as a result of losing many (dissatisfied) members. If our association wants to survive a radical turnaround or merger has to take place ASAP. Jürgen Von Lengerke and Brian Pashen will give us an update about the developments since Zürich and the plans/ vision of the BOD regarding this Topic. There will be more than enough time to discuss this amongst the delegates.

Both days the group sessions will take place in amazing and inspiring venues in Amsterdam's finest and unique locations.

For the guests there will be an active, inspiring program with a mixture of dance music and sustainability. Just to give you an idea: The Netherlands are famous for their Worldwide Top DJ's and the yearly Amsterdam Dance Event shows the connection between Amsterdam, Top DJ's and Dance Music.

The joint social programs will be very diverse and in our opinion exciting. The overall program is appealing and definitely the reason to visit the 2019 EMEA meeting in Amsterdam!

We would love to welcome and meet you in Amsterdam.

On behalf of Joore and Steens,

Guido Joore