



## LEGO® Business & Bricks is rooted in these five elements:

# 1

### Active involvement

Involving participants. A good meeting is one in which the participants take active part as opposed to passively listening. The end result is improved quality of learning and understanding as well as better results over the long term.

# 2

### Responsible thinking

Make responsible thinking a natural part of the meeting. Think sustainability, incorporate physical exercises and eat healthily. This will not only make the participants more responsible, but send a positive message and promote energy.

# 3

### Local inspiration

Involve local entertainment, museums or nature and give the participants a unique experience which they can take home and build on both personally and professionally. We actively use LEGOLAND® to this end, which can give the meeting alternative new approaches.

# 4

### Creative setup

Use the physical setting in a new way. This will motivate the participants. Work in inspiring interiors and stimulate the participants through light and smells. Anything is possible if the physical setting promotes energy, concentration and creativity.

# 5

### Return on Investment

ROI is one of the cornerstones of the Meetovation model. A meeting only has value if the participants actually take home useful knowledge from it. We can help by measuring ROI before, during and after the meeting.

## LEGO® Business & Bricks

We may well have bricks on the brain in our LEGO® Business & Bricks meeting universe. On the other hand, at LEGOLAND® Hotel & Conference we think completely outside the box when it comes to planning your meeting, conference or corporate event.

## When Meetovation meets LEGO® Bricks

**Our LEGO® Business & Bricks meeting universe is based on Meetovation – one of Europe's leading meeting models.**

We focus on participant involvement, sustainable thinking, local inspiration, the physical setting – and the meeting's ROI.