

LOCAL ACTIVATION

YOUR PRODUCT, A LOCAL EXPERIENCE

We help international brands connect their products with the Dutch market through in-person experiences designed to engage.

BEING PRESENT IS NOT THE SAME AS CONNECTING

A strong activation turns a product's value into an experience that feels relevant to the audience, the channel and the local context.

01

UNDERSTAND

The objective, product, audience and environment where the brand wants to build visibility.

02

SHAPE THE IDEA

Concept, storytelling, format and moments that turn the message into an experience.

03

BRING IT TO LIFE

Venues, partners, production, guests and on-site coordination.

WAYS TO ACTIVATE YOUR BRAND

The right activation depends on the product, the audience and the commercial or brand objective.

- Product presentations and launches
- Tastings, demonstrations and product sampling
- Training for customers, distributors or teams
- Experiences for prospects, distributors and partners
- Hospitality and point-of-sale activations
- Boutique events, pop-ups and roadshows
- Experiential concepts adapted to the local context
- Supporting events that strengthen a commercial initiative

AN IDEA PEOPLE CAN EXPERIENCE

The product is the starting point; the experience gives it a story, a context and a reason to be remembered.

CREATIVE DEVELOPMENT

- Core idea and experiential concept
- Storytelling and narrative thread
- Format, journey and interaction moments
- Adaptation for different audiences or locations

VIABLE PROPOSAL

- Initial resource and budget estimate
- Local venues, suppliers and partners
- Production plan and logistics requirements
- Options tailored to scope and objectives

WE COORDINATE WHAT IT TAKES

Alisio can manage one specific part of the project or coordinate the complete experience with the right specialists.

01

VENUES

Research, comparison and coordination of venues or activation locations.

02

SUPPLIERS

Catering, technical production, furniture, staff, specialists and materials.

03

GUESTS

Invitations, registration, hospitality and practical communication.

04

ON-SITE

Setup, briefing, timing, product, issue management and wrap-up.

CHOOSE WHERE WE STEP IN

You do not need to commission the full process.

- Experiential concept and proposal
- Concept + planning and resources
- Full production and coordination
- On-site delivery of an existing activation
- Local support for a brand-developed campaign
- A programme of activations or ongoing collaboration

LOCAL EXPERIENCES, CLEAR SCOPE

We focus on activation through events and experiences. When specialist services are required, we select and coordinate the right professionals.

OUR SERVICES

- Experiential concept, planning and production
- Local coordination, suppliers and on-site delivery

SERVICES NOT INCLUDED

- Legal, tax or internationalisation consulting
- Commercial distribution, representation or media buying

WHAT CAN WE SET IN MOTION?

Tell us what you need and we will design a
tailored proposal

hello@alisioevents.nl
<https://alisioevents.nl>

Ideas in motion.
Experiences that connect.

alisio | EVENTS &
EXPERIENCES