

Night
THE OF **PROMS**

Healthy opportunism

Night
THE PROMS

Better than a dream ...



Healthy opportunism

Antwerp | June 3,
2008

1985 | Kick off



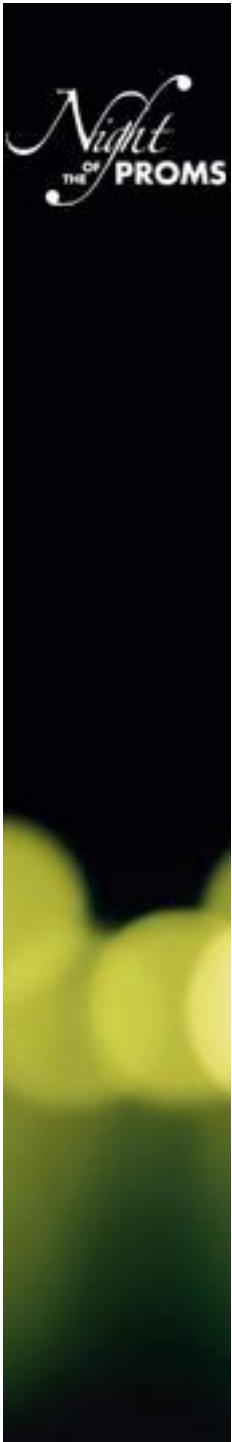
1985

- 1 show
- 13.500 visitors
- 3 employees
- 1 country



2008

- + 50 shows/year
- + 600.000 visitors/year
- 40 employees
- 9 countries

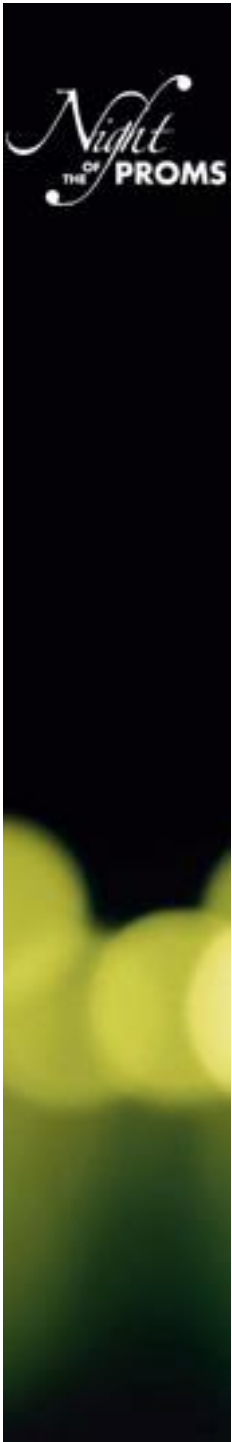


1988 | Tele Ticket Service

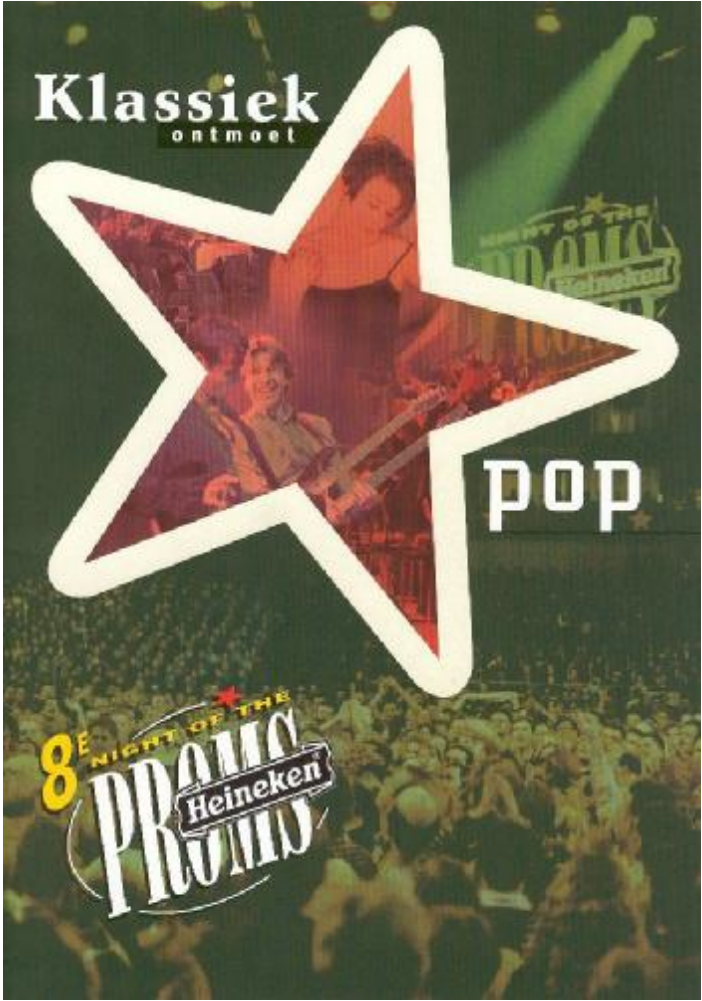
The screenshot shows the website interface for teleticket-service.com. At the top, there is a header with the website name and a navigation menu with options like TICKETANBOD, HOE RESERVEREN, FAQ, NIEUWS, ZOEK, and CONTACT. The main content area is divided into several sections: a registration prompt, a 'beID' login section, an 'AANMELDEN' (login) form, a 'VOORDEELHOEK' (special offers) section for hotels, and a list of concert events. Each event card includes a photo, the artist name, date, time, location, and organizer. A 'KOMENDE EVENEMENTEN' (upcoming events) sidebar on the right provides a list of events with dates and times. The website has a green and yellow color scheme.

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1991 | Heineken



1991 till 1998

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1994 | 1^e show Germany



Healthy opportunism



WestfalenHalle
Dortmund

1996 | bankruptcy Sportpaleis



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1997 | buy-out with Province



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2005 | Hospitality Center



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2007 | Lotto Arena



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Healthy opportunism with solid economic background ...

4 Types of partners

- **Associates**
- **Sponsors**
- **Suppliers**
- **Artists**

Night
THE PROMS

Choice of Dirk Hohmeyer vs Mojo Concerts



THE NOKIA
NIGHT OF
THE PROMS

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Choice of Heineken vs Nokia



NOKIA
Connecting People

since 1996



Heineken[®]

from 1991 until
1998

Recent challenge of supplier EML



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Artists: lucky shot (Bocelli) vs learning and developping relationships

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Thank you for your attention!

Night of the Proms | PSE Belgium NV
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