



Aaaaha! **the Actor** **Factory**®

Agency for live! communication

Add distinction to your event!

Aaaah! the Actor Factory BV supplies lively, relevant entertainment for corporate events and promotional marketing campaigns.

Based on your input, we create acts and experiences for your kick-off, conference or customer event. Here are just a few examples:

- * Hostesses (actresses) who ensure a heart-warming welcome.
- * Comedians who communicate your message in a personal, direct way.
- * Presenters and discussion leaders who involve participants in the subject.
- * Speed-dating gets your guests to know each other by sharing experiences and ideas.
 - * Stimulating workshops activate your participants.
 - * Video clips are lively means of communication.

Our entertainment makes your event distinctive and unforgettable.

Let it sink in...

We kindle the enthusiasm of participants at your events. But repetition is the essence of communication. In our follow-up programme, we provide solutions for embedding your message in the form of tailor-made video clips on DVD, web videos, e-learning and surprise visits.

We love to think along your lines!

In this brochure, you'll find a number of ideas for getting in the mood already. We'll be happy to advise you personally.

Live invitation!

Make your event distinctive even before it happens. Stimulate your guests so that they won't want to miss it.



Give your event a face

Give your event a face in your communications – the familiar face effect. Link an actress's personality to your event. And use it in every communication. The same actress will welcome guests to your event and announce the speakers. That's the way to make your communication truly cross-media.

Surprise visit

Have an actor pay your guests a surprise visit. You can also use this to bring the theme of the event to life. A sung invitation is also possible.

Webvideo

Invite your guests with an exciting video clip. When the film has finished, your guests can register online immediately. We can even personalise the video so that it features the guest's name and company. See www.acteurs.tv for examples.

Networking moments: welcome, lunch, drinks, dinner

Set the right tone for your event. Create atmosphere, surprise your guests, and bring them into contact with each other.

Stewardesses, butlers and royal servants

A party in the smallest room: puzzles, something to read, cheery postcards. Our toilet ladies will be happy to serenade you.

You can use living decor to emphasise your theme: butlers illustrate just how service-oriented your organisation is.



Toilet lady



Networking gurus and hostesses

Actors actively get your guests to talk to each other. They break through social barriers with humour.



Singing waiters

Actors dressed as waiters surprise your guests with comic asides. Finally, they sing a song based on your input.



Route planners



Our route planners shows your guests the way. They provide the route on paper, and also focus attention on your information.

Magicians



Top-level magic will amaze your guests.

The sofa

Surprise your guests with a visual spectacle. The actors in the sofa will bring your guests into contact.



A VIP entry

Groupies scream. A paparazzo's flash flickers. And your guests are the stars.



Mobile quizshow

Focus attention on your information with a mobile gameshow. The one with the right answers wins a great prize.

Plenary programme

Make sure your speakers are well prepared. The chairperson/presenter must be able to actively involve the audience in the subject.

Speakers coaching

We coach your speakers 1-on-1. We'll work on personal, specific points in a session lasting an hour and a half. Your speakers will take the stage perfectly prepared.

Game shows

Our comedians will write an interactive game show based on your input.

Discussion leader



Our discussion leader will enter into discussion with your speakers. He or she will ensure that the message is clear to all your guests, with light-hearted comments and critical questions.



Add a dose of humour!

Comic relief for your event.
End your event with a laugh. We can also provide English-speaking comedians.

Professor Act



Professor Flip van der Wal

Nothing is quite as it seems. These comedians pretend to be professional specialists but their refreshing viewpoints do throw a new light on the subject. English speaking comedy-professors are Flip van der Wal and doctor Eduard Mayall.

Tailor-made comedy



Jeffrey Spalburg



Harry Glotzbach



Tom Sligting

We tailor our comedy to your input. Sometimes confrontational, never insulting, but we always hit the spot.

Improvised comedy

Whether it's sketches or songs, the performance is made up on the spot.

Wrap up comedy

Our comedian sums up the day from what we've observed of the event.

Comedy Club

Your guests can be entertained by top comedians in a separate theatre.

Famous and historical people

We bring historical characters to life with our special effects make-up. And, based on your input, they'll have something pretty special to say. Among the character we've created are Einstein, Edison, Couperus, Boniface, Odin, Hugo de Groot, Balkenende, Zalm, Rembrandt, Van Gogh and Captain Stubing.



Rembrandt van Rijn

Workshops

Your guests get to know the best sides of each other in small groups.



Copywrite

We choose photos that illustrate the subject, and your guests think up comic captions.

Role play

The actor is the straight-man. Your guests can work on their skills in a secure environment.

Impro comedy

Learn the art of improvisation. The coaches from 'Lama gezocht' bring the funniest challenges to your event.

Stand-up comedy

Your guests as stand-up comedians! In small groups, they'll blow up their observations to comic proportions.

Sharing know-how

Involve your guests in the subject.
Let everyone form an opinion.

The House of Commons

Let your guests debate a motion.

Management games

We produce a game, based on your input, in which all the participants are activated. Actors play customers, each with their own case. The participants have to answer multiple choice questions, while the customers give their immediate reactions.



Speed dating

We put your guests together one-on-one. They get straight to the heat of the matter in short talks based on propositions. The discussion leader lets the participants do the talking, thus involving them in the subject. Every participant has at least 4 new intensive encounters.

Foreign guests

Give your foreign guests an insight into Dutch culture, as they're there anyway.



Delft blue

The well-known farmer and his wife come to life in time to the music – an enchanting visual spectacle.

A crash course in culture

Comedians give their view on Dutch culture.

Professor Schaafsma

Our ambassador for Dutch history and culture takes a close look at your subject, while introducing Dutch culture.

Cheese girls

Have our cheese girls meet your guests at Schiphol Airport. Their improvised comedy will lead to unforgettable conversations. Your guests will learn their first words of Dutch straight away.



Tailor-made video

See examples on www.acteurs.tv
We produce video films based on your input, including script, director, actors, editing and encoding.



Video clip

We write a tailor-made song based on your input, which is recorded in a studio. We then produce an exciting video clip. The lead roles can be played by actors or your own project team.

Campaign films

Let your event make itself felt online. We send your participants short films. These can be personalised so that the guest sees his name incorporated in the film.



Introducing speakers

We introduce your speakers with mini-documentaries.



Our reporter gathers quotes from your guests and creates an exciting review of the day on location. The report can be screened at the end of the event and then posted on the Internet.

Video reports

Let it sink in...

Repetition is the essence of good communication.
You can embed your message in a motivational
follow-up programme.



E-learning

Create news value with short web films. One actor provides the common link in your online university. And livens up the learning.

Incentive

Your campaign is driven by a super-enthusiastic cabaret performer. She uses various channels (surprise visit, e-mail, short film) to set targets. And she gives half-time scores. Activate your target group with humour.

Cross-media

DVD, surprise visit, web films, video clip, postcard, hand-written letter, hypes, MSN-bots, weblog, community, guerrilla, gift...

We love to think along your lines!

THE WAY WE WORK

- * You call us and we work out a tailor-made proposal. For free and without obligation.
- * Then we work out the details by telephone and e-mail, until you're satisfied.
- * We're a certified member of IDEA, so you can count on the correct deduction of tax and contributions.
- * Our actors will be at the venue 60 minutes before the event starts.



"For the NVDO, using professional actors and comics is an established part of organising study days. They make an essential contribution to the success of the activities. At the NVDO, we usually close a day of challenging intellectual fare in a humorous, down-to-earth manner. A healthy laugh at the end of an activity is a valuable tool for the professional event organiser. The use of actors provides a good, recognisable way of rounding off the activity, contributes to better recall and has a positive effect on the perceived and observed quality of the participants. And in practical terms this leads to repeat purchases by the target group."

[Han van der Linden, NVDO]

"In 2006, WestlandUtrecht started the campaign 'WestlandUtrecht Smart Mortgages'. Two girls played the lead roles in the campaign and we also wanted to carry that through internally. Thanks to the actors, this was completely successful. The 'Girls' became a living symbol of the campaign. When the 'Girls' visit WestlandUtrecht, their enthusiasm always inspires and motivates us."

[René Kuijpers, senior Communicatiemanager WestlandUtrecht]

"The promotion with Oscar was a great success. We look back on it with a great deal of pleasure."

[Ronald van der Pol, Salesmanager Postbank Zakelijk]

"We've called on your know-how and help for various events. Every time, they come up with fun, surprising ideas to increase interactivity between the participants and 'liven up' the event. Whether it's a chairperson, a spectacular opening act or entertainment to round off the event, they always come up with suitable proposals for lending a conference or event a finishing touch."

[Jop van Langevelde, ATP - The Advanced Travel Partner]

"Ook bij nieuwe projecten zullen we acteurs van the Actor Factory inzetten want Aaaaaha! levert een goede bijdrage om onze evenementen onvergetelijk te maken."

[Marc Liethof, Eventex - Organisator vakbeurs Evenement]

"Let's be honest, you can never avoid things that you didn't expect at an event or an incentive meeting. Sometimes these are annoying things. We often hire an actor in advance who can jump in and put a positive spin on unforeseen moments. Then guests often have no idea that something has gone wrong. In fact, I'd go so far as to say that they enjoy it because the professional actor improvises effectively and diverts attention or puts the issue right!"

[Gerco Stoffelsen, CWT Events]

"We've been working with your enthusiastic team for many years now, and it's been very pleasant. The way you involve yourselves in the creative process and put together the right entertainment/ programme based on the target we've set makes you a lot more than just a supplier. We hope to work with you for a long time yet!"

[Jan Douwe Rekers, KrasEvents Organisatie & Advies]

"The comedian was a huge hit! People were laughing and talking about his performance for a long time."

Thank you!"

[Esther Reinders, SNV World]

"As an events and conference agency, we've been working with you regularly since 2001. We're very satisfied with the cooperation and the quality of the actors. We handle widely varying assignments from conferences and customer days to parties and shows, but you always manage to find the right actor or performer for our programme, quickly and flexibly. And whether we ask for it or not, you always contribute ideas on the creative and communicative content of the concept. We're looking forward to working with you in the years to come."

[Pieter Schure, PINO]

"...They work with you and they think ahead. You come up with a concept and they add something to it, and that comes from the organisation and the actors themselves. It's a lot of fun."

[Henjo Guitjens, Publicis Consultants Van Sluis]

"...the speed dating was very well received. Harry had prepared well and was also good at getting the employees on his side."

[Bea Gangelhof, Rabobank]

Out...

PowerPoint

Massive

Serious

Abstract

Predictable

Jargon

Lumpish

Jokey

Coughing

In...

Interaction

Personal

Breezy

Expressive

Surprising

Metaphorical

Network

Spontaneous

Laughing

***Tell me and I'll forget.
Show me and I may remember.
Involve me and I'll understand.***

Confucius

www.acteurs.nl
Call us: +31(0)70 3921140

