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## Corporate workshops for large groups

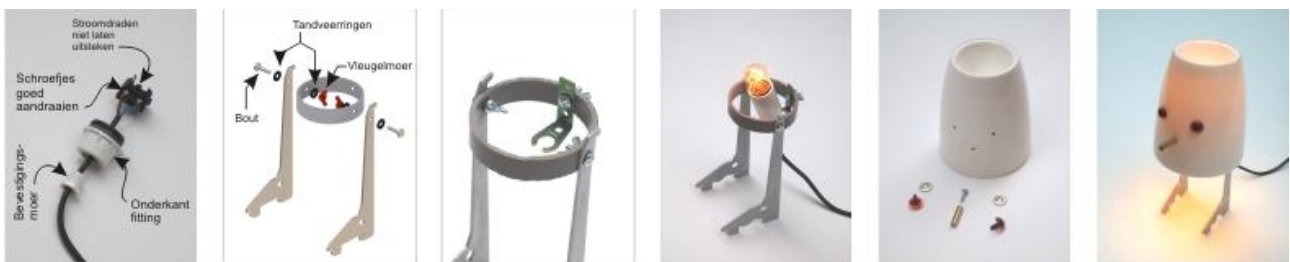
### GelreDome Stadium Arnhem

Over the years, quite some famous bands performed at the well-known GelreDome Stadium in Arnhem, The Netherlands: Madonna, Rihanna, Red Hot Chili Peppers, Janet Jackson, Radiohead, Asian Dub Foundation, U2, Coldplay, Backstreet Boys, Bruce Springsteen, Bon Jovi, Britney Spears, Supertramp, The Spice Girls, Lady Gaga, Guns 'n Roses, Tina Turner, Paul McCartney, The Eagles, Simply Red, André Rieu, Anouk, Metallica, Bruce Springsteen, Doe Maar, Ilse DeLange, Iron Maiden, Rammstein, a little brat named Justin Bieber and many others. But guess what? In 2011, Eibert Draisma also performed at the GelreDome Stadium!

### Workshop for 300 managers (GelreDome Stadium 2011, by Eibert Draisma)

In 2011 Eibert Draisma was asked by Praxis<sup>[1]</sup> to organize and lead a DIY workshop for 300 Praxis managers at the GelreDome Stadium:

- Eibert developed three unique designs, workshop participants could choose from;
- Each design could be made using Praxis materials, products and tools only;
- Eibert introduced\* himself with a talk on art, science, technology and recycling, packed with curiosities and hilarious events from his archives. After that, some robots that assisted Eibert, also introduced themselves (\*for improved visibility, a large screen and live streaming video were used);
- During the workshop, Eibert was assisted by his robots, as well as by 15 of his own students from the Design Academy Eindhoven;
- The workshop took 4 hours (including breaks for drinks) and was a huge success!;
- To finish off the day, a great after-workshop dinner was arranged.



Some Praxis workshop steps

### Want to organize a successful corporate event?

Eibert Draisma can:

- adapt workshops and talks to fit your event;
- handle any crowd (from teenage students, to the most attentive subject specialists);
- take care of all preparations necessary.

[1] Praxis is one of the largest DIY brands in the Netherlands, operating 111 Praxis stores and another 27 larger 'Praxis Mega-stores'. The average size of a Praxis store is 3,500 square metres, and 8,000 square metres for a Praxis Mega-store. Ten of the Praxis Mega-stores also include a garden centre.

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