



There are events:  
And then there are  
the ones that change  
*everything...*

*Meet Ellen & Sofie*

DRIVEN BY EMOTION  
DEFINED BY EXPERIENCE  
FOCUSED ON EXCELLENCE

Built around  
the *people in the room.*



*Every project, different. Every approach the same, designed around the people it's for.*



# Two minds, one *philosophy*.

*Every Destination project follows the same human-centric approach. The format changes, the DNA does not.*

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OUR DNA, SINCE 2000

# E<sup>3</sup>

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DRIVEN BY

*Emotion.*

DEFINED BY

*Experience.*

FOCUSED ON

*Excellence.*

When clients work with Destination, they don't get two consultants assigned to a project. They get *two complementary minds*, listening, planning and adjusting in parallel, from the first conversation to the moment the last guest leaves. Ellen seeing what the event wants to become. Sofie seeing what has to be true for that to happen. *Both, always.*

That's why the same clients come back. That's why suppliers know exactly what to expect. That's why a Destination program feels different from the first email — because two attentions are already on it, before a single decision is made.

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ELLEN

Sees the *why*.

SOFIE

/ Builds the *how*.

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ELLEN

Designs how the experience *feels*.

SOFIE

/ Designs how it *holds*.

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ELLEN

Makes every guest feel *seen*.

SOFIE

/ Makes everything *just work*.

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ELLEN SAYS

*Let me see what I can do.*

SOFIE SAYS

/ *Here's how we'll make it work.*



Ellen.

ELLEN VAN DEN BRANDEN

# The Creator of *Meaning*.

*She listens past the words.*

Ellen begins where most agencies stop asking questions. A client arrives with a brief — a leadership offsite, a milestone year, an incentive trip for top performers. Sometimes it's only an instinct. Either way, Ellen listens past the words.

She doesn't take a brief at face value. She finds the *why* underneath it — and from that *why*, everything else follows. The concept. The narrative arc. The choice of destination. Each supplier earning its place by serving the meaning of the whole.

Her detail is human detail. Where structure asks *when does the bus leave*, Ellen asks *how does the guest feel when they step off it*. She designs the moment a guest walks into a room so that something — light, scent, sound, a single welcoming gesture — quietly tells them *you matter here*.

She does not take no for an answer, and she does it with a smile. The closed venue, the off-season access, the speaker who never says yes — these get a quiet *let me see what I can do*, and more often than not, they happen.

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IN A CLIENT'S OWN WORDS

*"You are a crazy innovative, out of the box, solution finder."*

WHERE ELLEN IS AT HER BEST

*The leadership offsite with a transformation goal. Brand storytelling. Milestone anniversaries. Incentive trips designed around emotion. Anywhere the question is not how do we run this? but what is this really about?*



Sofie.

SOFIE VANDENBERGH

# The Architect of the *Invisible*.

*She sees the map and the pin.*

Sofie sees the whole map and the single pin at the same time. She builds the structure that lets a multi-day program breathe — the master plan, the timeline, the dependencies, the silent architecture beneath every moment a guest will live.

Then she goes deeper, into the details most people never think about: the transfer that has to land at **07:42**, the speaker who needs five quiet minutes before going on, the ski group of two hundred that has to move up a mountain without anyone feeling moved.

Her detail is structural detail. Where Ellen's attention shapes how the experience *feels*, Sofie's attention shapes how the experience *holds*. The two are not opposites; they are partners.

She is structured, methodical, composed. She doesn't seek the spotlight, and that isn't modesty — it's design. With Sofie, expectations are clear, deliverables are precise, and nothing gets lost between the briefing and the bus.

IN A CLIENT'S OWN WORDS

*"Everything just worked. I didn't have to think about anything."*

WHERE SOFIE IS AT HER BEST

*The event where everything has to land to the minute. Logistics-heavy multi-day incentives. Large-group ski and mountain programs. Sport-event and Olympic-style operations. Anywhere the brief includes a lot of moving parts.*



Destination

# Whatever you're planning, we can *hold it*.

*From intimate gatherings to large-scale international incentives.*

For more than twenty-five years, Destination has been entrusted with the full range of MICE programs — from intimate gatherings to large-scale international incentives, from corporate conferences to private celebrations, from wellbeing journeys to product launches.

You can entrust us with the entire program, end to end. Or you can bring us in alongside your in-house team — as a *second brain on the concept*, a *planning eye on the structure*, a thinking partner for the parts where you want experienced perspective. Whichever you choose, the level of attention is the same.

## OUR TERRAIN

*Incentive travel · Conference & meeting planning · Inspiration journeys*

*Teambuilding · Corporate wellbeing · Private parties*

*Eco-cultural voyages · Product launches · Sustainable event consulting*



INCENTIVE TRAVEL



CONFERENCE & MEETING



INSPIRATION JOURNEYS



TEAMBUILDING



CORPORATE WELLBEING



PRIVATE PARTIES



ECO-CULTURAL VOYAGES



PRODUCT LAUNCHES



SUSTAINABLE EVENT CONSULTING

*People forget what you said, forget what you did, but they will ALWAYS remember how you made them feel.*

# Moments that *change everything.*



*These are not events. These are memories — twenty-five years of moments designed to mean something.*



Destination

DESTINATION BOUTIQUE AGENCY — EST. 2000

# Now you know us.



*No pitch is coming. No follow-up. No deadline.*

*When the next event matters more than the logistics — when you want someone in the room before the room exists — you know where to find us.*

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