

BED TALKS@AMSTERDAM CITY EUROPE'S FREE THINKING EVENT OF THE YEAR

A dynamic, innovative happening to mark the grand opening of The Student Hotel Group's flagship property

Bed Talks brings together Paralympians, humanitarians, social entrepreneurs, actors, singers and Nobel Peace Prize speakers

Hybrid concept hotel Amsterdam City is unlike any other destination, so to mark its grand opening on 15 April a very special event will take place.

Billed as Europe's Free Thinking Event of the Year, Bed Talks is a 12-hour festival of ideas, culture and connections inspired by John and Yoko's Bed-In (the first of which took place in Amsterdam 47 years ago) and TED Talks, the global ideas incubator.

Amsterdam City is the flagship of [The Student Hotel group](#) and CEO Charlie MacGregor says: "Bed Talks is Europe's Free Thinking Event of the year. We are a game changing hotel and have brought together 50 game changers to share their views on culture, social impact, business, science, education and sport. Each will tell their story, provoke discussion, promote new ideas, connect and generate a positive impact on the world - that is the ethos of The Student Hotel."

Sessions throughout the day

Bed Talks: be one of 10-15 people at intimate bedroom sessions.

Talk Show: listen to round-table conversations in the lobby.

Classroom: contribute to think-tank sessions.

Workshops: Led by The Refugee Company, participate in art installations that ask you to express your dreams then provoke you to act on them, with talented people with striking skills who happen to be refugees and are permanent residents at Amsterdam City.

Game Changing Speakers

Bed Talks are extraordinary people who bring positive change, 'students for life' who combine different backgrounds, knowledge, cultures, visions, convictions and ideals to help individuals and local communities. The lineup so far includes:

Guido van Staveren van Dijk.

Founder of Moyee Coffee whose mission is 'using radical fairchain innovation to improve local economies'.

Jurgen Griesbeck (2011 Social Entrepreneur of the Year)

Founder of StreetFootballWorld whose mission is to unite forces to drive social change like HIV/AIDS, armed conflict and homelessness.

Laura Jansen

Singer and humanitarian whose mission is to follow your passion to reach a higher goal, working on various projects around the world.

Fatuma Abdulkadir Adan

Champion of female equality and Nobel Peace Prize nominee whose mission is to use football as a tool for social change and peace through her programme 'Shoot to score, not to Kill' and the Horn of Africa Development Initiative.

Sebastian Gil Miranda

Documentary photographer whose mission is to use the power of photography for social change.

Vincent "Venz" Reinders

Founder of 22Tracks whose mission is to make music as accessible as possible.

Johnny de Mol

Actor and humanitarian whose mission is activating social networks for humanitarian aid through Movement on the Ground and as ambassador for Het Vergeten Kind (The Forgotten Child).

Joost Eenhoorn

Youtuber 'Eenhoorn Joost' whose mission is to use YouTube as a tool for personal freedom.

Martin Johnston

Former Vice President of TOMS whose mission is to continue to redefine the social enterprise model within business through TOMS' "one for one" concept; for every shoe sale the company delivers a pair of free new shoes to a child in need.

Bibian Mentel

Paralympic and world champion snowboarder whose mission is to prove that people with disabilities can be champions. Bibian fights for kids with physical disabilities to be able to play extreme sports through her Mentelity Foundation.

Ruth MacKenzie CBE

Artistic Director of Holland Festival and former artistic director of London 2012 Festival, whose mission is to make culture accessible to everyone.

Artistic Director

Boris Veldhuijzen van Zanten

CEO and co-founder of The Next Web whose mission is to promote the importance of carving your own path.

About Amsterdam City

The Student Hotel Amsterdam City is located five minutes from the Dutch capital's centre, in the former office and printing facilities of Trouw and Parool newspapers. It marks a new chapter for hotel living where leisure and business travellers and students share spaces, connect and inspire each other.

The 571-room property was gutted and renovated to combine contemporary-style and high-end hotel facilities with high-quality student, short and long-stay accommodation.

Hotel bedrooms are modern, stylish and spacious and carry flyers promoting events conceived by The Student Hotel to bring guests and students together. Bed Talks is its biggest and most ambitious to date.

To register up visit www.bedtalks.eu.

Note to editors:

The Student Hotel opened its first property in Rotterdam in* 2012 and today The Student Hotel operates 2,000 rooms in Amsterdam, Rotterdam, The Hague, Barcelona, Spain and Paris, with The Student Hotel Florence due to open in 2017.

It aims to open 40 properties (15,000 beds) in key European cities by 2020 and, with €365 million of equity committed by Perella Weinberg and APG Asset Management, is looking for development opportunities in Germany in Berlin, Munich, Hamburg, Frankfurt and Cologne.

Come and see for yourself. Contact us to discuss media visits and interview opportunities.

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