

Case study

Royal Dutch Jaarbeurs

Industry: Events & Hospitality

Location: Utrecht

Challenge: Transforming data into the engine for growth (Vision 2030)

About

Jaarbeurs is one of the Netherlands' leading event and exhibition venues, located in the heart of Utrecht. Founded in 1916, the venue serves as a dynamic platform for trade fairs, conferences, and large-scale events, connecting businesses and professionals across a wide range of industries. With a strong focus on innovation and sustainability, Jaarbeurs is committed to shaping the future of live events in Europe by 2030.

TLDR

The goal: To realize the "Vision 2030" where data drives every decision; from the executive board to operational teams.

The solution: A strategic partnership with Data Booster to build a mature data culture, clarifying roles and responsibilities through a custom upskilling program.

The approach: A thorough discovery phase analyzing daily workflows translated into a tiered learning path (basic to expert) covering Data Governance, Analysis, and AI.

The result: A cultural shift towards ability, awareness and accountability around data. Successfully moving towards more data-driven decision making.

Challenge

Data as the Engine Behind Jaarbeurs' 2030 Ambition

Jaarbeurs has set a bold ambition for 2030: by 2030, Royal Dutch Jaarbeurs will be the most successful facilitator in Europe and a global organizer. Jaarbeurs believes in the power of live connection. As an indispensable link in the market, the organization arranges and hosts inspiring, unique encounters that make an impact.



Course completion rates

96%

compared to 12% industry standard

Employee data & AI skill growth

+16%

according to pre-post evaluation tests

Number of learners

350

all onboarded to the Data Booster platform

About Data Booster

At Data Booster it's our mission to empower professionals with data & AI skills for better decision-making and higher productivity

databooster.io

"Collaborating with Data Booster means being able to create tailored trainings that are right at the forefront of technology. In the current pace of development in Tech, Data Booster's versatility means we can bring the most current content to our employees in a way that directly links to their work. The colleagues appreciate this and we have seen high adoption and traction throughout the program so far. With the program we build on our ambition on increasing our impact for our guests and partners, both nationally and internationally."



Frank van de Ven
Project Manager Digital,
Data & AI Academy
Jaarbeurs

Why Jaarbeurs chose Data Booster

Connecting Strategy to Daily Reality

Jaarbeurs chose Data Booster because they needed a partner who could bridge the gap between high-level strategy and the daily reality of their workforce. During the Discovery Phase, job titles were not the only thing that was looked at, a deeper mapping of the daily activities of each team was conducted. This included an analysis of how IT & Data teams managed data pipelines, how success was currently measured, and where gaps existed in data accessibility and reporting. It directly addressed the enablers and sponsors, ensuring that the training supported the engine for change.

How Jaarbeurs used Data Booster

Structured Upskilling: From Basic to Expert

To support data-driven decision making at Jaarbeurs, Data Booster developed a structured curriculum spanning courses including The Basics of AI, Basics of Data-Driven Working, Making Decisions with Data, Basics of Digital Collaboration, Insights from Dashboards, Prompting for Everyone, and Responsible AI. Building on this, Data Booster applied a profile-based approach in which the learners were segmented into four profiles: Supporters, Enablers, Translators, and Sponsors. Each profile followed a different combination of the courses, tailored to its role, and was assessed accordingly.

Results

Strategic Alignment and High Engagement

The program successfully laid the foundation for the 2030 Vision. By moving the organization away from ad-hoc spreadsheets to a structured, data-driven methodology, Jaarbeurs achieved exceptional learner engagement across the board. With an average of 39 exercises per course and a 96% completion rate; the program was designed for genuine hands-on learning rather than passive consumption, reflecting more than just participation, but a genuine shift in how employees relate to data in their daily work. More importantly, the cultural impact is clearly visible throughout the Jaarbeurs team. Employees now understand their specific responsibilities within the Data Governance framework, creating a shared sense of ownership and accountability. With the foundation firmly in place, the data team can redirect their energy toward innovation and process optimisation rather than spending time fixing data errors and chasing down inconsistencies. At the leadership level, the Board now steers the company using reliable, centralised dashboards, marking a significant step forward in Jaarbeurs' journey toward becoming a truly data-driven organisation by 2030.



"What sets Data Booster apart for us is that the trainings feel purpose-built for Jaarbeurs from day one, because they are. The in-depth discovery phase ensured the content connected directly to the daily reality of our people.

The result: employees don't just enter the training motivated, they come out with something they can apply the very next morning. That's exactly the link between strategy and behavior we need to make our 2030 ambition a reality."



Corine Bos
CTO
Jaarbeurs