IP BEST PRACTICES

Information Market

A best practice shared by InspiringPeople.

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Information Market

A marketplace of topic 'stalls' turns a one-way seminar into an energetic, dialogue-driven event for large groups.

Key steps

Classic seminars are one-way and forgettable; the more people talk themselves, the more information sticks. An information market creates space for real dialogue on several topics at once.

Set up several corners or market stalls in your biggest available space, one topic each, and let visitors choose where to go, rotating every 15 minutes with fewer topics than time slots — so people always end up somewhere they actually want to be.

CONTACT

InspiringPeople

ADDRESS

Maliebaan 45

3581 CD Utrecht

The Netherlands

PHONE

+31 84 00 38 999

EMAIL

contact@inspiringpeople.com



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