

Making corporate events work for parents too

BioPartner Leiden piloted on-site childcare at its Closing Summer Party, so parents could attend, network and stay for the whole event while their children were supervised a few steps away.

EVENT
Closing
Summer Party

DATE
10 Sep 2026

DURATION
~5 hours

TEAM
3 sitters

CHILDREN
16 registered

PARENT SURVEY
8 respondents

The challenge

Company and community events often run into the evening, outside school and childcare hours. Parents, especially internationals without family nearby, either skip these events or leave early.

BioPartner wanted its Closing Summer Party to be open to everyone in its community, including young parents.

What we delivered

- A dedicated children's room close to the event, with separate areas for play, crafts and quiet time
- A registration questionnaire for parents beforehand, covering allergies, language and needs
- Check-in and pick-up by parents, who stayed on site throughout
- Flexibility for last-minute registrations on the day

The results

8/8

parents said their child had a good time

8/8

said childcare made it easier to attend the event

8/8

would use the service again

Rebooking

BBQ and Closing Summer Party lined up for 2027

In their words

“

We feel the pilot was successful and we would like to offer this service more often to allow young parents access to networking.

BIOPARTNER LEIDEN TEAM

“

It meant a lot to me that we were accommodated and included.

PARENT

“

What I valued most was their professionalism and patience. Everything was very well organized.

PARENT

What we refined after the pilot

- Activity plans for each age group (3–4, 5–8 and 9–12), with more group games for older children
- A Dutch-speaking and an English-speaking sitter for children aged 8 and under
- Clear boundaries for the childcare area, with structured check-in and check-out

Why it works for organisers

- More parents attend, and they stay longer
- An inclusive event for employees and community members without family nearby
- No work for the organiser: we handle the set-up, the activities, the staff and the registration
- Parents stay on site and reachable at all times

Planning a family-friendly event?

We support summer parties, family days, New Year's receptions, conferences and community events across Leiden and Amsterdam.

Get in touch

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