

Reference Case

Date: 31-08-2018

BlueBehavior as designer and host of key APQP4Wind Event

APQP4Wind was part of the cross-industrial project New Standards in the Wind Industry facilitated by Danish Wind Industry Association and aims to expand the use of the newly developed APQP4Wind quality standard.

June 12th, 2018, the wind industry qualitative assurance project, APQP4Wind, took a first step towards becoming a self-supporting organization. The event also marked the day GE Renewable Energy's Onshore Wind business joined the APQP4Wind initiative. Please read more [here](#):

Suppliers of all sizes, customers and consultants were gathered at the unique venue IBC Kolding for a full day of inspiring speakers and meaningful interactions with high-level executives from Vestas Wind Systems, Siemens Gamesa Renewable Energy, GE Renewable Energy, Ørsted, KK Wind Solutions and Oakland Consulting.

BlueBehavior was contracted to design, develop and deliver the event – serving all aspects from concept and flow through speaker identification and briefing and on to message/material assurance with live dry-run and finally acting as host and master of ceremony at the event itself.

Ulrik Ramsing and the team at BlueBehavior had a continuous quality focus and offered professional support and coaching during the entire and often challenging process from idea to execution. BlueBehavior's contributions led to a coherent and highly engaging event which was greatly appreciated by guests and speakers alike, awarding it top scores in the final evaluation.

The careful planning, flexible time management and experienced facilitation resulted in a highly successful conference upon which the steering committee happily recommends Ulrik Ramsing and BlueBehavior for similar international events.

The reference above is given for use on both website www.bluebehavior.com and on LinkedIn. BlueBehavior and Ulrik Ramsing are allowed to use photos approved by the APQP4Wind Secretariat from the conference as publicly made available in follow-up e-mails after the event.

Silkeborg, 31 / 8 - 2018

A handwritten signature in blue ink, appearing to read "K.N. Jacobsen", written over a horizontal line.

Kim Nedergaard Jacobsen
General Manager
APQP4Wind