



EVENT VENUE AT GUT WAITZRODT

CORPORATE EVENTS

Out of the meeting room.

A historic granary in Northern Hesse — a stage for summer parties, conferences, product launches and team celebrations. Two routes, one standard: that your event lands.

GUT WAITZRODT · WAITZRODT 4 · 34376 IMMENHAUSEN · GERMANY · [HAFERBODEN.DE](https://www.haferboden.de)

THROUGH THIS BOOK

What this covers.

This book shows you the venue, the two routes of collaboration and the formats that work here — factual, concrete, without detours.

<i>I</i>	<i>The venue.</i>	Granary, infrastructure, capacities
<i>II</i>	<i>Two routes of collaboration.</i>	Full-service or venue & modules
<i>III</i>	<i>Occasions & formats.</i>	From the team day to the client event
<i>IV</i>	<i>Event direction & production.</i>	Process, technology, branding, catering
<i>V</i>	<i>Clearly defined.</i>	Who provides what — from A to E
<i>VI</i>	<i>The path to an enquiry.</i>	From first contact to proposal

Haferboden is the event venue at Gut Waitzrodt. Individual offerings from the surrounding estate may — depending on occasion, availability and responsibility — be explored as additions.

WHY HERE

A place that stays in mind.

The best corporate events share one thing: a place that sets something in motion. Haferboden is a historic granary at Gut Waitzrod — half-timbering, oak beams and open Hessian land, a short hop from Kassel. Arrive here and you leave the meeting room behind.

That is what makes the difference. Away from the city, in a genuine rural setting, people open up differently: conversations turn more personal, teams move closer, messages stick. The place becomes part of the story — not merely a backdrop.

And because we come not from the events industry but from the farm, your guests meet a hospitality that cannot be staged. Personally run, dependable, with a fine sense for what matters.



GUT WAITZRODT — NORTHERN HESSE, NEAR KASSEL

40–120

ATTENDEES
DEPENDENT ON
FORMAT

1802

MANOR HOUSE
A HISTORIC
SETTING

~20 min

FROM KASSEL
EASILY REACHED

2

ROUTES OF
COLLABORATION

“

*Those who head out to the country
come back with more.*

HAFERBODEN — EVENT VENUE AT GUT WAITZRODT

THE INFRASTRUCTURE

Everything an event rests on.

Indoors and out: rooms that transform from a conference setting to a summer party — with the infrastructure professionals expect.

PLENARY

Historic hall

Visible wood, calm acoustics — room for conference, dinner, stage and dance floor, weatherproof.

RECEPTION

Foyer with bar

A bar and counter area for registration, coffee breaks, networking and the wind-down.

OUTDOORS

Terraces & courtyard

Covered terrace, terrace with a view and sheltered courtyard for a barbecue, standing tables, outdoor stations.

TECHNOLOGY

Sound & media

Provision of a sound system, microphone and media technology (projector, screen); specialist technology via partners.

SERVICE

Wash-up & service area

A wash-up, service and preparation area for your caterer — requirements agreed in advance.

COMFORT

Parking & Wi-Fi

Parking right at the farm, Wi-Fi, defined setup, breakdown and usage times — base equipment included.



II

TWO ROUTES OF COLLABORATION

*You decide
how much we take on.*

Some companies want everything from one hand. Others bring their own concept and need only the stage. Both work here — and we show you both, side by side.

TWO MODELS, CLEARLY SEPARATED

Full-service or venue & modules.

The same place, two depths of collaboration. Choose what fits your resources, your occasion and your standard.

ROUTE 1 — FULLY MANAGED

Full-service event solution.

Concept, planning and delivery from one hand — we think your event from the idea to the final handshake.

- *Joint briefing & event concept*
- *Strategic guidance & dramaturgy*
- *Planning & steering of all suppliers*
- *Event direction & on-site control*
- *Debrief & review*

For companies who want the result, not the workload.

ROUTE 2 — SELF-DIRECTED

Venue & modules.

You hire the venue and add exactly the building blocks you need — the rest you shape yourself.

- Pure venue hire as the basis
- Equipment & technology as needed
- Flexibly bookable occasion modules
- Free choice of your own suppliers
- Selective coordination on request

For teams with their own concept and partners.

Both routes are modular — never a rigid package. The transition is fluid: you can also add individual elements of the full-service solution as you wish.

ROUTE 1 — FULLY MANAGED

We take the whole off your plate.

CONCEIVED, PLANNED, DELIVERED — FROM ONE HAND

With the full-service event solution, **Haferboden event direction** takes on your undertaking as a whole. From your briefing we develop a sound concept, plan flow and dramaturgy, steer the suppliers and direct on the day itself.

You have one fixed point of contact — from the first conversation to the debrief. The scope is agreed individually: from concept sparring to complete production including on-site direction.

EVENT DIRECTION COVERS

- Briefing & concept development
- Detailed planning & supplier steering
- On-site control & direction
- A structured debrief

Event direction is always tailored in scope — never a fixed standard package, but as much guidance as your event calls for.

ROUTE 2 — SELF-DIRECTED

The stage — you direct.

You hire the place and combine freely from our building blocks. What you don't book, you shape yourself or through your own partners.

BASIS*Venue & base equipment.*

Hall, foyer, terraces, courtyard, base furniture, parking, Wi-Fi, usage times.

EQUIPMENT*Furniture & tableware.*

Additional tables, chairs, crockery, glassware, table linen by attendee count.

TECHNOLOGY*Sound, mic & media.*

Sound system, microphone, projector & screen for provision.

OUTDOOR*Event tent & catering wagon.*

Additional outdoor infrastructure for summer parties — origin clarified per item.

EXPERIENCE*Farm & nature modules.*

Straw fort, firepit, farm tour, harvest stations — team experience with farmstead character.

COMFORT*Cleaning & heating.*

Optional final cleaning, heating allowance, per-guest comfort fee — transparent in advance.

Modules are available by arrangement and availability — nothing compulsory, nothing guaranteed. You pay only for what you actually use.

HAFER BODEN

CHAPTER III — OCCASIONS & FORMATS

*One place,
many occasions.*

From a small-circle strategy offsite to a summer party for 120 — Haferboden adapts to your format, not the other way round.

FORMATS

What becomes an experience here.

Every format finds its frame — focused indoors, sociable outdoors, always with the character of the place.

FOCUSED*Conferences & offsites*

Strategy days and workshops away from the office — plenary in the hall, breaks in the fresh air.

STAGE*Product launches*

A backdrop with character for presentations, press moments and the big reveal.

SOCIABLE*Summer parties*

Courtyard, terrace, barbecue and event tent — the team celebration under the open sky.

FESTIVE*Christmas parties*

Warm light, a heated hall, a long table — the year-end with warmth instead of the canteen.

CONNECTING*Networking & client events*

Receptions and client evenings where conversation comes more easily because the place carries it.

ACTIVE*Team days & incentives*

Shared experience with farmstead character — from archery to a harvest challenge.

Team day, summer party, client event or staff celebration — capacity ranges, by format, from a small circle to around 120 attendees.

IV

EVENT DIRECTION & PRODUCTION

How an idea becomes a day.

Whether we direct or you do — good events follow a dramaturgy. Over the next pages we show the process and the building blocks of production.

HOW WE WORK

From idea to delivery.

The path of the full-service event solution — described qualitatively, agreed individually in scope.

01

BRIEFING

Understand the goal.

Occasion, audience, message, budget frame and success criteria — we listen before we plan.

02

CONCEPT

Design the dramaturgy.

An event concept with a through-line: flow, staging, content and effect interlock.

03

PLANNING

Steer the suppliers.

Catering, technology, programme, logistics — we coordinate the trades and keep deadlines in view.

04

DELIVERY

Direction on site.

On the day we run direction and on-site control — you are the host, we hold it all together.

05

DEBRIEF

Review.

A structured review and close-out — so the next event is better still.

PRODUCTION

Stage, brand, taste.

STAGE & TECHNOLOGY

- Hall as plenary with stage & dance floor
- Sound, microphone, projector & screen
- Specialist & event technology via partners

BRANDING SURFACES

- Courtyard, hall & terraces as brand space
- Room for banners, roll-ups & signage
- Event tent as a branded outdoor surface

CATERING

- Free choice of your caterer
- Wash-up & service area for the workflow
- On request we coordinate the trades

DRAMATURGY

- Reception, programme, dinner, wind-down
- Indoor plenary, outdoor stations
- A through-line across the whole day

The wash-up and service area is a wash-up, service and preparation area — not a cooking kitchen. Your caterer's requirements we agree in advance.

ONE POSSIBLE DAY

A summer party, day to night.

AN EXAMPLE DRAMATURGY — FREELY ADAPTABLE

AFTERNOON

Arrival & farm tour.

Welcome in the courtyard, cold drinks, a short farm tour to open the day.

EARLY EVENING

Programme & stations.

Team stations across the grounds or a talk in the hall — active or focused.

EVENING

Barbecue & long table.

Catering from the grill, a table in the courtyard or hall, music from the system.

NIGHT

Firepit & wind-down.

Firelight, the bar in the foyer, the relaxed close under the stars.

WHO PROVIDES WHAT

Clearly defined, from A to E.

Transparency is part of professionalism. This is how every service is ordered — and how every proposal stays comprehensible.

A *Venue & infrastructure*
Hall, foyer, terraces, courtyard, base equipment, wash-up/service area — Haferboden's own service.

B *Event direction*
Concept, planning, steering, direction, debrief — qualitative, individual in scope.

C *Add-on modules*
Technology, outdoor, farm & nature modules — by arrangement and availability.

D *Estate & partners*
Independent businesses on the estate — never automatically included, only explorable as additions.

E *External trades*
Catering, technology, programme — external services, coordinated on request, delivered independently.

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FREQUENT QUESTIONS

What companies often ask.

How many attendees fit?

By format, from a small strategy circle to around 120 attendees — hall, terraces and courtyard can be combined.

Can we bring our own suppliers?

Yes. Catering, technology and programme you choose freely. On request we coordinate the trades for you.

What about technology & branding?

We provide sound, microphone and media technology; specialist technology via partners. Courtyard, hall and tent offer space for your brand.

How is the journey there?

Gut Waitzrodt lies in Northern Hesse, around 20 minutes from Kassel — parking at the farm, Wi-Fi included.

What separates the two routes?

Route 1 is full management including event direction. Route 2 is pure venue hire plus freely chosen modules. The transition is fluid.

Are there fixed direction packages?

No. Event direction is agreed individually in scope — from concept sparring to complete on-site direction.

Does it work in poor weather?

Yes. Hall and covered terrace catch any plan — an optional event tent adds further space.

How does the date become binding?

After a conversation and alignment you receive an individual proposal. The date becomes binding upon receipt of the agreed deposit.

HOW COLLABORATION BEGINS

From first contact to proposal.

A clear path — whether you want full management or only the venue.

01

ENQUIRY

Frame the brief.

Occasion, preferred date, attendee count and the desired depth of collaboration — we reply personally.

02

VIEWING

Experience the venue.

Hall, foyer, terraces, courtyard — we walk the spaces together and talk through possibilities.

03

ALIGNMENT

Choose the route.

Full-service or venue & modules — we assemble services and flow along your goal.

04

PROPOSAL

Transparently costed.

A comprehensible proposal with clearly separated parts — own service, modules, partner and external services.

05

BINDING

Secure the date.

Upon receipt of the agreed deposit your date is set — and production can begin.

THE NEXT STEP

Let's talk about your event.

Tell us about your occasion — we reply personally and find the right route together.



HAFERBODEN — EVENT VENUE AT GUT WAITZRODT

We look forward to your enquiry.

PHONE

+49 152 56478238

EMAIL

info@haferboden.de

WEB

haferboden.de



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Gut Waitzrodt · Waitzrodt 4 · 34376 Immenhausen · Northern Hesse, Germany
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