

ICCA Best Marketing Award

2018



◆ The Impact
The Conference
The **Hague.**



Introduction

The Hague is The International City of Peace and Justice where every day, thousands of people are working towards building a better world. The city's strengths and expertise lie in the following subject areas: Peace & Justice, Security, Finance & Legal, Impact Economy, IT & Telecom, Renewable Energy and E-health. Those are also defined as clusters on which the city focuses and through which the city positions itself internationally through content, innovation, knowledge, eco-systems, conferences and businesses.

The City of The Hague is well known for being the Dutch Government City, home to the Royal Family, UN, international legal institution and NGOs. In contrast to clusters Peace & Justice and Legal & Finance in which the city created a strong long-lasting legacy worldwide, The Hague is less known as one of the big players in the security cluster to the wider audience.

The Hague is home to the biggest Security Delta in Europe. The city is one of the world leaders in Security field. Indeed, the Security cluster, which is one of the main clusters in The Hague is very innovative and dynamic. There are 400 security businesses in The Hague region and organizations such as Cybercrime Centre Europol, the National Cyber Security Centre, NATO Communications and Information Agency and Cyber Security Academy.

In the Best Marketing Award 2018 case study we present how The Hague **affirmed and strengthened its position as the Cyber Security Capital of Europe, gained international recognition** and built on awareness through the newly initiated International Cyber Security Week (CSW).

Marketing Objective

The Hague is the European Security Capital, however not many people know about it yet.

Our objective was to affirm the status of the Hague as the **European leading city in the field of security** and to position The Hague as the **Cyber Security Capital of Europe**. Our goal was to create **awareness**, increase the city's **reputation** internationally and establish, further build and determine The Hague's **position** in this field worldwide.

In addition to **profiling the city**, our aim was also to **show-case** the city and its security eco-system to businesses that were looking to expand to new markets, market leaders, potential investors, partners and event organisers.

Nonetheless, we wished to create an opportunity to present The Hague as Cyber Security Capital of Europe, as well as to show to the world our **unique innovative strength**, where **collaboration** between companies, governments and knowledge institutions is bringing advancements in the field at a high pace.

The Cyber Security Week was our spotlight to showcase how **cooperation** and **knowledge-sharing** offer added value not only to meetings industry but to the wider economy, in:

- Access to Talent
(attracting cyber security / IT talent),
- Capital (pitching innovative ideas and companies for funding),
- Market (business opportunities / matchmaking),
- Knowledge (content-based knowledge circulation).

The above are the **innovation building blocks** that lead to more activity, more events, more innovation, more jobs, stronger positioning in the field and moreover create a **legacy** - a safer world. The KPIs set for the Cyber Security Week were to organise 40 events and attract 2500 people during the week.

We expected The Cyber Security Week to thus contribute to the international proposition of the BV Netherlands as The Secure Digital Gateway to Europe and the position of The Hague as the Cyber Security Capital of Europe, and nevertheless bring this important topic closer to a wider audience in informative fun way.



Strategy



In order to gain a stronger position worldwide in the Security cluster The Hague Security Delta (HSD), the municipality of The Hague, Innovation Quarter and The Hague Convention Bureau initiated a week-long festival on Security, an event called International Cyber Security Week (CSW). The event was organised in partnership with Deloitte and 100 other partners.

During the monthly security cluster meeting amongst the city's key players in the field of cyber security, it was noticed that several security related events are taking place over the year that complement each other and therefore The Hague Convention Bureau suggested: "Why not schedule all the security related events in the same week? "

With this we would:

- Create a **week-long festival about Cybersecurity** during which we would have the opportunity to profile and showcase the city at its best.
- Create **added value for all delegates;** such as networking, access to bigger range of topics, the diversity of content and speakers, innovation in security, evening programme events where you could meet and network with peers across the city.
- Transform the city into a **Security hub** for a week.
- Bring the security topic also closer to the **local community**, especially since a variety of free of charge events accessible to the wider audience were organised.
- Create a **bigger impact**.

At a later stage we also found out that this simple action also had an impact on **CSR**. Many of the delegates saw a benefit in having all the events in the same week, as they did not need to travel to The Hague multiple times in the same year.



We have tested the Cyber Security Week proposition with institutions and companies that already confirmed to organise their events in the year, ask for the feedback and if they would be willing to move their event to the Cyber Security Week. The idea was well accepted by clients and the city partners (hotels, venues, catering) were working together with The Hague Convention Bureau and the city in order to make the change in date smooth and at no additional charge. The fact that we committed to build the week-long event in only 10 months with a very limited budget, it was important to have a **clear vision, strategy & marketing plan**.

With only 2 confirmed events and in order to fulfil the week programme, our goal was to acquire and initiate at least 40 events to offer a quality programme to all our audiences. We aimed to attract 2500 delegates. We have built a database of both potential events and visitors in less than 10 months. Apart from acquiring and initiating various events we also had to attract potential visitors to the Cyber Security Week and create a legacy in PR.

Highly motivated and dedicated working group was established, which was responsible for a successful delivery of the event and for its coordination. It was comprised of the team members from: The Hague Convention Bureau, HSD, Innovation Quarter, The Hague Municipality and Deloitte.

The main action points undertaken that led towards a successful “festival” on International Cyber Security were:

1. **Defining the audience** (event organisers, businesses, governments, start-ups, scale-ups, media, hackers, students, highly skilled professionals, citizens) and their motivation for attending
2. **Finding/identifying the right (inter)national partners, events** that are open to collaboration in different ways: sponsorship, having their subject relevant event organised during Cyber Security Week, content contribution, etc.
3. **Defining the objectives** of the Cyber Security Week of each partner and aligning those to overall goal.
4. **Finding the right logistics partners to deliver excellence:** PCOs, venues, catering, hotels, registration service providers. The full city's support was required to make this a tremendous success.
5. **Coordination between all stakeholders & relationship management.**
6. In collaboration with partners creating a **content rich programme** relevant to different audiences to cater to everyone's needs.
7. Creating a **marketing strategy plan** for local and international audience, which included giving visibility also to the Cyber Security Week partners.
8. Creating **individual personalised programme for special audiences/interest groups** (journalists, businesses interested in opening an office in The Hague, etc.)
9. **Adding fun element** to it. Cyberlympics were organised during the week as well as the hackers were competing in hacking into the IT security system of The Hague municipality.

Innovative Approach

What ICCA members can learn

It is not uncommon that new expensive campaigns are planned to reach marketing goals whereas often we have all the ingredients at hand. Cyber Security Week is a simple idea that grew into something amazing. It has once again proven that the collaboration, dedication and out-of-box thinking are key to success.

The innovative and creative aspect of this campaign was that a festival on Cyber Security was created and organised throughout the whole city by an extensive security cluster network which was already well-established in The Hague. Various stakeholders contributed in their own way by reaching out to their own networks. It was an event for professionals as well as the local community.

The Hague supports the triple helix formula where knowledge institutions, corporates and government cooperate to achieve one and the same goal and Cyber Security Week was again a proof of such a successful collaboration.

Initiating a week long Cyber Security Week, during which over 80 events were organised created an enormous buzz on social media in the Security world. The event was not only marketed by our Cyber Security Week dedicated marketing team but also by event planners of individual events, to their databases, in content related magazines and online.

The exposure The Hague received through all the connections cannot be measured, however, we can measure the impact our campaign has made, which is also presented in this paper.

Working with all the stakeholders, whole security ecosystem, building up network and moreover creating a festival-like event which consists of smaller events of different organisers is priceless.



Children learning about the pitfalls of social media and internet through hacking.

Results

During Cyber Security Week 2017, that took place between 25-29 September, numerous national and international visitors shared their knowledge, discussed the latest developments and pitched innovative ideas with experts in the field of cyber security and cybercrime.

Cyber Security Week attracted **4324 delegates** from **70 countries**.

We invested **less than 200K** all together with all stakeholders into organising the Cyber Security Week including the cost of event planner, marketing and PR and a Welcome Reception, and the return on the investment exceeded our expectation. With only **10 months** of preparation with a small team, who was doing the event next to their daily responsibilities we achieved:

- Economic Impact Value: **2,1 mil Euro**
- Cyber Security Week Media Value: **1,6 mil Euro**
- **1.01 mil** Impressions on Social Media
- **81 events** on security organised in The Hague during Cyber Security Week

The Event was such a success that we are also organising Cyber Security Week in 2018.

Below in the Infographics (page 7) we are providing further breakdown of our successful campaign results.

Also for our partners HSD and Innovation Quarter the event turned out to be a great success. As a result of personalised programme at Cyber Security Week **4 security related** companies set up office in the Netherlands. And looking at the innovation building blocks there was a strong presence at all levels:

- Access to Talent (attracting cyber security / IT talent): **261** students and young professionals participated in interactive programmes
- Capital (pitching innovative ideas and companies for funding): **45** national and international investors listened to **9** pitches for funding of innovative cyber security ideas
- Market (business opportunities / matchmaking): **232** visitors from **25** countries participated in **401** bilateral meetings in the matchmaking programme
- Knowledge (content-based knowledge circulation).



4324 delegates
from **70** countries

Cyber Security Week

powered by The Hague Security Delta

From 25-29 September the Cyber Security Week 2017 took place in the city of the Hague. During this week, numerous national and international visitors shared their knowledge, discussed the latest developments and pitched innovative ideas with experts in the field of cyber security and cybercrime. Cyber Security Week is an initiative of The Hague Security Delta (HSD), the leading security cluster in Europe, in partnership with the municipality of The Hague, Innovation Quarter, The Conference The Hague, Deloitte and 100 partners.

Visitors Cyber Security Week 2017

4324

visitors from **70+** countries



Value: € 2.1 mln

30%

international guests

Website visitors

101,825 pageviews in **40,635** sessions by **26,846** unique visitors
2,51 page per session > **2'25** time on site

From:
 NL | US | UK | Germany | Belgium
 Turkey | India | Spain | France | Italy

Access to Talent

261

students (primary school and college/university students) and young professionals participated in interactive programmes



Access to Capital

45

national and international investors listened to **9** pitches for funding of innovative cyber security ideas



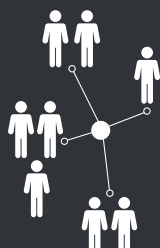
Global Cyberlympics Final



11 teams of the best **80** hackers in the world competed against each other

One thousand visitors of the award ceremony and networking reception at the City Hall witnessed how Dutch team HACK.ERS was announced as this year's World Champion

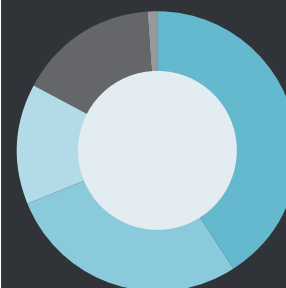
Access to Market



232

visitors from **25** countries participated in **401** bilateral meetings in the matchmaking programme

Background visitors



41%
business

28%
government

14%
knowledge institution

1%
other

16%
student

Programme

81 events	215 speakers/ experts	111 presentations
35 workshops	3 seminars	4 certified training modules

38 teams entered the Cyber Security Escape Room. Only **6** escaped.

Trade missions/ foreign investment

3 trade missions from the United Kingdom, India and Canada
29 Ambassadors
57 Trade counsellors
4 companies set up office in the Netherlands: Anomali (US) | Cynation (UK) | E2Labs (India) | KrypC (India)



Visiting journalists

10 international journalists
17 national journalists
2 vloggers

Trending topic
#csw17

Cyber Security Week 2017 in social media

Reach

6.8k interactions that led to **1.01mln** impressions

Twitter



+1.041
followers

Facebook



1.124
likes

Linked In



+406
followers

YouTube



1.235
views video
recap

HSD Newsletter



+1,216
subscribers

Monday September 25
Trending topic

Cyber Security Week in the media

Online Media

799 online articles with a total reach of **171mln**

ANP/nu.nl | Emerce.nl | Fd.nl | Telegraaf.nl | Rijksoverheid.nl | Follow the money | Startup Delta | Chron.com | PRweb.com

Value:
€ 1.6 mln



Print

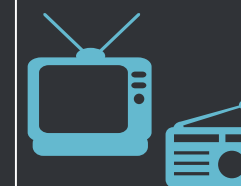


28 articles in newspapers and magazines
 • AD
 • FD
 • NRC
 • Reformatorisch Dagblad
 • BN/DeStem
 • American City Business Journal



Radio and TV

5 items on radio
4 items on TV
 • AVROTROS EenVandaag
 • NOS Jeugdjournaal
 • NPO Radio 1 Journaal
 • WNL Goedemorgen Nederland
 • BNR
 • RTV West
 • AVROTROS Opgelicht!



PHOTOS AND PRESS RELEASES: WWW.CYBERSECURITYWEEK.NL/PRESSROOM

Cyber Security Week 2017 was organised in cooperation with **100** businesses, governments and knowledge institutions and was organised by:



Deloitte.

The Hague.
 Convention Bureau



Check out the various materials produced for Cyber Security Week

- Toolkit
- Media Coverage
- Social Media
- Aftervideo

Thank you for considering our application.
Feel free to contact us for more information:
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The **Hague.**

Convention Bureau