



INTERNATIONAL WEEK 2019

DE HAAGSE
HOGESCHOOL



THE HAGUE

31 March - 5 April



Parliament | Royal Palace | Beach front | Peace Palace | Historic centre | Mauritshuis

The Hague University of Applied Sciences

20,000+ students

4 locations in 3 cities

7 faculties

Bachelor & Master courses

The International Week is organised by the Business, Finance & Marketing Faculty, Marketing Department



THE HAGUE
UNIVERSITY
OF APPLIED SCIENCES

INTERNATIONAL WEEK 2019

- **1 April through 5 April (Mon-Fri)**
- **Arrival on Sunday 31 March**
- **For 2nd & 3rd year marketing students with good grade average (18 years or older)**
- **Focus: Positioning your brand abroad**
- **230 euros including:**
 - accommodation,**
 - lunches,**
 - transportation,**
 - cultural activities,**
 - Gala dinner & dance**

ASSIGNMENT

LUCAS BOLS

1575

Distillers of liqueurs & spirits, the oldest in the world



ASSIGNMENT

IMPORTED
DAMRAK[®]
PREMIUM DISTILLED
Amsterdam
ORIGINAL
GIN

DAMRAK AMSTERDAM



ORIGINAL GIN

ASSIGNMENT

Task 1: investigate the local market assigned to you and devise a marketing strategy

Task 2: create an A4 colour ad for the product

Task 3: create a.... delicious new cocktail based on Damrak gin

G&T

Signature cocktail Damrak Gin



DAMRAK
Amsterdam
GIN

How to make:

50 ml Damrak Gin
2 Orange wheels
Top up with Fever Tree Tonic

*Build all ingredients
into an ice filled glass.*

PROGRAMME (concept)

Sunday 31 March: afternoon arrival, optional dinner students, complementary dinner for visiting teachers

Monday 1 April: welcome & introduction, visit House of Bols in Amsterdam, including Cocktail Making Workshop

Tuesday 2 April: presentations preassignment, workshop branding scavenger hunt & drinks,

PROGRAMME (concept)

Wednesday 3 April: work on project,
International specialties lunch (not just sweets
please!)

Thursday 4 April: work on project,
Gala dinner & dance

Friday 5 April: Final preparations
Final presentations
Award ceremony & goodbye
Farewell drinks

Application deadline: January 15, 2019

ACTION TEAM MEMBERS



Organise the activities & assist the students throughout the week

INCLUDED IN THE PACKAGE

Accommodation
All breakfasts & 3 lunches
Local transportation where required
Trip to Amsterdam
Some (but not all) drinks we offer on Tuesday & Friday
Gala Dinner & Dance (3 drinks included)
Local facilities (including wifi) & support

Detailed information to follow in the coming months!

APPLY?

- **Please apply through the IW Student registration form (the format will be sent to you shortly)**
- **Visiting teachers – you're most welcome! – please apply through the IW teacher registration form (the format will be sent to you shortly)**

International Week

Mr. R.M. Santalla

r.m.santalla@hhs.nl

International Semester

Mr. P.W. de Vos

p.w.devos@hhs.nl

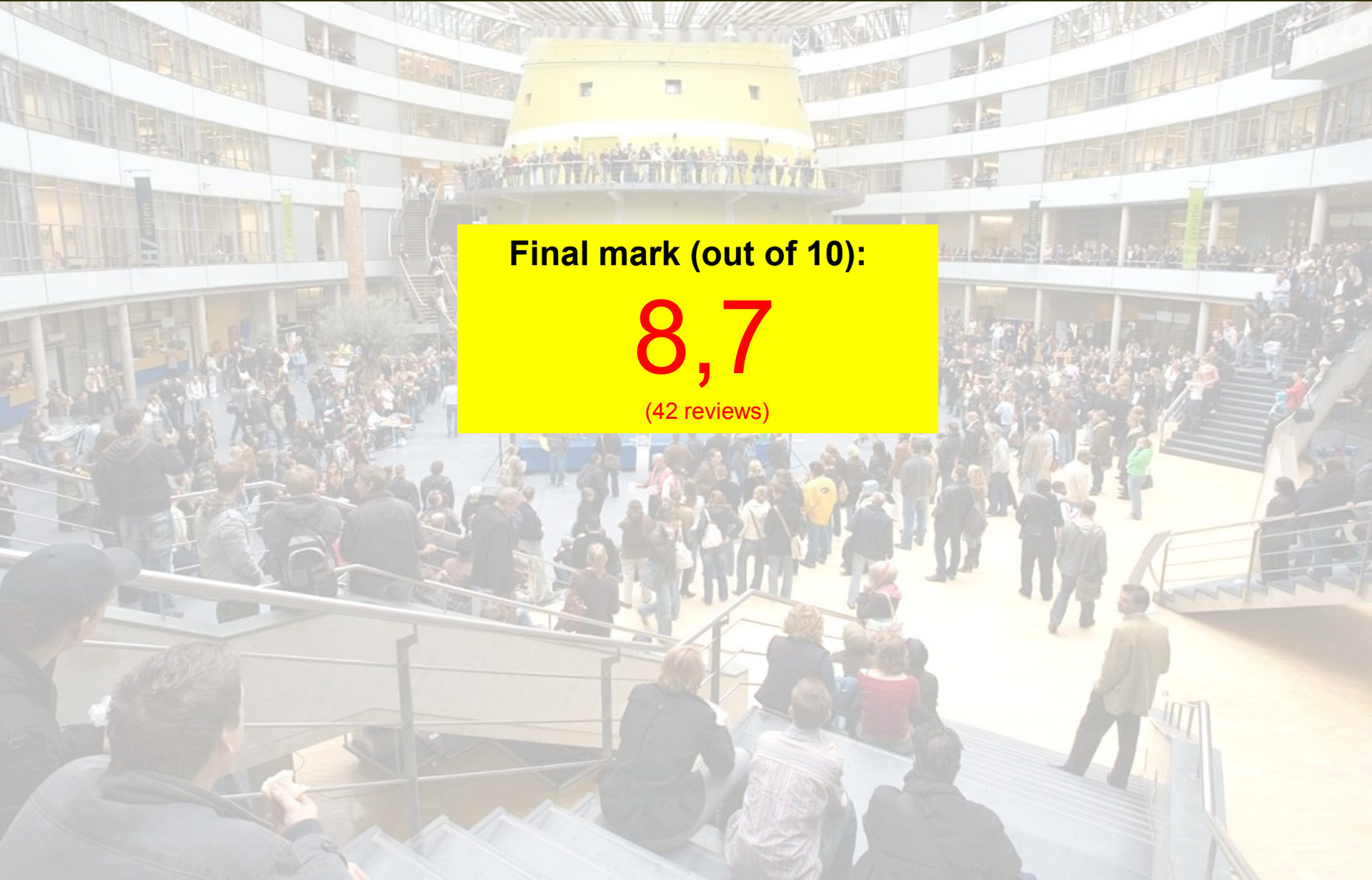


HOW ARE WE DOING

Final mark (out of 10):

8,7

(42 reviews)



QUESTIONS?

WHERE?

WHAT?

HOW?

WHO?

WHY?

WHEN?