



# INTERNATIONAL WEEK 2020

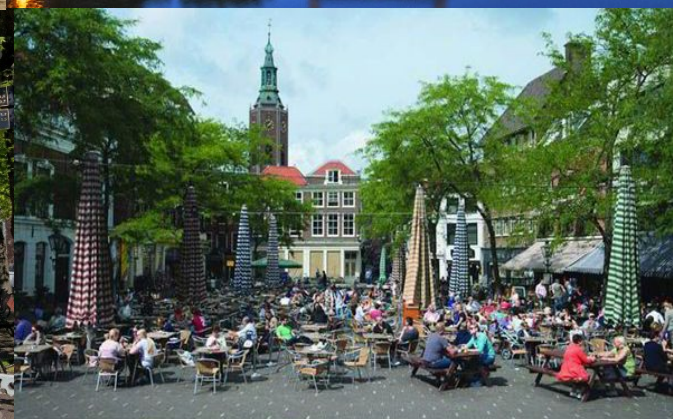


**THE**

**HAGUE**

**SUNDAY 29 MARCH – FRIDAY 3 APRIL**

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- **26,000 STUDENTS**
  - **140+ NATIONALITIES**
  - **4 CAMPUSES**
  - **50+ BACHELOR PROGRAMMES (11 IN ENGLISH)**
  - **9 MASTER'S DEGREE PROGRAMMES**
  - **450+ EXCHANGE PARTNERS**
  - **STRATEGIC PARTNERSHIPS IN BRAZIL, CHINA AND EUROPE**
  - **30 RESEARCH GROUPS**



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- **29 March through 3 April (Sun-Fri)**
  - **Arrival on Sunday 29 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**

# LUCAS BOLS

1575



Distillers of liqueurs & spirits, the oldest in the world

ASSIGNMENT



**DAMRAK**

PREMIUM DISTILLED

*Amsterdam*

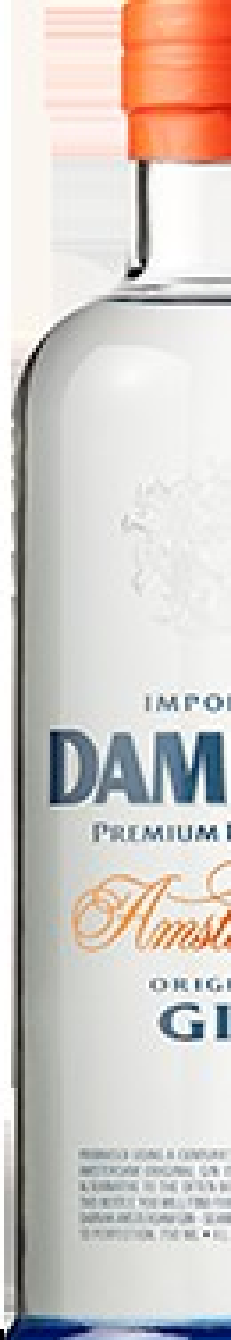
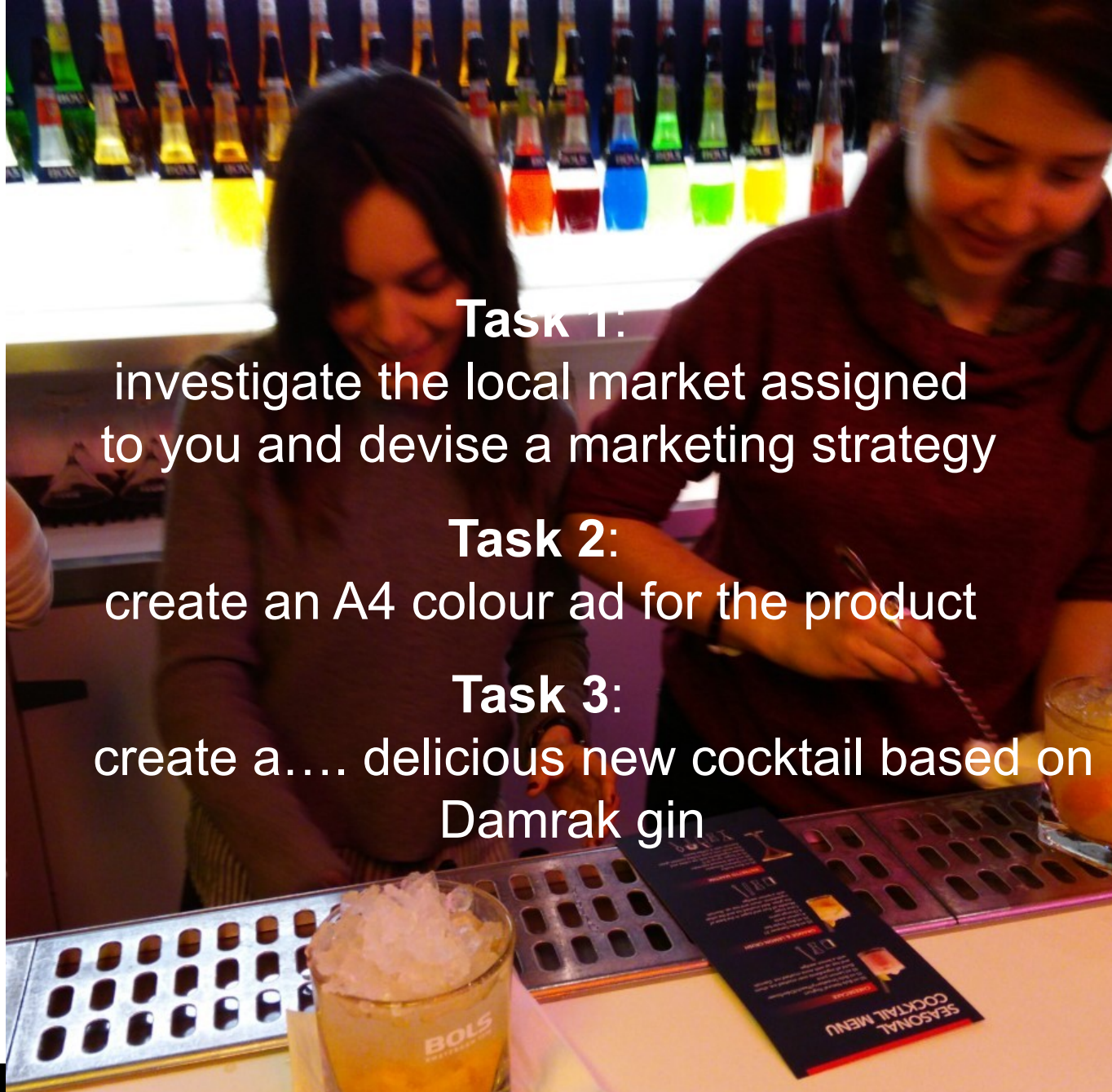
ORIGINAL

**DAMRAK**

*Amsterdam*

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

# ASSIGNMENT





Cocktail workshop included....

# ASSIGNMENT



Sunday 29 March: afternoon arrival, optional dinner students, complementary dinner for visiting teachers

Monday 30 March: welcome & introduction, visit House of Bols in Amsterdam, including Cocktail Making Workshop

Tuesday 31 March: presentations preassignment, workshop branding scavenger hunt & drinks,

Wednesday 1 April: work on project, International specialties lunch (not just sweets please!)

Thursday 2 April: work on project, Gala dinner & dance

Friday 3 April: Final preparations  
Final presentations  
Award ceremony & goodbye  
Farewell drinks

## PROGRAMME (concept)



**Application deadline: January 15, 2020**

**Maximum # of students: 40-45**

**Let us know if you want to send us more than five**

**PROGRAMME**



Organise the activities &  
assist the students  
throughout the week

## ACTION TEAM MEMBERS

# 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 due course!**



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- 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](mailto:r.m.santalla@hhs.nl)

## International Semester

Mr. P.W. de Vos

[p.w.devos@hhs.nl](mailto:p.w.devos@hhs.nl)

**APPLY?**

Final mark (out of 10):

8,3

(34 reviews)

**WHERE?**

**WHAT?**

**HOW?**

**WHO?**

**WHY?**

**WHEN?**

**QUESTIONS?**