



MOVIE**THAT**MATTER 

APPENDIX



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Part 1**Documents**

1.1 MTMF Annual Report 2010

<Text obtained from Annual Report 2010, translated from Dutch>

Visitors

The Movies that Matter Festival in 2010 was visited by 14,500 people, an increase of 45% compared to 2009. Almost 1,700 youngsters and students attended the festival as part of the education program. According to the annual public survey, the average age of the regular visitor was forty years old. Over one third of the visitors had previously visited the festival and two thirds lives in the South of Holland. 35% of the visitors is a member of Amnesty International. In the evaluation of the visitors for the film and floor program, the organization and promotion for the festival was awarded 'good' to 'very good'.

(Source: Annual Report. (2010). Retrieved from website Movies that Matter:
http://www.moviesthatmatter.nl/documenten/mtm_jaarverslag2010_def_lr.pdf)

1.2 MTMF marketing communication plan 2012 + City Arts Plan Movies that Matter Festival

<Text obtained from Festival report 2012, translated from Dutch>

Marketing communications

The marketing mix of Movies that Matter Festival consists of free publicity, promotional partnerships and a paid campaign. This previous edition of the festival there was a special emphasis on a younger target audience, with a new implemented idea of using 'youth ambassadors'. In order to attract this younger audience, but also in relation to other public groups, the online communication increases in value through social media, such as Facebook and Twitter.

The approach of the press media, an important part of the communication, is lead by the staff of the department of media and public relations of *AMNESTY INTERNATIONAL* the Netherlands and communication bureau *HERRIE*.

Free Publicity

In the period from October 2011 to end March 2012 the Dutch press received a dozen messages including various films and festival programs. In statistical terms, this resulted in over 40 publications in print, 3 items on radio and television and over 57,000 online hits on the term Movies that Matter Festival The Hague 2012. (Source: Google)

On Dutch television, there was special attention for the festival in prime time programs like *PAUWENWITTEMAN* and *EENVANDAAG*, further including *JEUGDJOURNAAL*, *ZOOMINTV* and *EXPATV*.

On the radio, the festival was discussed in *BUREAU BUITENLAND* and *DICHTBIJ NEDERLAND* by broadcaster *VPRO*, on *OMROEP WEST*, *RADIO6*, and in two items on youth radio station *FUNX* and nine items on *WERELDOMROEP*. Both national newspapers like *DEVOLKSRANT* and *NRC* and regional newspapers, ranging from *DE HAAGSCHE COURANT* to *THE LIMBURGER*, devoted one or several articles to the Movies that Matter Festival or published an interview with one of the special international guests.

Promotional partnerships

The most prominent media partners such as Dutch broadcaster *VARA* and newspaper *TROUW* contribute each year to the exposure of the festival. *VARA* broadcasted movies that won an audience award the previous years, aired the promotional festival trailer and devoted a special page on their website on the festival. *VARAGIDS* placed in various editions items on various components of the festival programs, including the *VARAPUBLIEKSDAG*. The exposure in the directory was supplemented with *A MATTER OF ACT* program booklet as a special insert that went along in part of circulation of 100,000 *VARAGIDS*. In collaboration with the newspaper *TROUW* there was a festival newspaper produced, besides the regular circulation of over 100,000 copies in the Netherlands, another 45,000 copies were distributed through direct mailings and were allocated at relevant locations. *TROUW* presented at the festival a sold out public event. Other media partners were the monthly magazine of *AMNESTY INTERNATIONAL*, *ONEWORLD* who did a special on the festival both online and in print. In broadcaster *HOLLAND DOC*, the director Klaartje Quirijns was a special guest for a month and broadcaster *GOEDTV*, aired a number of human rights films. New this year was collaboration with the digital movie channel *XIMON* that in the context of the festival created a page showing a selection of films that were previously at the festival. Among the other festival-promotional partners were once again *THEHAGUEUNIVERSITY*, *CENTRALEBIBLIOTHEEK DEN HAAG*, *CJPMAGAZINE* and *DENHAAGUITBURO*. Further contributions this year were by *MUSEUMKAART*, *OPZIJ*, and *GRATISPRINT.NL* and *IAMEXPAT* to attract more visitors. Festival partners and the *MUNICIPALITY OF THE HAGUE*, *AMNESTY INTERNATIONAL*, *VFONDS*, *ASNANK*, *HIVOS*, *THEMINISTRYOFJUSTICE*, as well as theme-and project-related partners including the *AIDSFONDS*, *IDFA*, *MUSEUMDEPONT* and *HETGEMAK* and *HOTELMERCURE* have also contributed greatly to the fame and the success of the festival.

As previously mentioned, there is this year for the first time worked with youth ambassadors for the festival, on the basis of recommendations emerged from a research project conducted in 2011. Potential youth ambassadors were contacted through a mailing to universities and colleges, an article in *CJPMAGAZINE* publications through the *ASNANK* and *THEHAGUEUNIVERSITY* and through various communications by *Movies that Matter*. This resulted in the registration of dozens of students, enthusiastic young people who would like to promote the festival on-and offline. The 15 ambassadors were provided with extensive information, DVDs, promotional materials and free tickets to take forward actions and a festival pass so they could see all the movies. The ambassadors have shown enthusiasm, including in setting up various promotional activities, distribution of posters and flyers and the frequent promotion of the festival through online media in their peer groups. Although tangible results are difficult to measure, based on the outcome of the public survey concluded that this new approach resulted in a younger audience.

The Paid campaign Outdoor Media

During the month of March, the festival campaign was implemented with the use of triangular signs, billboards and banners. During the week of the festival there were posters on the facades of *FILMHUISDENHAAG* and *THEHAGUEUNIVERSITY* for extra exposure. Also in the cities of Leiden, Delft, Rotterdam and Amsterdam during and prior the festival there was outdoor advertising.

The Indoor Media

In about seventy movie theaters and cinemas across fifteen Dutch cities the festival promo was showed to the relevant audiences. A2-size posters and festival newspapers or flyers were distributed in the catering trade, in cultural and educational sites and international organizations in the cities The Hague, Leiden, Delft and Amsterdam and Rotterdam. In March, there was also a poster campaign in trams in The Hague. Movies that Matter sent, starting from autumn of 2011, digital direct mailings to relevant organizations.

The Print Ads

Also there was exposure in film print media, like in *FILMAGENDA* and the IDFA and IFFR-daily newspapers, and there was a festival booklet in *FILMKRANT*. There were also ads in the specific media *NIEUWISRAELISCH WEEKBLAD* and *VRIJNEDERLAND*.

Movies that Matter Online Media

In autumn 2011, the corporate and the festival websites were integrated, in order to let more visitors know about the festival. The website was in the period January-April 2012 visited around 120,000 times, which involved more than 60% of new visitors. The communication through the social networks Facebook and Twitter this spring intensified. This resulted in January-April in a 30% increase of Facebook friends and 15% more followers on Twitter, alongside hundreds of Tweets dedicated to the festival. Facebook is in third place of sources through which visitors enter the site. (Source: Google)

The Festival Newspaper

The complete festival program appeared in the aforementioned festival newspaper, a special edition of the booklet named 'DEVERDIEPING' from *TROUW* newspaper. Besides a film and in-depth program overview and practical information for visitors this edition the editorial pages were provided by the film editor of *ALLEGIANCE*.

The Festival catalog

Every year a bilingual catalog is created containing information about the selected films for the festival. Guests and professional visitors receive this catalog. Throughout the year the catalog is provided to interest various parties.

The Audience survey

The audience survey provides information for the analysis and evaluation of the festival. Practice shows that every year it is harder increase the number of respondents, despite including also a digital survey form. Here is an overview of some relevant results based on approximately 300 completed surveys.

1. Profile Visitor: average age 37.5 years, 68% female, 61% lives in South Holland, 30% are Amnesty International member.
2. 68% of the visitors, visited the festival once before, or more often.
3. The evaluation of the visitors for both the film and the 'in depth' program, the organization and promotion for the festival was on the whole 'good' to 'very good' (average of 4 on a scale of 1-5).

4. The main sources of information for the festival were the Movies that Matter website and the social networks, both the traditional word of-mouth and online networks. Furthermore *FILMHUISDENHAAG*, *THEATERAANHETSPUI*, by outdoor advertising, the festival newspaper and *VARAGIDS* were frequently mentioned.

Based on the further decrease of the average visitor age of 39 to 37.5, we conclude that the commitment to reach more young people has been successful. The objective of awareness of the festival seems to be achieved: an increase of less than 28% in repeat visits compared to 2011. In the origin of the festival visitors, we see a greater spread: where in 2011 69% of visitors came from the South Holland, the audience was now 61% living in South Holland. The share of foreign visitors increased from 3.7 to 8.65%. These results are included in the composition of the communications for the next edition of the festival, which will be used to attract new visitors as well as actively tap into the new large group of expats who resides in The Hague.

FINANCIERS EN PARTNERS

Hoofdparters

Amnesty International, Gemeente Den Haag, vfonds

Fondsen

Aids Fonds, ASN Bank, Bernard van Leer Foundation, Fonds 1818, Fonds voor Cultuurparticipatie,

Hivos, Ministerie van Buitenlandse Zaken, SNS REAAL Fonds, Stichting Democratie en Media, VSB Fonds

Mediapartners

Trouw, VARA, Wordt Vervolgd, One World, Holland Doc, Goed TV

Programmapartners

Atrium, Cordaid, Eye Filminstituut, Filmhuis Den Haag, Gemak, Haagse Hogeschool, IDFA,

IF Productions, Kriterion, Nutshuis, Prins Claus Fonds, Stichting Vluchteling, Theater aan het Spui

UAF

Festival locaties

Den Haag: Filmhuis Den Haag, Theater aan het Spui, Nutshuis, Theater Dakota, Gemak

Amsterdam: Kriterion, The Movies

Movies that Matter On Tour in

Provadja Alkmaar, De Lieve Vrouw Amersfoort, Kriterion Amsterdam, Focus Arnhem, Lumen Delft, Verkadefabriek Den Bosch, Filmhuis Den Haag, Vera Zienema Groningen, Filmtheater Hilversum, Kijkhuis Leiden, Lumière Maastricht, LantarenVenster Rotterdam, Filmfoyer Tilburg, Louis Hartlooper Complex Utrecht, Fraterhuis Zwolle

Het festival bedankt verder

*A-Film Distribution, Alfred Mozer Stichting Ambassade van Israël, Anne Frank Stichting, Autlook Filmsales, AutoRent Köhler, Channel 4 BRITDOC, Cineart, Cinema Delicatessen, Cinemien, Danish Film Institute, De Productie, Den Haag Campus, Jorn van Eck, Films Transit International Inc., Filmtechniek BV, First Hand Films, Ford Foundation, Fortissimo Films, Leo Hannewijk, Hotel Mercure, Hubert Bals Fonds, Human Film, Human Rights Film Network, Hupsaké, Huureenstemkastje.nl, ICCO, ICDI, Indyvideo, Institute of Social Studies, International Criminal Court, Jan Vrijman Fonds, Jean Mineur, Just Film Distribution, Key Docs, Kudos Family, Latin American Film Festival, LEV Pictures, Ming Dynastie, Ministerie van Buitenlandse Zaken, Moonlight Films, Multatuli Travel, More Stage Services, Museumcatering, Het Nationale Toneel, Norwegian Film Institute, NPO Sales, Oxfam Novib, Paleis Hotel, Pavlov, Pernod Ricard, Ro*co Films, Sleeping Giant, Spize, Sundance Institute, Radio Netherlands Worldwide, The State We're In, STETZ, Stichting JAM/Kunstschooldag, Umedia, Universiteit van Amsterdam, Universiteit Leiden, Videostrip, Vrije Universiteit, Wide House, Wild Bunch Benelux en Wild Bunch EU*

CITY ARTS PLAN 2012

<Text obtained from Den Haag Kunstenplan 2012, translated from Dutch>

Movies that Matter Festival

Introduction

Movies that Matter Festival aims to offer an international platform for high quality films, which are portrayed with extraordinary eloquence to what human rights offers on situations where human dignity is at stake. In addition, the festival aims to create a meeting place for this particular cinema which stimulates public debate and context, perspective and interpretation of the film offered. The film and debate festival unites cultural, social and educational functions within itself. They are film curator, film exhibitor, "enhancer" (organization of debates and dialogue), 'educator', connector and promoter of The Hague as a destination and as International City of Peace and Justice. Movies that Matter annually take place in March and lasts for one week. Filmhuis The Hague and Theater a/h Spui are the main locations. Annually, the festival shows about seventy engaged documentaries and feature films.

Movies that Matter received no structural subsidy for the multiple years policy plan from 2009-2012. The festival did receive € 92.310 occasional subsidy from the municipality and € 30.0000 from the plan of cultural funds. For the multi-year period 2013-2018 Movies that Matter requires a structural grant € 250,000.

Review

The Commission believes that the festival is a successful and valuable contribution to the conscious work force of human rights violations. The Movies that Matter Festival suits the international profile of The Hague. The Commission is therefore surprised that the cooperation with various international institutions has only made very little progress so far. The festival's programming is unique in the Netherlands and has artistically a good to a very good level. Partly because of the strong media partners, the festival has a wide reach and highlights the city of The Hague on the map. In terms of reach the emphasis is predominantly on a Dutch, more educated audience. In the marketing and outreach there is still much to win within the field of cultural diversity. With respect for the programming and audience reach of Movies that Matter, the Commission believes that the festival can be more inventive. The overheads and staff costs are relatively high. Through further cooperation with Filmhuis The Hague in this area may save costs. The application is compared to recent years that the subsidy is received and is relatively high. Although according to the applicant, in the past agreements have been made with the municipality on a higher contribution, but that does not mean that inclusion in the municipal art plan at any time depends on the comprehensive assessment. The applicant may also have noticed that the economic and financial circumstances have changed considerably in comparison with the situation several years ago. Movies that Matter Festival should also therefore need to look critically at its budget accounting.

Advice

Partially honored: € 125,000

1.3 Audience survey MTMF 2012

MOVIES THAT MATTER SURVEY



To improve the Movies that Matter Festival every year, your opinion is very important and suggestions are more than welcome. Filling in the survey will take no longer than five minutes and makes you a candidate to win a VVV voucher worth €25,=. The winners will receive the voucher at home.

Thank you very much for your cooperation!

Name Gilles Ruzanneau M/A
 Address Sparnekaan 36
 Postal code and city Haarlem 2012 RL
 Age 50

Profession:
 Student Commercial
 University Student, studying Public authorities
 Non-profit Different, namely _____

1 How many times did you visit the Movies that Matter Festival before? 0

2 Are you familiar with other Movies that Matter activities? NO / no

3 Do you ever attend other Movies that Matter events? NO / no

4 How did the festival come to your attention? (more than one answer possible)

Movies that Matter media:
 Movies that Matter website
 You received an e-mail
 Movies that Matter on Facebook/Twitter/Hyves/Youtube
 You received the festival newspaper at home

Other media en organisations:
 Amnesty International
 Filmhuis Den Haag and/or Theater aan het Spui
 Newspaper Trouw
 VARAgids and/or VARA website
 Holland Doc
 Expat media
 Oneworld
 Gemeente Den Haag
 Different, namely _____

Inside and outside advertising:
 Inside: posters and/or flyers
 Outdoor: posters, tram and/or banners

The festival promotion film:
 Festivalpromo showed in cinemas
 Festivalpromo showed by Omroep West
 Festivalpromo showed online

Social network:
 Friends or family
 Jobrelated organisation, please list _____
 Student organisation, please list _____
 Educational organisation, please list _____
 Social media, please list _____
 Different, please list _____

5 a. How do you rate the Movies that Matter Festival website? (on a scale from 1-5, 5 being highest)
 Poor 1 2 3 4 5 Excellent

b. How can we improve the website? _____

6 How many screenings did you visit? 6

7 What is your opinion about the following aspects of the festival (on a scale from 1-5, 5 being the highest)

a. Film programming 1 2 3 4 <u>5</u>	d. Promotion 1 2 3 4 5
b. Parallel Programme (discussion/Q&A, etc) 1 2 3 <u>4</u> 5	e. The reservation system 1 <u>2</u> 3 4 5
c. Organisation 1 2 3 <u>4</u> 5	

8 Are you a member of Amnesty International? yes

9 Do you intend to visit Movies that Matter events in the future? yes

10 Do you have any suggestions for next year's festival? There are no program printed in English yet the English is the base of the festival. Sold out movies such as Cairo 678. There should be at least 80% of the movies only available at the festival and not being able to reserve a line in advance.

1.4 Questions interview qualitative research

- 1 What is your position within the organization and how many people work there in total?
- 2 Do you have any notion on how large is the expat community in the Netherlands?
- 3 Any notion of how large is the expat community in the region of The Hague?
- 4 What kind of sub groups exist within the expat community in The Hague, how do you divide them as it is not a homogenous group?
- 5 Which of those 'sub' groups is most active in participating in cultural events?
- 6 How many unique visitors do you have on the website, and how many copies do you print for the monthly magazine? What is your reach?
- 7 What kind of festivals/events do you broadcast/have on the website/magazine primarily aimed at expats?
- 8 Is there interest from your viewers/unique visitors/readers for large scale events like Movies that Matter Festival?
- 9 What is the main/key characteristic of your organization that attracts the audience/expats?
- 10 Do you believe that expats in The Hague think that all those festivals are primarily for Dutch people? Why yes/not...
- 11 Do you believe that expats are loyal to events and they often visit them on a regular basis?
- 12 Do you think that the image of Movies that Matter, which is "Opening eyes for human rights through films", relates to the international community. Why yes/not
- 13 Are there other festivals that are ideal for an international audience in The Hague, and that you give great attention to on the website and the magazine/channel?

- 14 What kind of critics do you usually get from expats concerning these sorts of festivals like Movies that Matter Festival?
- 15 In which way could you motivate expats to participate/visit in such events?
- 16 What is a specific way to get expats to your event in collaboration with your organization?
- 17 Is your organization an ideal way to attract visitors from various cultural backgrounds for an event?
- 18 What can an organization like Movies that Matter expect from your organization? Film reviews, promotional offers, competitions, banners on the website, a reportage?
- 19 Would your organization be interested to participate in an “Expat Café” setting on the next edition of Movies that Matter Festival?
- 20 Are there any costs involved for such collaborations, advertising space, banners?
- 21 Do you sometimes collaborate with other expat media organizations or stands your organization on its own? Do interests sometimes overlap?
- 22 Which interesting partners does your organization have, what kind of events do you organize yourself?
- 23 Do you think that social media is important in order to reach out to expats in The Hague, how are expats responding to your Face book page for example?
- 24 In your own opinion are expats sensitive to promotion deals, discounts on tickets, competitions?
- 25 Are expats in The Hague sensitive to opinion leaders such as in important international guests or politicians who are participating in the movies that Matter festival?
- 26 Do you think that expats identify with an organization like Movies that Matter which an initiative of Amnesty International.

1.5 Public relations theory

- Tools to build your brand in a new public group

The essential tools are news, special events, the MTM website and MTMF materials. About creating news, it is essential to make relevant and favorable news about the festival and approach public relations through this tool to have the impact the marketing communication department wants. Furthermore, special events can be used, “ranging from news conferences, press tours, grand openings, multimedia presentations, educational programmes designed to reach and interest target publics” (Kotler, Wong, Saunders, Armstrong, 2005, para.5, p.794) In addition the written materials such as annual reports, brochures, articles and company newsletters and magazines can help the new public group recognize MTMF. E.g. “Logos, stationery, signs, business forms, business cards, buildings, uniforms and even company cards make effective marketing tools when they are attractive, distinctive and memorable”. (Kotler, Wong, Saunders, Armstrong, 2005, para.4, p.795) As more and more people look to the internet for information, the MTM website can be used to communicate at relatively low cost and also there is a greater control over the message that ought to be communicated. At first, the organization would rely on the journalists to write about an event like MTM and to make the event newsworthy and to win credibility from its audience. “One of the most important benefits of using company websites for public relations is a greater control of message consistency”. (Kotler, Wong, Saunders, Armstrong, 2005, para.3, p.797) For example news is going straight to the target audience, rather than journalists, and links to buying tickets and the audience’s response is immediate. However “the internet is not a substitute for journalists and their high-impact editorials. The firm’s online PR efforts have to be supplemented with direct and face-to-face communications with journalists and other opinion-formers.” (Kotler, Wong, Saunders, Armstrong, 2005, para.1, p.798)

- Fine tuning the message

- “Understand the role of the media within the expat community and how it functions, especially the limitations under which it operates.”(Stewart, 2004)
- “Be respectful in relations with the expat media and focus on building media relations in the new markets the organization is trying to penetrate. This approach will help to fine tune the messages accordingly. Be mindful of cultural nuances. The tone needs to be adjusted to the style of the environment the organization is operating in.”(Stewart, 2004)
- “Before choosing its audiences, consider social dynamics.”(Stewart, 2004) Some elements have strong influences on the way an audience takes in information. There is a need to study the audience before drafting a message. IO’s want to be addressed in their language, French or English for example, and with proper language and no mistakes for maintaining a good image and reputation.
- In analyzing a new audience for example in The Hague, there is a need to take other aspects into account such as, “social hierarchy, gender issues, the level of literacy or the number of languages in which the organization will need to translate your message”. (Stewart, 2004)
- Another important aspect in PR, is that the business makes good use of the local experience of the expat media and their expertise. It needs that expertise to endorse the organization’s message if it wants public opinion within the expat community to take them seriously. Adding a renowned key figure within the expat community to the festival’s press release or festival presentation “will not only increase the credibility in a foreign environment but will also help to translate the message into terms and concepts familiar to the local” (Stewart, 2004) expats in the city of The Hague.

1.6 The Hague Finder, International City Directory, 2009/2010

 **LOCAL & ENGLISH MEDIA** (for details expat media that were interviewed, see Appendix 2.4)

Source: Municipality of The Hague. (2009). The Hague Finder 2009/2010.

www.denhaag.com/www.thehague.com

Ms. Sharyn van Ees-Cooper (English)

T 070 3532619

E editor@denhaag.com

Ms. Esther Fructus (French)

T 070 353 2338

E webmestre@denhaag.com

English and French language website of the Municipality of The Hague for International residents, visitors, press, organizations and companies.

AD Haagsche Courant

Verrijn Stuartlaan 1E

2288 EK Rijswijk

P.O. Box 16050

2500 AA Den Haag

T 070 3190911

I www.ad.nl/denhaag

Business Haaglanden

Laan van Copes van Cattenburch 62

P.O. Box 64836

2506 CE Den Haag

T 070 346 7217

E info@business-haaglanden.nl

I www.business-haaglanden.nl

Den Haag Centraal

Korte Poten 9 2511 EB Den Haag

T 070 364 4040

E redactie@denhaagcentraal.net

I www.denhaagcentraal.net

Weekly independent newspaper which appears on Thursdays, Newsstand circulation and home delivery

Focus Haaglanden

Grote Marktstraat 43

P.O. Box 66

2501 CB Den Haag

T 070 75 1500

E informatie@haaglanden.nl

I www.focus Haaglanden.nl

A quarterly magazine by Stadsgewest Haaglanden, The Hague Chamber of Commerce and the Hulpverleningsregio Haaglanden.

Global The Hague Magazine

Parkstraat 83

P.O. Box 53156

2505 AD Den Haag

T 070353 8300

E redactie@globaldutch.com

I www.globalthehague.com

Glossy English-and Dutch-language magazine published twice a year in the summer and winter by Global Dutch PR BV. Distributed through 345 hotels and ten bookstores.

De Kleine Posthoorn-English section

Treubbstraat 1h

2288 EG Rijswijk

P.O. Box 7

2501 CA Den Haag

T 070 307 8485

E redactie.ph@whm.wegener.nl

I www.deweekkrant.nl

Free weekly newspaper delivered on Friday to selected neighborhoods in The Hague. Rijswijk, Voorburg-Leidschendam and Wassenaar.

Leven!

Octavialaan 47

2314 BA Leiden

T 0715221617

E info@levenmagazine.nl

I www.levenmagazine.nl

Independent glossy magazine about The Hague with a focus on lifestyle, city trips, famous people, restaurants, businesses, human interest, art, museums and science. Published four times a year by SPC b.v.

The Local Expat

Vierloper 81

2586 KV Den Haag

E thelocalexpat@gmail.com

I www.thelocalexpat.com

Independent English-Language monthly newspaper circulated in The Hague

Omroep West

Laan van 's-Gravenmade 2

P.O. Box 24025

2490 AA Den Haag

T 070 307 8888

E redactie@rtvwest.nl; west@omroepwest.nl

I www.westonline.nl

Radio TV West is the regional broadcasting company for the northern part of the Province of South Holland. Radio West broadcasts on 88.4FM and is supplied to all municipalities in the province via cable. TV West broadcasts exclusively via cable in South Holland. Radio TV West is on the air 24 hours a day. In the event of disasters, the station broadcasts emergency information.

Statenkoerier English section

MS Karen Coster

T 070 355 6813

E bkcoster@ziggo.nl

I www.statenkwartier.net

Neighborhood newspaper in the Statenviertel. Featuring an 'English page' for the large expat community four times a year.

West International

Ketelstraat 23 2516 VT Den Haag

T 070 3652721

E redactie@starssoundproductions.com

I www.westinternational.nl

A weekly English-language television program on TV West aimed at expats and internationally-oriented people living and working in The Hague and surrounding areas.

The Xpat Journal

Van Boetzeleerlaan 153

2581 AR Den Haag

T 070 306 3310

E info@xpat.nl

I www.xpat.nl

A colorful quarterly magazine packed with information of interest to expats in the Netherlands. Articles cover topics such as legal affairs, taxes, housing, leisure activities as well as reviews of local sites of interest, culture and upcoming events. Available by subscription and in bookstores.



EXPAT ORGANISATIONS

ACCES Foundation

City Hall (Atrium)

T 070 346 2525

E info@access-nl.org

I www.acces-nl.org

ACCES is a not-for-profit English-speaking organization which offers free information, advice and support to international employees and their families throughout their stay in the Netherlands. ACCESS offers a range of information services, courses and workshops. The free help desk operates Monday to Friday, 10.00 to 16.00 hrs. and can answer any questions you may have on life in the Netherlands. It also offers a free confidential referral service to the ACCESS national counseling network and the website provides links to other community organizations, social groups and service providers. ACCES welcomes all enquiries and visitors are welcome to drop by the offices to browse the notice board, gather information or find out more about the organization.

Outpost The Hague

Carel van Bylandtlaan 16

P.O. Box 162

2501 AN Den Haag

T 070 377 6530

E outpost@shell.com

I www.outpostthehague.com

Outpost The Hague offers support, complementary to Shell terms and conditions, to help Shell employees, their partners and families with the challenges of global mobility.

Women's Business Initiative International

Laan Copes van Cattenburch 86

2585 GE Den Haag

T 070 358 8557

E info@womensbusinessinitiative.net

I www.womensbusinessinitiative.net

The Women's Business Initiative International is a community of entrepreneurial women. Through active collaboration members create professional platform for promotion and a dynamic network for the exchange of knowledge. The initiative is a structured space designed to meet diverse business needs.

EXPAT CLUBS

Accueil Francophone de la Haye

accueil.fr@gmail.com

www.accueillahaye.com

Alliance Française de La Haye

info@aflahaye.nl

www.aflahaye.nl

American Women's Club of The Hague

AWC

info@awcthehague.org

www.awcthehague.org

Amité Club de la Haye

info@amitie-clubdelahaye.nl

www.amitie-clubdelahaye.nl

Association Démocratique des Français à l'Etranger

Contact.paysbas@adfe.org

<http://adfe.org/pays-bas>

Australian & New Zealand Women's Club

membership@anzwc.nl

www.anzwc.nl

British Club of The Hague

info@britishclubthehague.nl

www.britishclubthehague.nl

Canadian Club of The Netherlands

info@canadianclubnetherlands.com

www.canadianclubnetherlands.com

Cecilia International Choir

Info@cecialia-choir.com

www.cecilia-chor.com

Club Scandinavia

www.clubscandinavia.com

Connecting Women

info@connectingwomen.nl

www.connectingwomen.nl

Decorative & Fine Arts Society of The Hague, DFAS

info@dfas.nl

www.dfas.nl

Democrats Abroad (USA)

info@democratsabroad.nl

www.democratsaborad.nl

Deutscher Club in den Niederlanden

info@deutscherklub.nl

www.deutscherklub.nl

Expatriate Events

www.expatevents.com

Genootschap Nederland-Engeland, GNE

jacques@jacqueszonneveld.om

www.nederlandengeland.nl

German Library

info@deutschebib.de

www.deutschebib.de

Hague Hash House Harriers

info@haguehash.nl

www.haguehash.nl

Hispanic Society of The Hague, ASOHA

secretaria@asoha.nl

www.asoha.nl

Holland Books

info@xpat.nl

www.hollandbooks.nl

Images International Photography Club

<http://imagesphotoclub.com>

International Art Club the Hague, IAC

hans@internatinalartclubdenhaag.org

www.internationalartclubdenhaag.org

International Cultural Exchange, ICE

www.idenl.org

International Women's Contact The Hague, IWC

info@iwcthehague.nl

www.iwcthehague.nl

Irish club Netherlands, ICN

info@irishclub.nl

www.irishclub.nl

Legal Aliens

www.legalaliens.eu

Mothers of Preschoolers, MOPS

info@mopsinholland.org

www.mopsinholland.org

Netherlands Association of Malayalees, NANMA

<http://groups.yahoo.com/group/nanma>

Petroleum Wives Club, PWC

info@pwc-thehague.com

www.pwc-thehague.com

Red Hat Society The Hague

queen@rodehoeden.nl

www.rodehoeden.nl

Rotary club The Hague Metropolitan, RCTHM

info@rcthm.org

www.rcthm.org

St. Andrew's Society of The Netherlands

inform@strandrews.nl

www.strandrews.nl

The Hague International network, THIN

thin@planet.nl

The Other Half

Theotherhalf04@yahoo.com

www.theotherhalf.info

Union des Français de l'Étranger

pcrechet@orange.nl

www.ufepaybas.nl

Source: Municipality of The Hague. (2009). The Hague Finder 2009/2010.

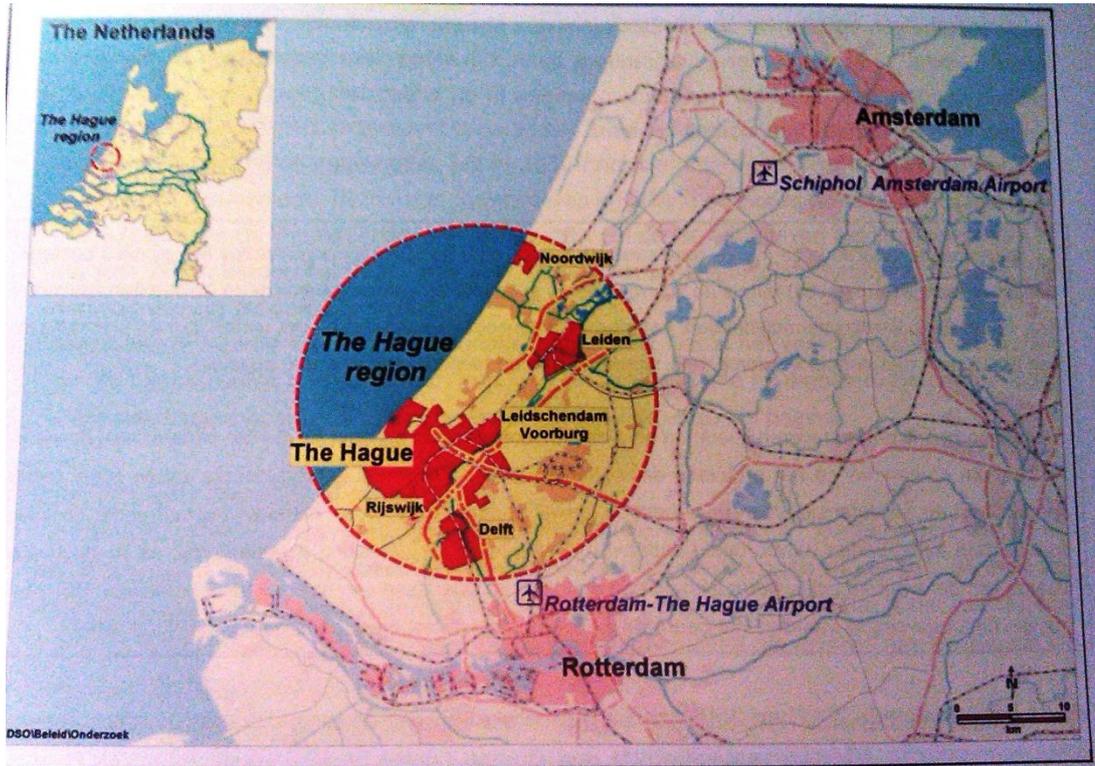
1.7 The Hague ICPJ, economical impact international organizations

1.7.1 List embassy's in The Hague

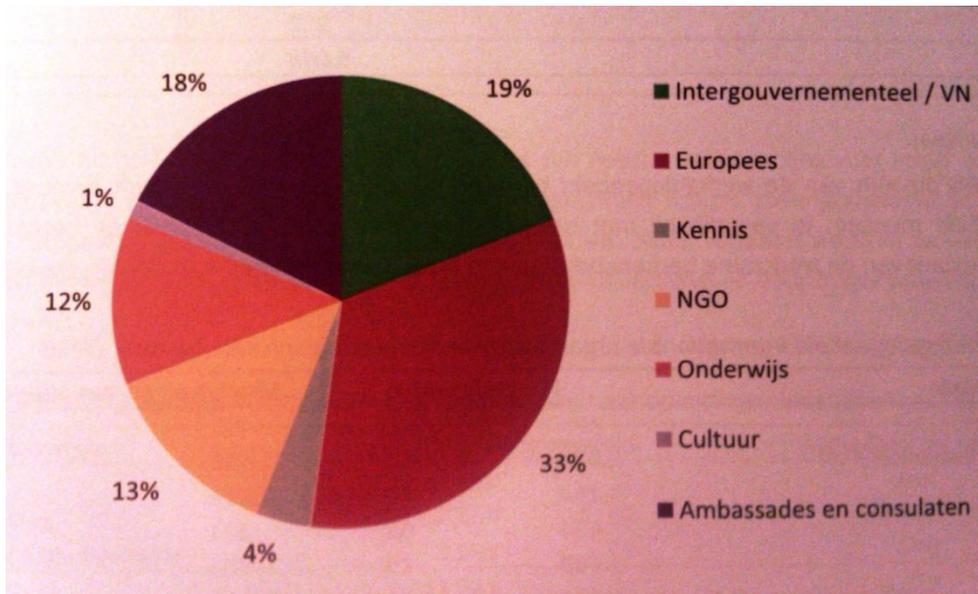
Ambassades en consulaten		
Afghanistan	Honduras	Noorwegen
Albanië	Hongarije	Oekraïne
Algerije	Ierland	Oman
Argentinië	India	Oostenrijk
Armenië*	Indonesië	Pakistan
Australië	Irak	Palestina
Azerbeidjaan	Iran	Peru
Bangladesh	Israël	Polen
Barbados*	Italië	Portugal
België	Ivoorkust*	Qatar
Bhutan*	Japan	Roemenie
Bolivia	Jemen	Rusland
Bosnië-Herzegovina	Jordanië	Rwanda*
Brazilië	Kameroen	Saoedi-Arabië
Bulgarije	Kazakstan	Servië
Canada	Kenia	Slovenië
Chili	Koeweit	Slowakije
China	Korea	Soedan
Colombia	Kosovo*	Spanje
Costa Rica	Kroatië	Sri Lanka
Cuba	Lesotho	Suriname
Cyprus	Letland	Syrië
Denemarken	Libanon	Thailand
Dominicaanse Republiek	Libië	Tsjechië
Duitsland	Litouwen*	Tunesië
Ecuador	Luxemburg	Turkije
Egypte	Macedonië	Uruguay
El Salvador	Malawi**	Vaticaan
Eritrea	Maleisië	Venezuela
Estland	Malta	Verenigd Koninkrijk
Filippijnen	Marokko	Verenigde Arabische Staten
Finland	Mexico	Verenigde Staten van Amerika
Frankrijk	Monaco	Vietnam
Georgië	Nicaragua	Wit-Rusland
Ghana	Nieuw-Zeeland	Zuid-Afrika
Griekenland	Niger	Zweden
Guatemala	Nigeria	Zwitserland

Source: (The Hague International City of Peace and Justice, Economical impact international organizations, 2010)

1.7.2 The Hague and region map



1.7.3 Employment by type of organization, 2010, The Hague, The Netherlands



Source: (The Hague International City of Peace and Justice, Economical impact international organizations, 2010)

1.7.4 Number of international organizations according to type

Table: Number of international organizations according to type

Type organization	number of organizations
Intergovernmental / VN	15
European	26
Knowledge	16
NGO	116
Education	20
Culture	6
Total	199
Embassies and consulates	111

(Source: The Hague International City of Peace and Justice, Economical impact International organizations, 2011, p.11)

1.7.5 List IO's Direct Marketing MTMF2012

- Eurojust (EJ)
- European Patent Office (EPO)
- European Police Office (EUROPOL)
- Institute of Social Studies (ISS)
- International Court of Justice (ICJ)
- International Criminal Tribunal for the Former Yugoslavia (ICTY)
- International Criminal Court (ICC)
- Organization for the Prohibition on Chemical Weapons (OPCW)

1.8 Guide to International Organizations in The Hague

Source: *Guide to International Organizations in The Hague. (2010). By the City of The Hague*

Alphabetical List of Organizations

Name	Address	Postal Code	Telephone	E-mail	Website
ACCESS	City Hall-Atrium, Spui 70	2511 BT	(070) 346 2525	thehague@access-nl.org	www.access-nl.org
Accueil des Francophones de la Haye	Zoutmanstraat 23-p	2518 GL	(070) 365 0563	accueil.fr@gmail.com	www.accueillahaye.com
ADFU/Cercle Diplomatique	Postbus 13054,	2501 EB	06 - 125 33 791	adfu-international@planet.nl	www.adfu-international.nl
African Diaspora Policy Centre (ADPC)	Zeestraat 100	2518 AD	06 - 507 44 206	info@diaspora-centre.org	www.diaspora-centre.org
African Foundation for International Law (AFIL)	Laan van Meerdervoort 70	2517 AN	(070) 346 8286	info@afil-fadi.org	www.afil-fadi.org
Africa Legal Aid (AFLA)	Zeestraat 100	2518 AD	(070) 345 2842	nl.afla@africalegalaid.com	www.africalegalaid.com
Alliance Francaise de la Haye	Kettingstraat 2	2511 AN	(070) 362 1523	info@aflahaye.nl	www.aflahaye.nl
Anglo-American Theatre Group (AATG)	Postbus 10239	2501 HE	(070) 386 2081	membership@aatg.nl	www.aatg.nl
Association of Defence Counsel (ADC/ICTY)	Churchillplein 1	2517 JW	(070) 512 5418	info@adcictv.org	www.adcicty.org
Association of European Journalists (AEJ)	Prinsessegracht 7	2514 AN	(070) 356 3922	f.sanders@pszvs.nl	www.vej-aej.nl
Association of National Committees of the Blue Shield (ANCBS)	Laan van Meerdervoort 70	2517 AN	(070) 346 6161	contact@ancbs.org	www.ancbs.org
Bangladesh Support Group (BASUG)	Koperwerf 28	2544 EN	06 - 106 44 471	info@basug.nl	www.basug.nl
Care Netherlands	Juffrouw Idastraat 11	2513 BE	(070) 310 5050	general@carenederland.org	www.carenederland.org
Carnegie Foundation	Carnegieplein 2	2517 KJ	(070) 302 4242	carnegie@carnegie-stichting.nl	www.vredespaleis.nl
Carnegie-Wateler Peace Prize	Carnegieplein 2	2517 KJ	(070) 302 4242	carnegie@carnegie-stichting.nl	www.vredespaleis.nl

Cecilia International Choir (070) 345 2192 info@cecilia-choir.com www.cecilia-choir.com

Centre for International Legal Cooperation (CILC) Koninginnegracht 7 2514 AA (070) 311 7250
office@cilc.nl www.cilc.nl

Clingendael, Netherlands Institute of International Relations Clingendael 7 2597 VH (070) 324 5384
info@clingendael.nl www.clingendael.nl

Coalition for the International Criminal Court (CICC) Bezuidenhoutseweg 99A 2594 AC (070) 363
4484 cicc@iccnw.org www.iccnw.org

Confucius Institute (CI) Lange Voorhout 44 2514 EG (070) 310 8600 kzxy.nl@gmail.com
confuciusinstituut.nl

Cordaid Lutherse Burgwal 10 2512 CB (070) 313 6300 cordaid@cordaid.nl www.cordaid.nl

Deutsche Internationale Schule in Den Haag Van Bleiswijkstraat 125 2582 LB (070) 354 9454
info@disdh.nl www.disdh.nl

Equal in Rights (EIR) Laan van Meerdervoort 70 2517 AN (070) 364 4415 info@equalinrights.org
www.equalinrights.org Euroclio Laan van Meerdervoort 70 2517 AN (070) 381 7836 info@euroclio.nl
www.euroclio.nl

Eurojust Maanweg 174 2516 AB (070) 412 5000 info@eurojust.europa.eu www.eurojust.europa.eu

Europa Nostra Lange Voorhout 35 2514 EC (070) 302 4050 info@europanostr.org www.europanostr.org

European Academy for Law and Legislation (EALL) Lange Voorhout 62 2514 EH (070) 310 8911
c.moll@eall.eu www.eall.eu

European Bureau of Library, Information and Documentation (EBLIDA) Grote Marktstraat 43 2500
BC (070) 309 0551 eblida@debibliotheken.nl www.eblida.org

European Climate Foundation (ECF) Tournooiveld 4 2511 CX (070) 711 9600 info@
europeanclimate.org www.europeanclimate.org

European Centre for Conflict Prevention (ECCP) Laan van Meerdervoort 70 2517 AN (070) 311 0970
info@conflict-prevention.net www.conflict-prevention.net

European Commission, Representation in the Netherlands Mauritskade 35 2514 HD (070) 313 5300
burhay@ec.europa.eu www.eu.nl

European & Developing Countries Clinical Trials Programme (EDCTP) Laan van Nieuw Oost Indie
300 2593 CE (070) 344 0880 info@edctp.org www.edctp.nl

European Judicial Network (EJN) Maanweg 174 2516 AB (070) 412 5579 ejn@eurojust.europa.eu
www.ejn-crimjust.europa.eu

European Library Service (ELS) Postbus 90407 2509 LK (070) 314 0952
jill.cousins@theeuropeanlibrary.org www.theeuropeanlibrary.org

European Metropolitan network Institute (EMI) Laan van Nieuw Oost Indie 300 2593 CE (070) 344
0966 info@emi-network.eu www.emi-network.eu

European Movement Netherlands Postbus 90405 2509 LK (070) 349 9517 ebn@ser.nl
www.europesebeweging.nl

European Network of Forensic Science Institutes (ENFSI) Laan van Ypenburg 6 2497 GB (070) 888
6106 secretariat@enfsi.eu www.enfsi.eu

European Patent Office (EPO) Patentlaan 2, Rijswijk 2288 EE (070) 340 2040 info@epo.org www.epo.org

European Parliament, Information Office in the Netherlands Mauritskade 35 2514 HD (070) 313 5400
epdenhaag@europarlement.nl www.europarl.eu.int/den Haag

European Space Research and Technology Centre (ESA/ESTEC) Keplerlaan 1, Noordwijk 2200 AG
(071) 565 6565 jennifer.hordijk@esa.int www.esa.int

European Urban Knowledge Network (EUKN) Laan van Nieuw Oost Indie 300 2593 CE (070) 344 0888
fleur.boulogne@eukn.org www.eukn.org

Europe Direct Centre (EDC) City Hall-Atrium, Spui 70 2511 BT (0800) 678 91011
europadirect@bsd.den Haag.nl www.den Haag.nl/europa

Europol Postbus 90850 2509 LW (070) 302 5000 info@europol.europa.eu www.europol.europa.eu

Fontys University of Applied Sciences Rijswijkseplein 79 2516 GZ (0877) 877 108
pedagogiekden Haag@fontys.nl www.fontys.nl

Foreign Press Association of the Netherlands Eisenhowerlaan 150 2517 KP (070) 350 0978
aspkeh@asp.com www.bpv-fpa.nl

Foundation Arctic People Alert (APA) Zusterstraat 58-B 2512 TN (070) 402 0943 arctica@planet.nl
www.arctica.nl

Gender Concerns International (GCI) Laan van Meerdervoort 70 2517 AN (070) 444 5082
info@genderconcerns.nl www.genderconcerns.nl

Global Human Rights Defence (GHRD) Laan van Meerdervoort 70 2517 AN (070) 345 6975
info@ghrd.org www.ghrd.org

Hague Academy of International Law (HAIL) Carnegieplein 2 2517 KJ (070) 302 4242
registration@hagueacademy.nl www.hagueacademy.nl

High Commissioner on National Minorities of the OSCE (HCNM/OSCE) Prinsessegracht 22 2514 AP
(070) 312 5500 hcnm@hcnm.org www.osce.org/hcnm

Hotelschool The Hague Brusselselaan 2 2587 AH (070) 351 2481 info@hdh.nl www.hotelschool.nl

INHolland University of Applied Sciences Theresiastraat 8 2593 AN (070) 312 0100
info.den Haag@inholland.nl www.inholland.nl

Institute for Environmental Security (IES) Anna Paulownastraat 103 2518 BC (070) 365 2299
info@envirosecurity.org www.envirosecurity.org

Institute for Historical Justice and Reconciliation (IHJR) Laan van Meerdervoort 70 2517 AN (070) 361
5530 info@ihjr.org www.historyandreconciliation.org

Institute for War & Peace Reporting (IWPR) Zeestraat 100 2518 AD (070) 338 9016 moniquel@iwpr.net
www.iwpr.net

International Association of Prosecutors (IAP) Hartogstraat 13 2514 EP (070) 363 0345 sg@iap-
association.org www.iap-association.org

International Association of Schools of Jazz Juliana van Stolberglaan 1 2595 CA (070) 315 1484
info@iasj.com www.iasj.com

International Bar Association Human Rights Institute (IBAHRI) Carnegieplein 2 2517 KJ (070) 302
2827 hri@int-bar.org www.ibanet.org

International Confederation of Midwives (ICM) Laan van Meerdervoort 70 2517 AN (070) 306 0520
info@internationalmidwives.org www.internationalmidwives.org

International Court of Justice (ICJ) Carnegieplein 2 2517 KJ (070) 302 2323 mail@icj-cij.org www.icj-cij.org

International Criminal Court (ICC) Maanweg 174 2516 AB (070) 515 8515 pio@icc-cpi.int www.icc-cpi.int

International Criminal Law Network (ICLN) Koninginnegracht 27 2514 AB (070) 362 6579
secretary@icln.net www.icln.net

International Criminal Law Services (ICLS) Laan van Meerdervoort 70 2517 AN (0044) 020 845 10 471
admin@iclsfoundation.org www.iclsfoundation.org

International Criminal Tribunal for the Former Yugoslavia (ICTY) Churchillplein 1 2517 JW (070) 512 5285 chartier.icty@un.org www.icty.org

International Dialogues Foundation (IDF) Willem Witsenplein 6 2596 BK (070) 378 5527
info@internationaldialogues.nl www.internationaldialogues.nl

International Federation for Housing and Planning (IFHP) Wassenaarseweg 43 2596 CG (070) 324 4557
info@ifhp.org www.ifhp.org

International Federation for Human Rights (FIDH) Anna Paulownastraat 103 2518 BC (070) 356 0259
mpena@fidh.org www.fidh.org

International Federation of Library Associations (IFLA) Prins Willem-Alexanderhof 5 2595 BE (070) 314 0884 ifla@ifla.org www.ifla.org

International Foster Care Organisation (IFCO/Youth) Pahudstraat 163 2593 TD (070) 355 2649
ifco@ifco.info www.ifco.info

International Fund for Animal Welfare (IFAW) Javastraat 56 2585 AR (070) 335 5011 info-nl@ifaw.org
www.ifaw.org

International Institute for Communication and Development (IICD) Raamweg 5 2502 AN (070) 311 7311 information@iicd.org www.iicd.org

International Institute for Criminal Investigations (IICI) Anna Paulownastraat 103 2518 BC (070) 364 4660 iici@iici.info www.iici.info

International Institute of Social Studies-Erasmus University (ISS) Kortenaerkade 12 2518 AX (070) 426 0460 information@iss.nl www.iss.nl

International Judicial Institute (IJI) Spui 186 2511 BW (070) 346 0974 info@iji.nl www.iji.nl

International Mediation Institute (IMI) Laan van Meerdervoort 70 2517 AN (0044) 011 897 71 762
michael.leathes@imimediation.org www.imimediation.org

International Network for Urban Development (INTA) Toussaintkade 71 2513 CL (070) 324 4526
intainfo@inta-net.org www.inta-aivn.org

International Network of Museums for Peace (INMP) Laan van Meerdervoort 70 2517 AN (0044) 012
742 34 177 info@museumsforpeace.org www.museumsforpeace.org

International Organization for Migration (IOM) Badhuisweg 11 2587 CA (070) 318 1500
missionthehague@iom.int www.iom-nederland.nl

International Pharmaceutical Federation (FIP) Andries Bickerweg 5 2517 JP (070) 302 1970 fip@fip.org
www.fip.org

International School of The Hague/European School Wijndaelerduin 1 2554 BX (070) 338 4567
admin@ishthehague.nl www.ishthehague.nl

International School of The Hague, Primary School Wijndaelerduin 1 2554 BX (070) 338 4567
ish.primary@ishthehague.nl www.ishthehague.nl

International School of The Hague, Secondary School Wijndaelerduin 1 2554 BX (070) 328 1450
ish.secondary@ishthehague.nl www.ishthehague.nl

International Society of City and Regional Planners (ISOCARP) Laan van Meerdervoort 70 2517 AN
(070) 346 2654 isocarp@isocarp.org www.isocarp.org

International Statistical Institute (ISI) Henri Faasdreef 312 2492 JP (070) 337 5737 isi@cbs.nl isi.cbs.nl

International Water and Sanitation Centre (IRC) Bezuidenhoutseweg 2 2594 AV (070) 304 4000
general@irc.nl www.irc.nl

International Water Association (IWA) Koningin Julianaplein 2 2595 AA (070) 315 0792
water@iwahq.org www.iwahq.org

Iran-United States Claims Tribunal (IUSCT) Parkweg 13 2585 JH (070) 352 0064 registry@iusct.org
www.iusct.org

Jacob Soetendorp Institute for Human Values (SI) Postbus 710 2501 CS 06-427 60 532
info@soetendorp.org www.soetendorpinstitute.org

Justitia et Pax Lutherse Burgwal 10 2500 BH (070) 313 6800 info@justitiaetpax.nl www.justitiaetpax.nl

Kofi Annan Business School (KABS) Kortenaerkade 12 2518 AX (070) 426 0465
marijke.vanbreene@kofiannanbusinessschool.org www.kofiannanbusinessschool.org

Kreddha, International Peace Council Jan van Nassaustraat 102 2596 BW (070) 314 1610
davinbremner@kreddha.org www.kreddha.org

Leiden University, The Hague Campus Lange Houtstraat 5-7 2511 CV (070) 302 1070
info@campusdenhaag.nl www.campusdenhaag.nl

Lighthouse Special Education (LSE) Amalia van Solmsstraat 155 2595 TA (070) 335 5698
infolse@hsvdenhaag.nl www.lighthouses.nl

Locomotive Organisation (LO) Copernicusstraat 157 2561 VT 06 - 162 46 090 smile@belocomotive.org
www.belocomotive.org

Lycee Francais Vincent van Gogh Scheveningsweg 237 2584 AA (070) 306 6920 lycfranc@bart.nl
www.lyceevangogh.nl

Marokko Instituut (MAI) Zeestraat 100, 2518 AD 06 - 181 35 708 marokkoinstituut@gmail.com
www.marokkoinstituut.nl

Microjustice Initiative (MJI) Hogeweg 16 2508 GM (070) 358 9221 communications@microjustice.org
www.microjustice.org

Model European Parliament (MEP) Surinamestraat 10 2585 GJ (070) 362 4645 mep@vansminia.nl
www.mepnederland.nl

Modele Francophone Nations Unies (MFNU) Scheveningsweg 237 2584 AA (070) 306 6920
lycfranc@bart.nl www.mfnu.org

Montesquieu Institute (MI) Lange Voorhout 86 - 32 2514 EJ (070) 356 0238 info@montesquieu-
instituut.nl www.montesquieu-instituut.nl

NATO C3 Agency Oude Waalsdorperweg 61 2597 AK (070) 374 3000 info@nc3a.nato.int
www.nc3a.nato.int

Nederlandse Taalunie (NTU) Lange Voorhout 19 2514 EB (070) 346 9548 info@taalunie.org
www.taalunieversum.org

Nederlands-Vlaamse Accreditatieorganisatie (NVAO) Parkstraat 28 2514 JK (070) 312 2300
info@nvaio.net www.nvaio.net

Netherlands Association for the United Nations (NVVN) Postbus 93539 2509 AM (070) 374 6602
info@nvvn.nl www.nvvn.nl

Netherlands Association for Water Management (NAWM) Sir Winston Churchillaan 273, Rijswijk 2288
EA (070) 414 4778 info@waternetwerk.nl www.nva.net/engels.htm

Netherlands Atlantic Association (NAA) Bezuidenhoutseweg 237a-239a 2594 AM (070) 363 9495
info@atlcom.nl www.atlantischecommissie.nl

Netherlands Defence College Brasserskade 227a 2497 NX (015) 284 4702 nlda@mindef.nl www.nlda.nl

Netherlands Development Organisation (SNV) Dr. Kuiperstraat 5 2514 BA (070) 344 0244
info@snvworld.org www.snvworld.org

Netherlands Helsinki Committee (NHC) Laan van Meerdervoort 70 2517 AN (070) 392 6700
office@nhc.nl www.nhc.nl

Netherlands Institute for Advanced Study (NIAS) Meijboomlaan 1, Wassenaar 2242 PR (070) 512 2700
nias@nias.knaw.nl www.nias.knaw.nl

Netherlands Institute for Multiparty Democracy (NIMD) Passage 31 2511 AB (070) 311 5464
info@nimd.org www.nimd.org

Netherlands National Commission for Unesco Kortenaerkade 11 2518 AX (070) 426 0263
scunesco@unesco.nl www.unesco.nl

Netherlands Org. Intern. Development Co-operation (NOVIB) Mauritskade 9 2500 GX (070) 342 1621
info@oxfamnovib.nl www.oxfamnovib.nl

Netherlands Organisation for Scientific Research (NWO) Laan van Nieuw Oost-Indie 300 2593 CE (070)
344 0640 nwo@nwo.nl www.nwo.nl

Netherlands Red Cross (NRC) Leeghwaterplein 27 2521 CV (070) 445 5666 service@redcross.nl
www.rodekruis.nl

Netherlands School of Public Administration Lange Voorhout 17 2514 EB (070) 302 4910 info@nsob.nl
www.nsob.nl

Netherlands Society for International Affairs Postbus 93539 2509 AM (070) 324 9423
ngiz@clingendael.nl www.ngiz.nl

Netherlands Water Partnership (NWP) Bezuidenhoutseweg 2 2594 AV (070) 304 3700 info@nwp.nl
www.nwp.nl

Nuffic, Netherlands organization for international cooperation in higher education Kortenaerkade 11
2518 AX (070) 426 0260 info@nuffic.nl www.nuffic.nl

Open University Lange Houtstraat 11 2511 CV (070) 361 4701 denhaag@ou.nl www.ou.nl

Organisation for the Prohibition of Chemical Weapons (OPCW) Johan de Wittlaan 32 2517 JR (070)
416 3300 media@opcw.org www.opcw.org

Paris Memorandum on Port State Control (Paris MOU) Nieuwe Uitleg 1 2514 BP (070) 456 1508
secretariat@parismou.org www.parismou.org

Parliamentarians for Global Action (PGA) Laan van Meerdervoort 70 2517 AN (070) 360 4433
nfo@pgaction.org www.PGAction.org

Pax Ludens Foundation (PL) Zeestraat 100 2518 AD 06 - 330 55 527 info@paxludens.org
www.paxludens.org

Permanent Court of Arbitration (PCA) Carnegieplein 2 2517 KJ (070) 302 4165 bureau@pca-cpa.org
www.pca-cpa.org

Platform Spartak (PS) Van Maanenkaade 218 2501 CR (070) 388 9970 info@platformspartak.eu
www.platformspartak.eu

ROC Mondriaan Secondary Vocational Education Leeghwaterplein 72 2521 DB (088) 666 3000
cvb@rocmondriaan.nl www.rocmondriaan.nl

Royal Academy of Art/Koninklijke Academie van Beeldende Kunsten Prinsessegracht 4 2514 AN (070)
315 4777 post@kabk.nl www.kabk.nl

Royal Conservatoire/Koninklijk Conservatorium Juliana van Stolberglaan 1 2595 CA (070) 315 1515
info@koncon.nl www.koncon.nl

Save the Children Postbus 82061 2508 EB (070) 338 4448 info@savethechildren.nl
www.savethechildren.nl

Society for International Development (SID) Eisenhowerlaan 120-II 2517 KM (070) 338 3293 sid-
nl@socires.nl sid-nl.org

Spanda Foundation Laan van Meerdervoort 70 2517 AN (070) 356 0403 info@spanda.org
www.spanda.org

Special Court for Sierra Leone (SCSL) Dokter van der Stamstraat 1, Leidschendam 2265 BC (070) 515
9750 townsend@un.org www.sc-sl.org

Special Tribunal for Lebanon (STL) Dokter van der Stamstraat 1, Leidschendam 2265 BC (070) 800 3400
stl-otppressoffice@un.org www.stl-tsl.org

Stichting Haagsche Schoolvereniging The Hague Nassaulaan 26 2514 JT (070) 363 8531
info@hsvdenhaag.nl www.hsvdenhaag.nl

Stichting Terre des Hommes Nederland (TDH) Zoutmanstraat 42-44 2518 GS (070) 310 5000
info@tdh.nl www.terredeshommes.nl

The American School of The Hague Rijksstraatweg 200, Wassenaar 2241 BX (070) 512 10 60 info@ash.nl
www.ash.nl

The British School in the Netherlands Jan van Hooflaan 3, Voorschoten 2252 BG (071) 560 2222
senior@britishschool.nl www.britishschool.nl

Foundation/Junior/Senior/International Education Jan van Hooflaan 3, Voorschoten 2252 BG (071) 560
2222 iec@britishschool.nl www.britishschool.nl

The Hague Academic Coalition (HAC) Kortenaerkade 12 2518 AX (070) 426 0494
secretariat@haguecoalition.org www.haguecoalition.org

The Hague Academy for Local Governance (THALG) Nassaulaan 12 2514 JS (070) 373 8695
info@thehagueacademy.com www.thehagueacademy.com

The Hague Bridge City Hall-Atrium, Spui 70 2511 BT (070) 353 9787 haagsebrug@denhaag.nl
www.haagsebrug.org

The Hague Center for Global Governance, Innovation and Emergence (THC) Copernicuslaan 181 2561
VE (070) 360 2060 info@thehaguecenter.org www.thehaguecenter.org

The Hague Center for Strategic Studies (HCSS) Lange Voorhout 16 2514 EE (070) 318 4840
info@hcss.nl www.hcss.nl

The Hague Conference on Private International Law (HCCH) Scheveningseweg 6 2517 KT (070) 363
3303 secretariat@hcch.net www.hcch.net

The Hague Department of International Affairs City Hall-Atrium, Spui 70 2511 BT (070) 353 3204
biz@denhaag.nl www.denhaag.nl

The Hague Hospitality Center/Xpat Desk City Hall-Atrium, Spui 70 2511 BT (070) 353 5043
expatdesk@denhaag.com www.denhaag.com

The Hague International Model United Nations (THIMUN) 2e van Blankenburgstraat 119 2517 HC
(070) 356 3273 info@thimun.org www.thimun.org

The Hague International Network (THIN) van Lennepweg 6 2597 LJ (070) 306 2211 thin@planet.nl
thin.residentie.net

The Hague Institute for the Internationalisation of Law (Hiil) Anna van Saksenlaan 51 2509 AA (070)
349 4405 info@hiil.org www.hiil.org

The Hague Justice Portal (HJP) R.J. Schimmelpennincklaan 20-22 2517 JN (070) 342 0844
info@haguejusticeportal.net www.haguejusticeportal.net

The Hague On Line Hollanderstraat 45a 2517 HH (070) 356 2202 info@thehagueonline.com
www.thehagueonline.com

The Hague Prize Foundation City Hall-Atrium, Spui 70 2511 BT (070) 353 6085 thehagueprize@kpmg.nl
www.thehagueprize.nl

The Hague Process on Refugees and Migration (THP) Laan van Meerdervoort 70 2517 AN (070) 711
8984 info@thehagueprocess.org www.thehagueprocess.org

The Hague University of Applied Sciences (HHS) Johanna Westerdijkplein 75 2521 EN (070) 445 8888
info@hhs.nl www.haagsehogeschool.nl

The Indonesian Embassy School in The Netherlands Rijkstraatweg 679, Wassenaar 2245 CB (070) 517
8875 info@sekolahindonesia.nl www.sekolahindonesia.nl

The Netherlands Waterworks Association (NWWA) Sir Winston Churchillaan 273, Rijswijk 2288 EA
(070) 414 4750 info@vewin.nl www.vewin.nl

The Polish School in The Hague Colijnplein 9, 2555 HA (070) 397 8088 kierownik@spk-haga.nl
www.spk-haga.nl

Timor Worldwide (TW) Zeestraat 100 2518 AD (070) 360 5789 info@timorworldwide.org
www.timorworldwide.org

T.M.C. Asser Instituut R.J. Schimmelpennincklaan 20-22 2517 JN (070) 342 0300 info@asser.nl
www.asser.nl

Turkije Instituut (TI) Laan van Meerdervoort 70 2517 AN (070) 312 2090 info@turkije-instituut.nl
www.turkije-instituut.nl

UNESCO Institute for Water Education (IHE) Westvest 7, Delft 2611 AX (015) 215 1715 info@unesco-
ihe.org www.unesco-ihe.org

UNICEF Netherlands J.v.d.Eyndestraat 73 Voorburg 2274 XA (070) 333 9300 info@unicef.nl
www.unicef.nl

United Nations High Commissioner for Refugees (UNHCR) Postbus 18815 2502 EV (070) 346 6100
coker@unhcr.org www.unhcr.org

United Network of Young Peacebuilders (UNOY Peacebuilders) Laan van Meerdervoort 70 2517 AN
(070) 364 7799 info@unoy.org www.unoy.org

Unrepresented Nations and Peoples Organisation (UNPO) Laan van Meerdervoort 70 2517 AN (070)
364 6504 unpo@unpo.org www.unpo.org

VNG International Nassaulaan 12 2500 GK (070) 373 8401 vng-international@vng.nl www.vng-
international.nl

Water Boards Association Koningskade 40 2596 AA (070) 414 4750 info@vewin.nl www.vewin.nl

Women's Initiatives for Gender Justice (WIGJ) Anna Paulownastraat 103 2518 BC (070) 302 9911
info@iccwomen.org www.iccwomen.org

World Federalist Movement-Institute for Global Policy (WFM-IGP) Bezuidenhoutseweg 99A 2594 AC
(070) 311 1080 info@wfm-igp.org www.wfm-igp.org

World Initiative for Orphans (WIO) Zeestraat 100 2518 AD (070) 345 9202 info@wiorphans.org
www.wiorphans.org

World Legal Forum Koninginnegracht 27 2514 AB (070) 750 8688 secretary@worldlegalforum.org
www.worldlegalforum.org

XPat Journal Van Boetzelaerlaan 153 2581 AR (070) 306 3310 info@xpat.nl www.xpat.nl

Yi Jun Peace Museum and Academy Foundation Wagenstraat 124A 2512 BA (070) 356 2510
yijunpeacemuseum@hotmail.com www.yijunpeacemuseum.com

1.9 International Organizations The Hague

1.9.1 Connexion IOSA, International Organizations magazine for all IO staff, Who's Wo?

WHO'S WHO ?

Meet our diverse family !

IOSA-NL is currently composed of twelve different international organisations : some of them are wholly UN or EU organisations, some are coordinated organisations, some are wholly independent, and others share some common features of either the EU or UN.

The IOSA-NL federation provides one common platform to represent the interests of all IO staff. In 2011, IOSA-NL invited the remaining six IOs to join our alliance : these are five Hague-based organisations (PCA, SCSL, Iran-US Claims Tribunal, HCCH and the EC Representation in the Netherlands) and NATO in Brunssum.

(1) The European Space Agency (ESA, ESTEC) and the North Atlantic Treaty Organisation (NATO 3CA) are coordinated organizations. These IOs share a common system of remuneration and pension.

Connaissez-vous notre grande famille ?

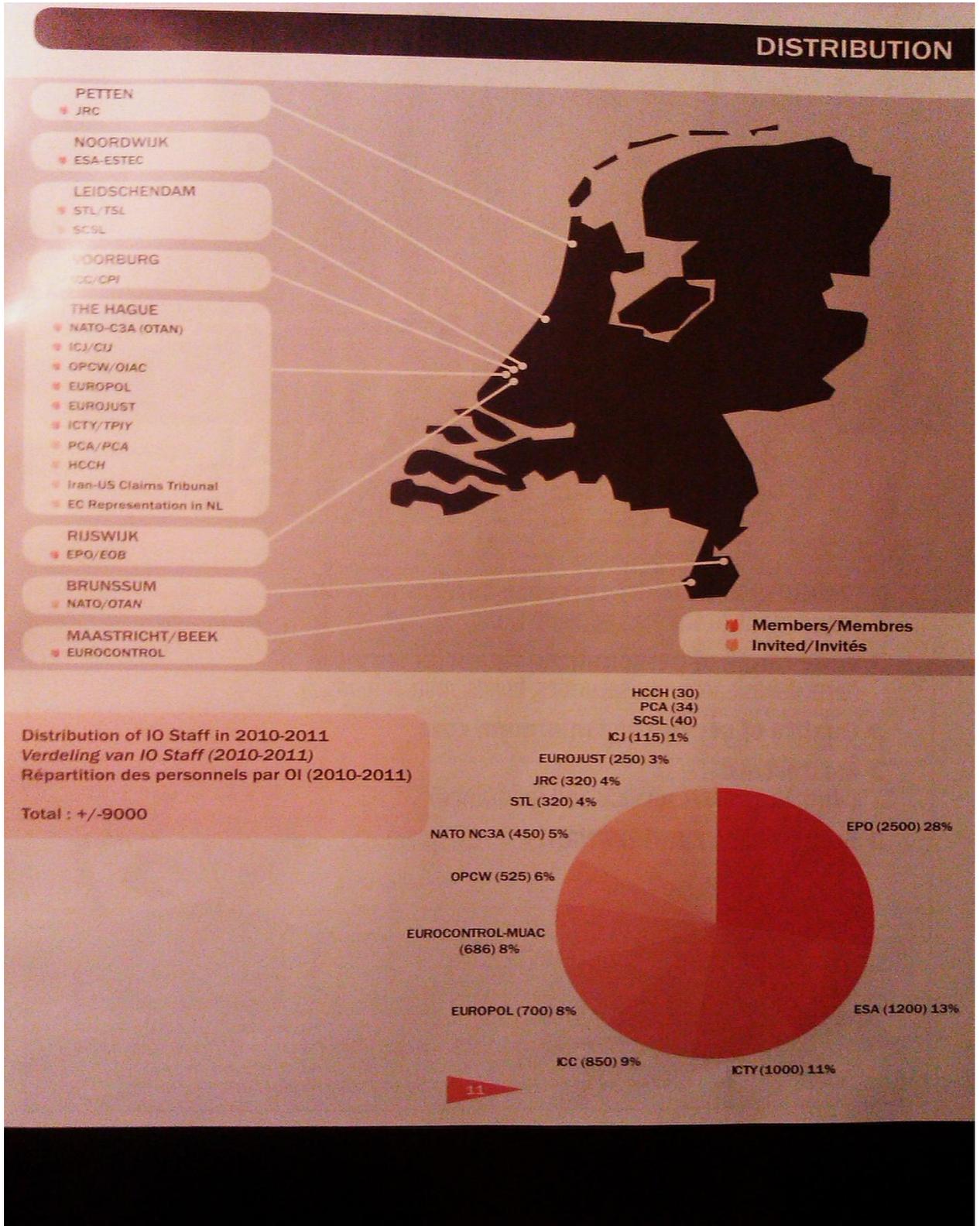
A ce jour, l'IOSA-NL regroupe douze organisations très différentes: certaines font partie de l'ONU, d'autres de l'UE, d'autres sont entièrement indépendantes, d'autres sont coordonnées et, enfin, d'autres encore partagent des points communs avec l'ONU ou l'UE.

L'union fait la force: IOSA-NL est une plateforme commune permettant de représenter les intérêts de tous les personnels de toutes les IO établies aux Pays-Bas. C'est pourquoi, cette année, nous avons invité les six organisations restantes à venir rejoindre notre alliance: il s'agit de cinq OI basées à La Haye (PCA, SCSL, tribunal Iran/Etats-Unis d'Amérique, HCCH et le bureau de la Commission européenne aux Pays-Bas) ainsi que de la structure de l'OTAN basée à Brunssum.

(1) L'Agence spatiale européenne et l'OTAN sont des organisations coordonnées: il s'agit d'OI indépendantes qui partagent un système commun de rémunération (salaires, traitements) et de pension.

5

1.9.2 Connexion IOSA, International Organizations magazine for all IO staff, Distribution



Part 2 Research results

2.1 Audience survey MTMF 2012 relevant results

4. Sex	2011	2012	2011	2012
Man (male)	138	63	32,47%	32,14%
Vrouw (female)	287	133	67,53%	67,86%
Onbeantwoord (not answered)	39	82		
Totaal (Total)	464	278		
Totaal ingevuld (total number of filled in copies)	425	196		

8. (How did you come across the festival?)				2011	2012
Kanaal	Channels (translated)	2011	2012	%	%
Website	Website	186	100	13.74%	
SM via MtM	Social media MTM	43	21	3.18%	
E-mail	E-mail Newsletter	85	40	6.28 %	
Festivalkr. thuis	Festival paper	79	35	5.38%	
Binnenreclame	Indoor media	51	28	3.77%	
Buitenreclame	Outdoor media	109	42	8.05%	
Promo bios	Festival trailer cinema	46	8	3.4%	
Promo O.W.		6			
Promo Salto		1			
Promo online	Festival trailer online	16	12		
Promo DH CS		24			
Via AI	Through Amnesty International	93	44	6.87%	
FH DH/TahS	Filmtheater/Theater aan het Spui	101	48	7.46%	
Trouw	Newspaper Trouw	54	27	4%	
Varagids/webs.	Media broadcaster Vara	38	29	2.81%	
Holland Doc	Online broadcaster Holland Doc 24	7	8		
Goed TV	Broadcaster Goed TV	1			
Oneworld.nl	Magazine OneWorld	17	15		

Gemeente Den Haag (City Hall the Hague)	17	7	
Advertenties overig (other advertisements)	21	5	
Vrienden/kennis/fam	197	93	15.55%

(Friends, relatives, colleagues, acquaintances)			
Werkgerel. Organisatie (work related organization)	35	4	
Studenten/studiever. (student societies)	47	1	
Expat media	N.A.	4	
Social media (eigen nw) (without own social media network)	13	14	

2012						
60					21,58%	English interviewees
278						Total number

3. Woonplaats (CITY)	2011	2012			2011	2012
Den Haag	189	85	Van totaal	Van totaal	43,75	43,15
Leidschendam	1	2				
Voorburg	12	5				
Rijswijk	2	1				
Delft	12	2				
Leiden	22	11				
Rotterdam	17	2				
Overig ZH	41	13	296 ZH	121 ZH	69%	61%
Amsterdam	37	17				
Alkmaar	1					
Hilversum	2					
Haarlem	6	3				
Overig NH	12	17	58 NH	37 NH	14%	19%
Utrecht stad	21	14				
Amersfoort	2					
Overig Utrecht	9	14	32 U	28 U	7,00%	14,2

2.2 Interviews (full detailed transcripts)

Here are described the full transcripts of the interviews held related to the research of this paper in random order from expat media organizations such as TheHagueOnline, DutchBuzz Radio, Expat TV and The Hague International Centre. For the questions asked, see *Appendix 1.4, questions interview qualitative research*. For a complete list of the involved expat media professionals, interesting for Movies that Matter to further develop into substantial contacts, see *Appendix 2.4, contact details*. One of the interviewees was contacted by e-mail, others face-to face or by phone, all expat media organizations were extremely helpful and accessible.



1. Miss Julia Temmen (German)

Intern editorial department TheHagueOnline website/magazine/social events

Interview (Transcript)

00:00:00 Timo: Introduction Company Movies that Matter Festival and Research

00:01:20 Julia: I am a paid intern at theHagueOnline and I work within the editorial department.

00:01:34 Julia: In the Netherlands I don't know but I believe in The Hague there are around 60.000.

00:02:00 Julia: Well we don't really divide them, but we realize we have a lot of diplomats in The Hague and expats that work for international commercial companies. But it doesn't play a big role in our organization. We really want to make sure that everybody is informed about what is going on in The Hague. Stuff for people who are rather new to The Hague with more general things for newcomers and new interesting things for expats that live in The Hague for many years already. In addition we have the magazine we have an article, which is called the insiders guide for The Hague with certain niche events for those who live for a longer time. And the bigger events with Coldplay band and Beatsstad, Jazzinthehague, very important, for everyone.

00:03:08 Julia: We don't have really that much information on how much or who visits our website, we have monthly visitors, unique visitors, recurring visitors, but we don't have information on who or their interests, we did not do any surveys on this. Our Facebook followers/likes are mostly female.

00:04:23 Julia: About our reach, we have a roughly estimation of 11.000 unique visitors who come to our website. And 15.000 copies of our magazine twice a year may to September and in September the new magazine.

00:05:10 Julia: Quite some music events/performances, they send us the information and we decide whether to write an article about it, we don't really specify any events because all events could be interesting according to us.

00:05:48 Julia: Not so much actually, the large events people will get to know anyway, that is why we don't cover international news because it will come to the expats in other ways and easier through other sources. So we really want to inform people and focus to give something new to the expats that are living here. Movies that Matter is really interesting for the international community.

00:07:50 Julia: Our daily news section, direct competitors cover events but they don't have daily news, part of that we also have social events and we interact through social clubs and through a newsletter we get social events, so we ask them to have this social event.

00:09:05 Julia: Daily news section

00:10:04 Julia: No, In The Hague I don't think so, It is a city with an international character that they automatically assume that these events are in English unless it is clearly communicated in Dutch. International people in The Hague are quite open with that.

00:10:30 Julia: It is quite a big issue and an international topic and quite relevant to the international community.

00:11:15 Julia: JazzintheHague is for residents and international, lots of classical festivals, no film festivals, a lot of small music festivals.

00:12:29 Julia: No, after bigger festivals we usually get a summary from a colleague but we don't get feedback from our visitors, we don't have a comment option on our website, opinions about articles are send by emails.

00:13:10 Julia: We can always promote events, we can make a social events, and then we come with 20/30 people to this event.

00:13:54 Julia: We are quite down to earth, when we try to make something is worth visiting , we are opinionated and positive usually, with news we are quite factual.

00:14:39 Julia: yes it is,

00:14:53 Julia: We don't really do that many competitions, yes banners and you can reserve them, depends on which space and sections and time, but I am not familiar with the prices. And in the summer or winter magazine you can advertise of course as well. This has 15.000 copies.

00:15:43 Julia: For the magazine we have Wegene Media, for the fair we work together with the city of The Hague.

00:16:55 Julia: difficult to say, I wouldn't really say so , it has a lot more to do with the age, we have a decent amount followers, around 1.000 , but it doesn't make such a big impact. It is more visa versa people from the website come to the Facebook.

00:18:10 Julia: Not more than usual, but less than Dutch people

00:18:24 Julia: No, not really we don't use them for our social events, the guest speakers from your own country and then it would make a difference.

00:19:17 Julia: I think so, human rights is a topic that is generally relevant topic.

00:20:12 Julia: We don't have access to social clubs, and I don't know them. Word to mouth is very important, between them there is a certain feeling of a community, being around the expats is a good feeling so they trust each other's opinion.

00:21:51 END



2. Sir Sjors Luiten (Dutch)

Account manager the Global Guest Card Expat Marketing database/subscription cards

-Translated from Dutch-

Interview (Transcript)

00:00:00 Timo: Introduction about Movies that Matter Festival and research thesis

00:01:37 Sjors: Yes, I am the account manager and responsible for sales in the region Haaglanden and Amsterdam. We are now primarily concerned with searching advertisers for the Guest Card.

00:03:17 Sjors: It is estimated that there are about 250,000 in total, about 70,000 live in The Hague region and 90,000 in Amsterdam. And it also depends a bit on what you mean by an expat, you can say of course that it is an individual who is temporary based, but who are becoming even more prominent is the ones that come to the Netherlands and begin here with finding a job, rather than being flown in by a foreign employer. 250,000, which is the number to the extent known to us.

00:04:40 Sjors: What do you mean by sub groups? In the region Haaglanden is that they remain 7 to 9 years and that is different than for example in Amsterdam where some people stay for an average of 3 months to 3 years continuously. But it has to do with the composition of businesses in the area and regions. People in Haaglanden work mainly for European institutions and judicial institutions where they get a longer contract than for example in Amsterdam. In Amsterdam you're in a lot of financial institutions, there are especially people who work in NL on a temporary basis

00:05:53 Sjors: Seen in our database there are 10,500 of which about half are families

00:06:23 Sjors: We can only speak from ourselves, I have an idea about it but I can make nothing hard about it. But my idea is that among the guest card holders that it is all about relevance, it's just important that you connect expats to the relevant information that is given. With the guest card, we send a newsletter with some offers from different segments of people who specify that they are interested in things having to do with culture, they are logically approached with cultural offerings, as people with their interests such as sports have checked in their profile survey we will we send them no cultural deals. That's a bit how it works. To get back to your question, who are their most active, depends on relevance. What we clearly see the difference between men and women, the conversion of the participant ratio is an estimate of about 70% female and 30% male so that it falls on.

00:07:32 Sjors: The guest card is 10.500 in The Hague and 1000 in Amsterdam. In May / June we celebrate our 100th participant, now we work with a 100 partners and we also give guest cards away for free. Normally they cost EU12, 00 and you can buy it online and are distributed through the partners in those two months we celebrate.

00:08:39 Sjors: What we know from our database is that they are often highly educated people and they are often quite interested in everything to do with culture, general knowledge and things like that. So yes, in that context I think for Movies that Matter is absolutely interesting and relevant. If there were a few expats previous edition at the festival it is probably how you tried to reach those expats.

00:09:50 Sjors: Global Guest Card was created by Mr. Van Rees. 4 years ago he did a lot of things between international companies but more in the PR side, what he saw and what the municipality actually

saw was that many expats are not satisfied with the residency climate here in this region. That was indeed a study which showed that 80% were not satisfied with the business climate and that it is not in the harsh climate factors such as integration or tax climate, but things soft factors such as the safety and services. Dutch people in relation to other international cities are rather direct.

00:11:05 Sjors: What the Guest Card does is a to make a selection of participants and offer all kinds of needs that we know is appropriate for that audience. It is well received, because two years ago he started it alone and now we are already with eleven employees in the office, so that shows how it is received. It just works very well, there is a need for it.

00:12:07 Sjors: We work with all international companies and institutions in this region and specifically with the HR department for people who accompanied their international staff here, and they offer the guest card to the employees concerned. It really depends on what your definition of expats is, there are different paths to the Guest Card. Those people that have moved here and start looking for a job we approach them through marketing communications, via expat clubs in the social events we organize, what strikes us is that within the expat community "word-of-mouth" is very important, who can better judge what is relevant to them who is in the same situation, right? This is a really important one.

00:13:32 Sjors: No not really, it's just how you communicate, I think, in The Hague, we have reached a tipping point, Now there are already more internationals than the Dutch, I can not imagine that within the expat community it is so experienced and it all has to do with the tone of voice you communicate your festival.

00:14:28 Sjors: I think, especially if you look at example of course you have lots of international institutions and tribunals where the same human rights themes are relevant to those employees who live and work in The Hague. The Expat has still above average interest in culture. I think that theme catches on, absolutely.

00:15:04 Sjors: Other relevant festivals that do well are JazzInTheHague and Today Art

00:16:00 Sjors: Criticism, I do not know, I've never actually been told, the criticism. I can say that for example the Dutch / multilingual communication may be the stumbling block. There are festivals in The Hague only in Dutch promoted, yet there are so many people who speak other languages, so that's a missed opportunity.

00:16:54 Sjors: Yes that is a mix I think, it's really important to create a 'buzz' within the whole community, word-of-mouth is very important as I said, difficult to generate what is an important channel, what you have to take into account is that you reach expat clubs for example. Online you can see that there are many things shared via Facebook, via InterNations online community that is very fast and people who come here by themselves and are alone and single are online much more active. I can imagine that if you are alone that you are going to start looking for other people through social events (mainly online to be announced) on Facebook and Twitter and that mainly works very well. Who are important within the communities are the key ambassadors of that community if you know how to reach them that is a very nice I think. Furthermore, I think that with the Guest Card because we're attracting a pretty large group of people and we achieve more than our colleagues the Hague Online and I am Expat.

00:18:39 Sjors: What we do with the Guest Card is simple you get a card, and you do not know what you can do with that card. Basically, we are a database marketing company, so every card holder that we have, we know a few private things about them, when they go enroll for the card we ask them, where you come from or where you work and what function you covered, you have a partner, do you have kids and etc. Therefore, we can target the very segments of the expat community. So we can on the basis of relevance bring them offers. Someone who is interested in culture, we can culture offers. Database marketing is very important.

00:19:53 Sjors: Cost depends very much from the frequency of we work together, usually we work with a on-year agreement, and that is against a flat fee and fixed rate, but Movies that Matter is obviously an

event that is 1 time in the year takes place, so you communicate in the run up towards the festival but then nothing more, so we would have several ways we could work. Through online mailings, and this list is EU150, perhaps even more interesting is that you can work on the basis of, as we can measure how many offers there are for Movies that Matter, based on a kind of commission work, and that is of course interesting for everyone.

00:21:14 Sjors: Well look, in principle, we can switch very quickly, if you say well we want in about 3 weeks to start communicating it may very well be, and that is under editorial condition, because we do have an agenda but we can quickly switch. Advertising Opportunities ditto, again under editorial change, but if there is space in the planning than we can.

Normally we say, 2 or 3 weeks, normally if you already participate in the guest card you can get 5 days in advance reporting and delivery and that will be included in the newsletter of that week. Weekly newsletter, sent to the relevant segments, for example hospitality segment, segment culture. These appear weekly in the general newsletter, but I should not do it more than 1 time a month with it, not that the message will repeat continuously otherwise you get an overkill of information, and the cardholder loses his interest. Advertise mailings also 1 time a week and that is the whole file or a segment of that mailing list. So your example, only women aged 30 to 50 from France you can target if you'd like.

00:23:36 Sjors: Yes it becomes more and more important , social media

00:23:44 Sjors: yes, that's a good question you ask, we believed in the beginning no, but now we try to send more based on privileges, we're not a social living company, often it is considered a privilege to be a holder of the guest card so we try to align our offers and actions also to 'privileges'. For example we did an evening, which was called NightInTheMuseum exclusively for cardholders, or Mercedes for the first weeks you stay in the Netherlands we offered a Mercedes.

00:25:24 Sjors: If you want to have that success of NightInTheMuseum you need to do it through other channels as well, it is fine to do but I do not know what numbers you will reach, Night at the Museum of 300, 400 people, but those were really high numbers. Perhaps we will get fewer people for Movies that Matter is so it is better than to use multiple channels for such an exclusive film screening, or international night as you suggested. Great ideas by the way.

00:26:15 Sjors: very specific but I understand what you mean, of course there are people that are interesting, we do a lot of events that we organize and if there is an interesting speaker, then the interest is very high, but I find it hard to tell whether it is a success formula.

00:27:07 Sjors: Well in on our database we can see exactly where expatriates working. And there are a lot of people who work in tribunals, international institutions who are dealing with human rights every day, therefore it is very relevant and the interest is there. I can certainly make an analysis in terms of specific interests of expatriates on human rights, etc. but your boss has to call me for such analysis, how many people we have in our database who are interested in film, human rights etc.

00:27:30 END



3. Sir Nikos Nakos (Greek)

Owner/CO-founder www.iamexpat.nl website/magazine/social events

Interview (by e-mail)

1. What is your position within the organization I am Expat?

Owner/CO-founder

2. Do you have any notion on how large is the expat community in the Netherlands?

±250,000

3. Any notion of how large is the expat community in the region of The Hague?

±55.000 expats

4. What kind of sub groups exist within the expat community in The Hague?

Professionals

Students

Spouses

Ambassadors (and people who work in the EU organizations)

5. Which sub group is most active in participating in cultural events?

Professionals & Students

6. How many viewers/readers do you have at I am Expat, what is your reach?

30,000 unique expats every month (growing every month)

7. What kind of festivals/events do you have on the website aimed at expats?

Dance, Theater, Film, Music, International Fairs, Classical, Cultural

8. Is there interest from your unique visitors/readers for large scale events like Movies that Matter Festival?

Yes

9. How do these expats trust this website and which media partners contribute to that, where does the traffic to I am Expat mainly comes from, besides Google? Perhaps Facebook?

Social Media (Facebook, Twitter & LinkedIn), newsletter and referrals

10. What is the main/key characteristic of I am Expat that attracts the audience/expats

Fresh, community-oriented, web friendly, informational and up to date

11. Do you believe that expats in The Hague think that all those festivals are primarily for Dutch people? Why yes/not...

No, since most of the festivals provide information in English

12. Do you think that the image of Movies that Matter, which is "Opening eyes for human rights through films", relates to the expat community. Why yes/not

Yes, the expat community is consisted of well-educated people who travel a lot and have lived in many different countries. They are aware of global issues and they want to be involved

13. Are there other festivals that are ideal for an international audience in The Hague, and that you give great attention to on I am Expat?

Today's Art, Walk the Line Festival, Shoot Me Festival, Crossing Border, Festival Classique

14. What kind of critics do you usually get from expats concerning these sort of festivals like Movies that Matter Festival?

Positive, expats are happy to find events that are suitable for them even if they are not Dutch speakers.

15. In which way could you motivate expats to participate/visit in such events?

With good exposure: bannerings, writing about the festivals and offering free tickets

16. What is a specific way to get expats to your event?

See above

17. Is I am Expat an ideal way to attract visitors from various cultural backgrounds for an event?

Yes, the IamExpat community is very diverse (more than 140 nationalities, many different languages, age groups and backgrounds)

18. What can an organization like Movies that Matter expect from I am Expat besides writing reportage from the festival? Promotional offers, competitions, banners on the website?

Those exactly what you mentioned

19. Are there any costs involved for such collaborations?

Yes

20. Which interesting partners does I am Expat have, what kind of events do you organize yourself?

The IamExpat events are social gatherings, dinners, networking events and clubbing nights. More will come.

21. Do you think that social media is important in order to reach out to expats in The Hague?

Yes

22. Are expats sensitive to promotion deals, discounts on tickets, competitions?

Depends on how you use these promotions. Based on our experience with IamExpat having a special deal and offering freebies always attract the attention of our members

23. Are expats in The Hague sensitive to opinion leaders such as important international guests or politicians who are participating in the movies that Matter festival?

Yes

24. Do you think that expats identify with an organization like Movies that Matter which an initiative of Amnesty International

Yes

25. Do you have any suggestions, remarks, perhaps I forgot something important

For IamExpat and for all expats, it is important festivals like Movies that Matter to exist!



4. Sir Billy Allwood (British)

Director/owner Feel at home fair/International community fair website/magazine/social events

(English)

Interview (Transcript)

00:00:00 Timo: Introduction Company Movies that Matter Festival and Research

00:01:05 Billy: I'm the owner of the magazine and website TheHagueOnline plus the annually Expat fair

00:01:19 Billy: I'm not familiar with the numbers for the total amount in the Netherlands but in the Hague it is around 50/60.000 expats living in The Hague.

00:02:00 Billy: We do not really divide the expats in groups as the expats are not really a homogeneous community as they come from 100 different countries in The Hague. You can say that you divide them in families with or without children and singles for example.

00:02:40 Billy: In cultural events I would say 30-40 year old singles, those are the most active and want to interact with other expats within the community.

00:03:29 Billy: per month we have about 14.000 unique visitors, twice a year magazine comes out in April and in September. 15.000 copies.

00:04:20 Billy: Obviously it is a mix; basically we look on what have been organized and select events suitable for expats and international people. Classical music is not language dependent and there is a lot to offer because of the Residential orchestra that is situated in The Hague, therefore we have lot on our website related to classical music.

00:05:57 Billy: I think there is, in England we say that this particular expat audience is interested in filmhouse type movies, and not Hollywood type of movies because they are higher educated.

00:06:58 Billy: When we started we were the only English website for international people in The Hague, trust builds up within the years, and we have been around for eight years now with daily news.

00:07:37 Billy: Two key things why people come to our website, it is the only place where you can get daily news in English on what's happening in The Hague region. The other one is that we are very strong in Art & Entertainment. We normally have two features a day about how to enjoy yourself in The Hague.

00:08:23 Billy: I don't think so, the reality is that the festival content is not explicitly for Dutch people, however concerning the audience is mainly Dutch. The festival content is related to international audience but the promotion is not, these are two different things.

00:09:20 Billy: In The Hague it works quite well, because it is the International city of Peace and Justice where people are working for big organization that deal with human rights issues.

00:10:00 Billy: Yeah there are several, JazzintheHague, Festival Classique, Parkpop which is just music, TodaysArt with avant-garde art where you don't have the language barrier and Holland Dance Festival. Most of the biggest festivals in The Hague have a big international character, but concerning the promotion in English it is getting better, but there is still the issue of how you to communicate in which language.

00:10:59 Billy: We had a forum, but we took it off, because we don't have a lot of comments. I think the best way is we organize our own events and we engage them on what is nice and what they don't think is nice.

00:11:10 Billy: Yeah we mostly put our information on our website, we have newsletter to communicate to people, we also have 10 events with expats, we also attended big festivals like Holland Dance Festival and this year we went to ADO DEN HAAG with 100 people with all the expats. We did put the information about MTM on our website but not in a social setting.

00:12:30 Billy: We have to be careful because of all the nationalities and the English is the working language and not the visitor's first language. Our news is mainly factual, we do have column thesis where people in a blog form they are opinionated, where it is from a individualist and not what TheHagueOnline says.

00:13:57 Billy: That is normally possible, and we are keen to work with Movies that Matter to promote the event, it relates very much to the expat community, through a barter deal, we are always open to these kinds of things.

00:14:53 Billy: yeah of course there are costs involved. We are always creative with organizations like Movies that Matter. A magazine ad can start from 295 Euros, a banner on the website can be 100 Euros for a month depending on which section.

00:16:01 Billy: The Fair for us is the biggest event of the year in The City Hall we have 2.000 to 4.000 visitors with 200 participants in stands. This is primarily for expats to see what they can do in their leisure time. We have a combination of sports and social clubs, community churches, where expats can actively participate plus of course ARTS & ENTERTAINMENT and some businesses participating providing services to expats. At least Movies that Matter participated once in the fair, but the timing is difficult for Movies that Matter because the festival is in spring and the fair in September. Amnesty International attended our fair because they are a big community group where people can volunteer to do things for Amnesty International. Social events we have wine tasting, golf tournaments, theater visits, social groups can differ from 10 to 100 people

00:19:39 Billy: Not so much, the younger one maybe, but my feeling is that the older ones couldn't care less for 10% discount, 3 Euros doesn't matter whether they come or not.

00:20:28 Billy: I think so, because for some of us they work in an international environment and they know who these international politicians or guest are and when they come to Movies that Matter event it is attractive for those who work in the same field.

00:21:10 Billy: Because it is linked to Amnesty International, a lot of people in The Hague work with human rights issues and this is what they do so I believe there is a good connection between the festival and the expat community.

00:22:58 END



5. Miss Anna Dil (British)

program maker DutchBuzz Radio www.dutchbuzz.nl

(English)

Interview (Transcript)

00:00:00 Timo: Introduction Company Movies that Matter Festival and Research

00:01:14 Anna: We do one broadcast per week on Tuesdays on Den Haag FM and we have our podcast available throughout the week.

00:01:36 Anna: In the Netherlands, taking a guess, 200.000/250.000 international expats

00:01:54 Anna: 40.000 in The Hague

00:02:06 Anna: We don't necessarily do that, dividing in subgroups, there are different groups, you have those people who work, studying, spouse, that element of types of expats, in The Hague you have oil and gas, embassy, United Nations presence, for our radio broadcast we look for the people with Dutch is not the first language.

00:03:07 Anna: Most groups are active in participating cultural events, but I would say the ones who are not getting involved are busy with work, people who are spouses or students have more time on their hands.

00:03:41 Anna: That is difficult for me to say, I don't have access to Den Haag fm numbers, but we do have the downloadable podcast that is 300/400 per week , it could be more because we have live streams through other websites.

00:04:13 Anna: We basically cover all the events relevant to the international community in The Hague and its area. Music, Dance and film festivals, anything that is relevant to non-Dutch speakers.

00:04:38 Anna: Absolutely, we had Movies that Matter Festival on our show, I broadcast “what’s on”, about what cultural events are in The Hague, Movies that Matter has featured in that because it is a relevant festival, it is interesting festival from our perspective, I think so definitely.

00:05:16 Anna: concerning visibility, and where the problem lies in expats not participating in Movies that Matter Festival, it is difficult because I have seen, I research the person, I did see posters in The Hague and there was some sort of marketing, but it has not yet been penetrated in the expat community. You need a sort of a run up for these things, you need to take some time, a couple of weeks/months and get into the expat community and then through word-of mouth and wait for it gets really hot. I can see some of the marketing, but it wasn’t that visible as other events.

00:06:20 Anna: What is unique is that we are one of the only English spoken radio programs on Den hag Fm, we have a lot of news and events, we depict many international residents in The Hague, we speak to a lot of Dutch people, one of the main draws.

00:06:55 Anna: Personally I would say so, yes, I’d say especially concerning music festivals, there is a feeling that is not for expats, like Dance festivals /performances , it could change very quickly due to marketing.

00:07:34 Anna: If it relates to the international community in The Hague, yes, I would say that , I can’t speak for all the expats, but in The Hague we have all the courts, tribunals, UN affiliated organizations, law enforcements, there are a lot of people who are motivate to work in these fields. The international human rights organizations will be very interested in participating in the festival

00:08:24 Anna: Music festivals are very good, it has not a language barrier, film festivals, Indian film festival, has taken some extent to cover non-Dutch speaking residents, they make sure/they promote that they have subtitles as well for the international residents

00:09:07 Anna: criticism , I’d say I haven’t direct criticism, the only thing I do hear, from my personal circle, there is not enough going on, there are quite a lot of cultural events I always tell them in The Hague, but somehow it does not penetrate into the awareness within the expat community.

00:09:52 Anna: A way to motivate expats is , from personal experience, generating a buzz around something, people want to participate , especially for the closed group expats, word-of mouth is very important, it is should be well marketed, and suitable times and dates , many ways to make it approachable for expats.

00:10:49 Anna: DutchBuzz is an ideal way, I think so because, there was one theater one year ago and they wanted to penetrate the expat community and they wanted to work with DutchBuzz, to be honest they also communicated a lot of information, really open with an English language program, they gave opportunities to interview interesting people who were performing there. We did a competition as well and we generating quite a lot interest and a lot of people. They took real active steps.

Yeah we do, we have reviews, promotional competitions, ticket giveaways, interview possibilities, we can do anything, live broadcast, you can advertise on our website.

00:12:30 Anna: I think that could be really interesting to participate in International Night at the festival with the expat café setting. We started this year, Dutch Buzz on location, which is a concept where we go to places such as an expat hangout (zeeheldenkwartier) plus live broadcast from Madurodam, we spoken to many involved individuals and it was a fantastic collaboration. We look for such opportunities, we like

to work with people, we can interview interesting people, participants of the festival, organizers of the festival plus we can add our own relevant people and we can broadcast it for a while actually.

00:13:48 Anna: we have many partners, Den Haag FM, Omroep West, gemeente den hag, very supportive, other expat media organizations, expat TV, the underground, expatica, (broadcasting from their fair) TheHagueOnline, DutchNews.nl

00:14:46 Anna: Yes, it goes without saying, social media is super important and everybody is using it now, it is a very good way to reach expats.

00:15:11 Anna: Yes, Absolutely, they are sensitive to promotion deals, are you familiar with the GuestCard, the concept is incredible, in twelve months many participants with appealing member ship cards, promotions are great.

00:18:24 Anna: I think they are interested in special guests, certainly, example from DutchBuzz our editor has interviewed a couple of high profile members of the expat community and there was great response, they were related to UN

00:17:11 Anna: It is surprising that expats do not participate in Movies that Matter Festival, but I think what you are talking about in collaboration with expat media, we do not have a massive range, but to collaborate in a nice way, for example international evening, Live broadcasting could draw some attention and it is a quite interesting concept.

We should get in touch about your ideas and we can involve the team and we can talk about little in advance. It might be good to take time beforehand, and see who/and which films. Etc.

00:19:15 END

DutchNews.nl

6. Miss Robin Pascoe (British)

Editor DutchNews.nl News website for English speaking community

(English)

Interview (Transcript)

00:00:00 Timo: Introduction Company Movies that Matter Festival and Research

00:02:08 Robin: I don't think anybody knows how many expats live in The Netherlands, it depends how you define expat. You have got the traditional expat that is flown in by his/her company to work here for three years for Shell for example or Philips let's say. They are a small percentage of all the people that come here to work, not the ones that come here as a migrant labor, not the ones that come here for cleaning, a bit more evolved. It ranges from 200.000 to 400.000, I know that there are 400.000 EU nationals living in The Netherlands for example, they are not expats in the traditional sense, but they are international people who live and work in The Netherlands and not native Dutch so it really depends on how you define expats. From the DutchNews.nl perspective, we say, our readers, we want people who want to read Dutch news is everybody who are interested in what is happening in The Netherlands. In news terms, who doesn't speak Dutch or who want to read it in English. So we take a broader definition of expats. About 15% of our readers are Dutch, what always makes us laugh. So we don't focus on expats, we focus on international people living in The Netherlands. 70% of expats, free movers, people who just came here, either because they have a job or they wanted a job, for example in the creative industry, the international students are also a valid audience.

00:04:48 Robin: It reflects in the Dutch society as well, the subgroups that are most active in participating cultural events are the ones that are better educated. Concerning MTM festival perhaps the more creative people, younger expats going to film festivals. It is not much different from Dutch people.

00:05:38 Robin: We have about 170/200 unique visitors a month, it depends, but it should be the biggest to everyone you have spoken to so far

00:05:59 Robin: What events we primarily aim for on our website. We have a what's on section, which is compiled by a lady called Sue, and she has been doing it for years and her approach is to look for things which are interesting for an international audience. For example the theater we cover if there are subtitles so that will get a mention, but a Dutch play would not, so it is specifically for them. Opera everyone can understand, Jazz, Dance, Film festivals, theater festivals it's all on our website. We don't emphasize on big festivals; there is just a mention with a link to the particular website.

00:07:21 Robin: Yes of course there is interest from our readers for Movies that Matter Festival. People want to know what is happening, people like to go out, our readers tend to be an older audience, other expat media organizations cover a much younger audience, they are the sort of people that go out, people want to go out. The Hague is a popular city to live in, it is lively, but more than that I wouldn't know because I live in Amsterdam.

00:08:23 Robin: Yes, they are loyal but they are no different to Dutch people, if they have a good time, they go next year, if it is too expensive or badly organized they won't return.

00:08:54 Robin: We don't get criticism; we don't have active comments on the small section of 'what's on'. The Taste of Amsterdam was ridiculously expensive, apart from that no.

00:09:21 Robin: The fact that we provide a comprehensive, broad, complete news service with easy to understand language, we try to put things into perspective, so if you come here in the Netherlands the first you can read the news on DutchNews.nl and you know what is going on immediately, we don't assume knowledge, we explain basic things as well, we try to be comprehensive. We always say that if you are with your Dutch colleagues near the water cooler or coffee machine, you know what they are talking about.

00:11:02 Robin: It depends on how much publicity; whether expats believe that the festival is not suitable for them. At first the festivals are primarily for Dutch people, because we are in the Netherlands. But I don't think so, A Jazz festival is for everybody, it can't be only for Dutch people, so I'd disagree. Not every festival is only relevant for Dutch people. Expats would not imagine that at all.

00:11:58 Robin: If Movies that Matter relates to the international community, but it should be more visible, we did cover something about the festival, but that was it. But the international people are aware on the global level what is going on, they are concerned about human rights situations, the festival really well appeals to them. But the fact that they did not see it in Expat media

00:12:12 Robin: How to motivate expats to your festival. First they have to know that it exists, you do that the same way you target Dutch people, take language in account. Highlight the interesting parts and relevant to the expat community and also target the international business clubs and attract sponsors.

00:13:12 Robin: DutchNews can offer ticket giveaways, we can interview specific guest and do a feature on it, something like meet the director. DutchNews is an ideal way to attract the international residents.

00:14:08 Robin: What MTM can expect from DutchNews, you can advertise on our website, we can mention the festival in 'what's on section.

00:14:30 Robin: Yes I think it is a great Idea , the international night, but be careful with labeling them as expats, it is a pitfall, because they don't want to be put into a box.

00:16:42 Robin: I don't know the prices of advertising, but deals can always be made with MTM

00:17:01 Robin: We don't organize events ourselves, but our partners are XPAT journal, Bert van Essen, The Online, Expatica, Toneelgroep Amsterdam we did something with.

00:18:05 Robin: Yes social media is very important

00:19:05 Robin: They are always keen in participating in competitions, we also like to do ticket giveaways, but not too difficult

00:19:30 Robin: What I'd like to say is that the International night is a great idea with the expat café setting in attracting foreigners to your festival, we did research and we asked them how they would like to be called, and the results was international immigrants.

00:19:56 END



7. Sir Martijn Kuiper (Dutch)

The Hague International Centre

service center for newcomers

-Translated from Dutch-

Interview (Transcript)

00:00:00 Timo: Introduction Company Movies that Matter Festival and Research

00:04:55 Martijn: Probably you are looking for statistics how many expats live in The Hague, but we simply do not have those numbers, because of a couple of reasons, it is not a definition, no registration of expats and no numbers, it is not stated in the GBA records who is an expat and who isn't. But from expat media organizations you often hear 50.000, so 10% I suppose. But here at the municipality we can't really zoom in on this group, we take care of all the citizens and we see them as one group. We only go until the borders of the city of The Hague, so we don't count Zoetermeer, Rijswijk, Delft, Wassenaar.

The target group you are aiming for is probably the international residents with high education and high income, and not the Turkish, Moroccan and Antillean migrants, of course there are Turkish high officials and working for the UN. So you aim for the target group from the big corporations such as KPN, SHELL, not the seasonal labors.

Because advertising in expat media cost an awful lot of money , you need alternatives and you need to be creative, on time, repeat the message and target the ambassadors , the key figures in this society,

00:08:25 Martijn: I don't think that expats believe the festivals are only relevant to them, no. However what you should know about expats is that they usually stay only for 3 years, the first year they are very busy and just are not so culturally active. In winter they are often gone, because they don't have many free days in the international organizations so they go straight to America. Plus when they leave 2/3 years later, and the third year they already don't care because in their mind they are already in the next country so you lose them again. The expat is a constant and continuous investment so concerning loyalty, it is almost impossible to create awareness and have loyal visitors.

00:10:00 Martijn: Movies that Matter is already very well established in The Hague and it is very relevant to all those professionals who work for the international organizations that deal with human rights

00:11:20 Martijn: Movies that Matter is visible but you just have to put more effort in making a nice direct mail with a clear map, where it is, say for example opposite Lucent Dans Theater, on SPUI, with nice thick paper, invitation in different languages with a signature and photo of the festival director, and do it on time. Thursday evening is the best for expats, they often work till 6/7 o'clock, you can even go to the organizations receptions and ask for leaving some posters, brochures etc. You need to communicate in

proper English, get a certified translator to do all your communication. Also for the French business clubs, French schools, do everything in proper French, They when you do that.

00:12:34 Martijn: upload your event for free on IamExpat.nl, Expatica, send a mail to Shell outpost, with organizations like OPCW there mostly just too busy with other things, but you can talk to protocol. Usually you have to speak with HR department, service desk or the Staff welfare officer.

00:13:18 Martijn: Social media is very important don't forget that

00:14:24 Martijn: Considering promotions talk to the Guestcard

00:15:50 Martijn: We organize events ourselves, we can for example invite some key figures about 30/40 people , we pay for the drinks and Movies that Matter Festival can give free tickers away and we organize a special evening for them, this is a great investment for the upcoming years, because then you have a foot in the door and can send direct mails to them for next editions, you have to get to know them first. For example we did something like that with Korzo Theater and we had a great success, with guests from ICTY, ICC, they first had a special evening and then met the actor's afterwards with some drinks. They absolutely loved it they are sensitive to such things to make them feel special.

00:18:42 Martijn: So contact the schools, the societies, the clubs, You have to talk with Elske from STATZ Theater for things like feedback, and talk to Sharon from TheHague.com and make a nice PDF for free publicity on TheHague.com. Also contact ICP, International platform. Also talk to Debrah from Access and contact department of culture in the municipality, call 14070 and ask for reports concerning expats.

00:19:28 END



8. Miss Nataly Parson (Russian)

Communication coordinator The Underground Expat news website/magazine

(English)

Interview (Transcript)

00:00:00 Timo: Introduction Company Movies that Matter Festival and Research

00:04:55 Nataly: I am a communication advisor for The Underground.

00:05:25 Nataly: Yes, in The Hague half a million people live there, 10% is percentage of international community around 60.000.

00:06:0 Nataly: Honestly I wouldn't divide them that much. No really strict division, maybe English speaking community, by religion principles, from Asia as well and Muslim people try to stay together and relates to their intercultural habits.

00:07:20 Nataly: American and British

00:07:34 Nataly: I don't know about the website, I do not have access to this information, on our website starting middle of February we have 600 followers , 5.000 copies for the magazine.

00:08:18 Nataly: We try to promote all relevant international events for our followers, especially aimed at cultural education and not trying to advertise organization and people.

00:09:24 Nataly: We did post the campaign poster of Movies that Matter Festival on our Facebook page and on Twitter, but honestly we didn't notice much interest there, not that many likes compared to others.

00:09:50 Nataly: First of all, we don't call them expats; our magazine is aimed at English speaking people. Our motto is you are the underground, we write about ordinary people written by ordinary people.

00:11:02 Nataly: No wouldn't say so,

00:11:42 Nataly: I think they are interested in such events, sometimes maybe they are not much aware and what to expect on the particular event.

00:12:12 Nataly: Yes, it relates really well, in my opinion it is one of the best festival you can find on a regular basis. I live here for four years, and every year I hear about it. It should be really interesting for the international community.

00:13:12 Nataly: I really like the music festival, Parkpop, in Zuiderpark for Dutch and international people. I am sure that non-dutch citizens are really aware and attend.

00:14:08 Nataly: Critics, to the events that are organized by Dutch, compared to the festivals in my country were low level for a high price.

00:15:00 Nataly: We do the promotion on the website, twitter and face book and of course the advertorial on the newspaper, for such a big event a full page on the back cover. Really grab the attention; it should stand out because there is nothing like *Movies that Matter*. We have a movie reviews section and also book reviews by writers on a voluntary base. It can be done for movies, but I am not responsible for the content, you should contact the chief editor. Maybe on a advertorial base.

00:17:42 Nataly: Of course we are interested in collaboration for an Expat café and international night at the festival next edition.

00:18:01 Nataly: as I told you, in my opinion full page advertising for *Movies that Matter*, it costs 550 Euro for the page.

00:18:28 Nataly: No we do have lots of partner, not our direct competitors, we communicate with expat online and we get all their daily news for our social media pages. They can provide it for daily basis and we have lots of partners that support us. We have idea about our own events; we haven't done it for a large audience, only for our clients of the Underground, maybe 40 people.

00:19:51 Nataly: Yeah, actually Social media is the primary source for the upcoming events in The Hague.

00:20:10 Nataly: Yes I think it proven by The Underground, we have a regular competition with big prizes, football tickets, one hour horse riding on the beach and we get a lot of response and people are interested to get something for free.

00:21:07 Nataly: I would that say that maybe word-to mouth is more important for expats within the community , they tend to recommend and listen to positive feedback from peers.

00:22:10 Nataly: I don't understand why you would identify with *Movies that Matter*. Human Rights on the other hand they identify with, human rights is the main issue for most expats.

00:22:49 Nataly: I found it very interesting and when I participate last edition on the last day, and I was surprised how few people were there, on one hand I got a ticket , but still surprised that there was not so much attention as it would get in other countries. Maybe because MTM is strictly focused on human rights and this is rather dark subject. People do probably not after a hard day at work go to such a film. In addition people might not want to go to movies and suffer for other people when they have their own problems. It is still a movie and a piece of art, but the image and promotion of the festival is a bit too dark, it is still a movie. As a communication professional myself, I believe that an event like *Movies that Matter* should be 20% education to 80% entertainment. It is should not be hard work to absorb all this information, first you go to the cinema for entertainment.

00:29:35 END

THE HOLLAND TIMES

9. Sir Arnold Utema (British)

Sales Manager The Holland Times Expat daily news website/monthly magazine

(English)

Interview (Transcript)

00:00:00 Timo: Introduction Company Movies that Matter Festival and Research

00:01:00 Arnold: I am the sales manager for The Holland Times. I believe that the biggest problem is that they don't want to advertise, they don't understand that its worth it to advertise in newspaper The Holland Times and it can be fruitful.

00:02:07 Arnold: I would say 350.000 to 400.000 it could be more in total in The Netherlands

00:02:25 Arnold: The Hague and its surroundings about 70.000, this includes Wassenaar, Rijswijk, Noordwijk etc.

00:02:56 Arnold: yeah, that's right; actually I was myself an expat, when I came to Holland years ago. Subgroup one, is the diplomatic communities, subgroup 2 are the expats that really are earning far above average, the high incomes, who work in the Oil and Gas industry where I used to be. Sub group three are the average expats, like they are probably invited by KPN and they don't want to use Dutch people anymore, so they invite people from India, there are not earning that much. The fourth is group is these people who are coming to The Netherlands on the basis of a new , exploratory life , study here and get stuck in here, perhaps get married, their earnings can differ.

00:05:04 Arnold: I would say Number one and number two are most active cultural participants

00:05:13 Arnold: We have got, 66% unique visitors on the website and 34% returning visitors. 115.000 copies are printed and distributed in The Netherlands.

00:06:07 Arnold: Events primarily aimed at Expats. We got the Holland Festival in Amsterdam, in June we have an article and advertisement. And then we have Festival Classique in The Hague, that was last year, but now they have no more money because of the budget cuts. These are the two most important events we have, North Sea Jazz Rotterdam also, but not consistent.

00:07:13 Arnold: We bring real up to date Dutch News, not like other expat magazines, newspapers that they only bring interview here and interview there. They want to know what happens in this news, Daily news is also online.

00:08:08 Arnold: That is true; expats believe that festivals communicated in Dutch are not suitable for them. When I came here for the first time, I was frustrated because I didn't know the language. Therefore it was useless for me the events communicated in Dutch.

00:08:40 Arnold: If expats are loyal to events in general, it all depends on the service and the providers, after living in so many countries myself, service is almost close to 0 in The Netherlands, this I heard as well from other expats.

00:09:19 Arnold: I don't think so, to be honest no, they are not aware enough, most events don't put enough effort in advertising.

00:10:57 Arnold: I think that the image, the brand of Movies that Matter relates to the expat community.

00:11:26 Arnold: Besides advertising, It is a good place to put an advert in Holland times we can combine that with a banner, information on the website, a competition, a film review, we can arrange that. We don't organize social events ourselves, we do have a film review section by the way, p21 of the May edition of Holland Times we do cultural/media reviews. You can put in a movie review.

00:13:22 Arnold: The idea of an 'international night' and expat café at the festival aimed at expats has to be more specific, what you expect from The Holland Times? Anything is possible, you know and we are open to that, MTM can contact us about it.

00:13:55 Arnold: Full page is €4.020, half page €2.250 full color, ¼ page €1.290, 1/8 page is €750, back page and page 2 is €4.824, and there is the front page car, it's possible €630, at the bottom of the front page, €2.950. The more frequent the cheaper by the way, the price goes down for more placements.

00:16:22 Arnold: In principal we are on our own.

00:16:43 Arnold: In my opinion social media is important; of course I am into it. We get a lot of response on our Facebook page. We didn't put anything for Movies that Matter Festival, I don't think so.

00:17:22 Arnold: Yes of course expats are sensitive to promotion deals, competitions. Movies that Matter can do a ticket give away on our Holland Times website.

00:18:08 Arnold: I don't think they are sensitive to political guests, personas etc. They don't really care about, unless it is a very prominent leader like a president.

00:18:48 Arnold: I should think so that expats identify with human rights and Amnesty International.

00:22:10 Arnold: I came across someone, when I was pitching the organization and she was starting to which media she should use to advertise in , and she went to the expat help desk in The Hague and she asked their advice to which expat newspapers she should advertise, to my surprise they said The Holland Times. The expat help desk is now I believe the international centre of The Hague.

00:24:09 END



10. Sir Andrew Balcombe

Program maker www.thexpat.tv TV broadcaster Regional news

(English)

Interview (Transcript)

00:00:00 Timo: Introduction Company Movies that Matter Festival and Research

00:00:09 Andrew: In the Netherlands, I don't know, but in The Hague it is between 40.000 and 60.000.

00:00:43 Andrew: For expats, there are probably three categories, first category is the money, the ones that don't pay tax, these are the true expats. Then you have the partners, LovePats, and normal immigrants that found a job in the Netherlands. And also you have students, and other immigrants who speak English as their business language. The core of the expat community is the one who is married to a Dutch person and those who are brought by the organization.

00:02:17 Andrew: I think the wives of the ones that are brought by the organizations, and the people who came over because of their Dutch partner.

00:02:56 Andrew: Yeah, I believe 30.

00:03:32 Andrew: I don't know the broadcasting reach of Expat TV or our penetration.

00:04:03 Andrew: Parkpop, the established cultural events, not the semi-festivals, the ones that are most successful. Anything with an international flavor. Small and completely Dutch we ignore. If they contact us than it has to be very relevant.

00:05:53 Andrew: if it is interesting, but for everyone. Depends on the event. We do cover always, Parkpop, Feel at home Expat fair, JazzintheHague. So we have an agenda.

00:07:12 Andrew: Well, we try to focus on hard news. And then if there is an event we cover that as well if it is international relevant and involves members of the international community.

00:08:40 Andrew: No, most festivals have bilingual websites, English promotion/publicity.

00:09:53 Andrew: It will relate to the people who are working for the organizations, NGO's and courts. For the people who are not involved, they could be interested but for those who are not, why they would bother them, they get enough rubbish from the news.

00:11:34 Andrew: I was critical for the Jazz Festival, badly organized, Dutch press was negative so we reflected this in our news and stories. Many expats agreed with that.

00:12:14 Andrew: I would found out how the Rotterdam International Film Festival promotes itself and how it is established within the international community. Or how other international film festivals in Spain or UK and how do they bring the interesting stories to the targeted audiences. One way is not to

promote the festival but highlight one particular film. What makes this film so special, people go for the films not the festival, and the focus should be away from the festival. People want to know what is in the festival, not how it is organized, content not image.

00:13:56 Andrew: IFFR is something that is important to expats, there is anticipation for it, keenness and they expect to go there. Movies that Matter festival has the human rights side of the things, but they should devote to other domestic things. For example Los Angeles or London, conflict between ethnic groups. Not about countries far away where nobody cares about. They want to hear about their societal problems, not others. Maybe some more environmental themes. Movies that Matter are not always about massacres, it could be for social injustice, sporting events for underprivileged kids, everyone has a different opinion on what matters to them.

00:16:46 Andrew: I think so, constantly surprised when I come out, they have heard of us and seen our films. I don't know about our audience penetration, I think so. Also local Dutch people watch it as well.

00:17:44 Andrew: Nothing more than reportage, not for the moment like promotional offers.

00:18:25 Andrew: I couldn't say, it's worth talking to Expat TV about, so it is possible. I would also label the dexpats as International residents not as Expats. People who haven't come over through an organization don't consider themselves as expats because they pay tax and the expats don't.

00:19:26 Andrew: Expat is label given from, Gemeente and Dutch business people if they want international people's money.

00:20:17 Andrew: No cost involved for reportage

00:20:49 Andrew: Partners are The Hague online, Dutch buzz, access. The American women's club and the International schools. And of course with the ICTY tribunal.

00:22:00 Andrew: We don't organize social events ourselves

00:22:15 Andrew: yeah very important, Twitter/Facebook/Linked In

00:22:31 Andrew: Word to mouth is not the most important, first you have to send a broad sweeping clear message and deliver your key points that you are offering as an event.

00:23:10 Andrew: Yeah, we are in a recession. You get guys, who work for embassies, teachers, they don't get paid much. Guys who don't pay tax, wouldn't care. Maybe their kids who go to international schools.

00:24:00 Andrew: Yeah definitely, they are interested in important political party members

00:24:34 Andrew: Most of them would be pro Amnesty International because they are highly educated and well travelled.

00:25:00 Andrew: I don't see the point of this Expat Café really. Why do they want to mix with a bunch of expats, you label them as a group, a musician from Venezuela is he included or excluded? He is international? And what about the Dutch people, isn't that segregation? Expat Night maybe? Expat day? International Residents Night is a better idea. They don't want to go somewhere where everything is in Dutch and confusing, so an international night could be a great idea. Stop using this label expat, only Dutch people use it. I don't understand.

00:27:27 END



11. Miss Paulina de Jong (Dutch)

Recruitment agency for internationals “Undutchables”

Interview (by e-mail)

1. What is the target group of “Undutchables”?

Our target audience consists of a large group of expats who leave their jobs and look for another challenge. We also have much to do with job seekers with their partner that comes along to The Hague.

2. What are the key characteristics of the expat in The Netherlands?

Our experience with the expatriate has helped us over the years to learn that language and culture sometimes can form a barrier. In the eyes of expats the Netherlands has many rules, for them are often not clear. We note again and again how important it is that we understand their frustrations and show that we are patient.

3. Do you believe that there is a common trait for expats in The Netherlands?

We are often asked whether it is not difficult to reach out to expats in The Hague. Our experience is that it fairly easily. There are indeed regular meetings organized for expats. The Hague also has a large number of international schools and clubs where we can reach these people. There are also special websites aimed at expats in The Hague. But the most important way of marketing for us remains word- of mouth.

4. Do you have any notion on how large is the expat community in The Netherlands?

I believe it is a total of 250.000 in The Netherlands with 90.000 in Amsterdam.

5. Do you have any notion on how large is the expat community in The Hague?

I would say around 60.000 expats in the area of The Hague and the city.

6. Do you think that many expats are interested in participating in cultural events?

Not many expats are looking for jobs in the cultural sector, but they often take brochures about cultural events.

7. Do you believe that expats are a homogenous group?

It is groups that have common traits such as those who are send by their employers and do not pay tax here and the ones that like I said before, are partners of Dutch people that came to live here. Then of course there are more than 50 different nationalities, languages etc. But expats are highly educated, English speaking and active in their community.

8. Do you believe that you can divide expats into subgroups?

No, I don't think so, perhaps singles and those with families

2.3 Interview; full detailed results processed / qualitative research

In this part there available a full description of the qualitative interviews processed according to sub questions and the five important characteristics of a public, distinguish ability, homogeneity, importance, large size, accessibility. This with the aim to bring order, structure, and interpretation to the mass of collected data.

Sub questions

Related interview questions

Sub question 3. How large is the expat community in The Hague and its region?

Variable: Target audience sample

Concept definition: Illustration of the size of the new public group for Movies that Matter Festival in The Netherlands, Amsterdam and particularly The Hague.

Part “General information”

- Relevant interview questions

Do you have any notion on how large is the expat community in The Netherlands?

Do you have any notion of how large the expat community is in the region of The Hague?

1. P. de Jong: 60.000 in the region of The Hague, 250.00 in The Netherlands and 90.000 in Amsterdam
2. A.Utema: 70.000 in the area of The Hague and 300.000 in The Netherlands.
3. B.Allwood: 50.000 to 60.000 in the region of The Hague
4. J.Temmen: 60.000 in The Hague
5. N.Parson: 60.000 in The Hague, more than 10% of total of 500.000 people.
6. S.Luiten: 250.000 in total in The Netherlands 70.000 in The Hague and 90.000 in Amsterdam.
7. N.Nakos: 250.000 in total in The Netherlands and 55.000 in The Hague.
8. A.Balcombe: Between 40.000 and 60.000 in The Hague.
9. Anna Dil/Wessels: I would say 200.000 to 250.000 in The Netherlands and 40.000 in The Hague
10. R.Pascoe: 400.000 EU nationals in The Netherlands,
11. M.Kuiper: 10% of total population, 50.000 in The Hague, No official numbers in GBA, municipality records

Conclusion:

The Netherlands: 4X250.000 and 1X300.000 , 1X 400.000 EU nationals

The Hague: 4X60.000, 2X70.000, 1X 55.000, 1X40.000, 3X50.000,

Amsterdam: 2X90.000,

1X No official numbers in Municipality Records of The Hague

Sub question 4: What are the characteristics of the expat community and into which subgroups can it be divided?

Variable: Characteristics

Concept definition: What are the sub groups, divisions, distinguishes and shared common traits and features within the expat community

Part “Characteristics public group”

- Relevant interview questions

Interview question: What kind of sub groups exists within the expat community? How do you divide them?

1. P. de Jong: Possibly single expats, and the ones with family’s
2. A.Utema: Diplomatic communities, the high incomes, average expats and students
3. B.Allwood: No sub groups, perhaps singles and family’s.
4. J.Temmen: No sub groups, many from diplomatic communities.
5. N.Parson: No strict division, religion, English speaking community, Asian, Muslims,
6. S.Luiten: In The Hague more diplomatic, justice, in Amsterdam financial employees. Also those who were send by employers and those who start looking for a job once in The Netherlands.
7. N.Nakos: Professionals, students, spouses/partners, Ambassadors,
8. A.Balcombe: High incomes, spouses/lovepats, who start looking for a job here, students
9. Anna Wessels: Diplomatics, working, students, spouses, Oil and Gas industry, No subgroups for DutchBuzz really
10. R.Pascoe: We take a broad definition of expats, those who want to read news in English, the traditional expat is the one that is flown in by their employer abroad to the Netherlands.
11. M. Kuiper: The target group you should aim for are the highly educated, high incomes, not the seasonal immigrant labors.

Conclusion:

No subgroups: 5X

Diplomatic community: 4X

High incomes: 2X

Spouses: 3X

Religion: 1X

Students: 4X

Professionals: 1X

Singles: 3X

Families: 3X

Average expat: 1X

By language: 2X

Justice: 1X

Financial: 1X

Send by employers abroad: 2X

Start looking for a job once arrived in NL: 2X

Interview question: In your own opinion are expats sensitive to promotion deals, discounts on tickets, competitions?

1. P. de Jong: N.A.
2. A.Utema: Yes of course
3. B.Allwood: Not so much, the younger ones maybe, but my feeling is that the older ones couldn't care less for 10% discount.
4. J.Temmen: Not more than usual, but less than Dutch people
5. N.Parson: Yes of course, I think it proven by The Underground, we get a lot of response
6. S.Luiten: Yes, but you should aim more for privileges
7. N.Nakos: Based on our experience a special deal and offering freebies always attracts the attention of our members
8. A.Balcombe: Yeah of course, we are in a recession. Expats who work for embassies and teachers, they don't get paid much.
9. Anna Wessels: Yes, very much take for example Global Guest Card, much response for that
10. R.Pascoe: Always keen for promotions, we love ticket giveaways.
11. M.Kuiper: Yes

Conclusion:

Yes of course/always: 6X

Yes: 2X

Not so much/not more than usual: 2X

No: 0X

Interview question: Do you think that expats identify with an organization like Movies that Matter which is an initiative of Amnesty International and human rights in general?

1. P. de Jong: N.A
2. A.Utema: Yes, I think so
3. B.Allwood: I believe there is a good connection
4. J.Temmen: Yes, I think so
5. N.Parson: Human Rights they identify with, human rights is the main issue for most expats
6. S.Luiten: very relevant for those who work for tribunals, international organizations, justice
7. N.Nakos: Yes
8. A.Balcombe: Most of them would be pro Amnesty International
9. Anna Wessels: Yes, relevant for all those people that work for law enforcement and human rights NGO's
10. R.Pascoe: The festival appeals to them really well
11. M.Kuiper: Yes, very much so, especially the ones that work for ICTY, ICJ, OPCW

Conclusion:

Yes, very relevant, most of them: 10X

No, not so much: 0X

Interview question: Do you think that expats in The Hague are sensitive to opinion leader such as in important international politicians who are participating in the festival?

1. P. de Jong: N.A
2. A.Utema: I don't think so
3. B.Allwood: Yes, I think so, it is attractive for those who work in the same field
4. J.Temmen: No, not really
5. N.Parson: No, not really, I would that say that maybe word-of mouth is more important for expats
6. S.Luiten: No, not really, I am not sure if it is a succesformula
7. N.Nakos: Yes
8. A.Balcombe: Yeah definitely, they are interested in important political party members
9. Anna Wessels: Yes, we have much response from our own guests on the radio show who are related to for example United Nations
10. R.Pascoe: N.A.
11. M.Kuiper: N.A.

Conclusion:

Yes definitely: 4X

No, not really: 4X

Sub question 5: What are the advantages for MTM to target expats?"

Variable: Importance

Concept definition: What reasons, what advantages play a role in target this new public group? How is it beneficial to the client? Can they make a significant impact on an organization achieving its mission?

Part "Advantages of new public group"

- Relevant interview questions

Interview question: Do you think that expats are loyal to the events they attend?

12. P. de Jong: N.A
13. A.Utema: it all depends on the service and the providers
14. B.Allwood: Yes, I think the best way is we organize our own events and we engage them
15. J.Temmen: difficult to say, I wouldn't really say so
16. N.Parson: N.A
17. S.Luiten: N.A
18. N.Nakos: N.A

19. A.Balcombe: No, first you have to send a broad sweeping clear message and deliver your key points that you are offering as an event.
20. Anna Wessels: N.A
21. R.Pascoe: Yes obviously, if they like it they return if its badly organized not
22. M.Kuiper Not really, they leave within 3 years

Conclusion:

Yes: 2X

Depends: 1X

No: 3X

N.A: 5X (No information available)

Interview question: Is there interest from your viewers/unique visitors/readers for large scale events like Movies that Matter Festival?

23. P. de Jong: Not many expats are looking for jobs in the cultural sector, but they often take brochures about cultural events.
24. A.Utema: Yes, Events primarily aimed at Expats. We got the Holland Festival in Amsterdam, in June we have an article and advertisement. And then we have Festival Classique in The Hague
25. B.Allwood: Obviously it is a mix; basically we look on what have been organized and select events suitable for expats and international people
26. J.Temmen: Movies that Matter is really interesting for the international community
27. N.Parson: I think they are interested in such events, sometimes maybe they are not much aware and what to expect on the particular event.
28. S.Luiten: For Movies that Matter Festival there is absolutely interest as for many cultural events
29. N.Nakos: Yes
30. A.Balcombe: It will relate to the people who are working for the organizations
31. Anna Wessels: Absolutely, we had Movies that Matter Festival on our show, I broadcast “what’s on”, about what cultural events are in The Hague
32. R.Pascoe: Yes ofcourse there is interest from our readers, people want to know what is happening, people like to go out
33. M.Kuiper: We can organize a social event and invite our key figures within the community

Conclusion:

Yes, very much/ absolutely: 5X

Yes/depends: 6X

Wouldn't say so: 0X

Interview question: What is the main/key characteristic of your organization that attracts the audience/expats?

34. P. de Jong: We note again and again how important it is that we understand and show that we are patient
35. A.Utema: We bring real up to date Dutch News
36. B.Allwood: it is the only place where you can get daily news in English on what's happening in The Hague region. The other one is that we are very strong in Art & Entertainment.
37. J.Temmen: Our daily news section, direct competitors cover events but they don't have daily news.
38. N.Parson: Our motto is you are the underground, we write about ordinary people written by ordinary people.
39. S.Luiten: What does the Guest Card does is to make selection of participants and offer all kinds of needs that we know is appropriate for that audience
40. N.Nakos: Fresh, community-oriented, web friendly, informational and up to date
41. A.Balcombe: international relevant and involves members of the international community
42. Anna Wessels: One of the few English spoken radio broadcasters, news, events, we depict many international residents in The Hague
43. R.Pascoe: The fact we provide comprehensive, broad news, we put things into perspective.
44. M.Kuiper: excellent service

Conclusion:

Relevance to needs: 1X

Understanding: 1X

Up to date news: 6X

Patience: 1X

Excellent service/web friendly: 2X

strong in Arts & Entertainment: 1X

Broad news: 1X

ordinary: 1X

Putting things into perspective: 1X

Community oriented: 2X

Interview question: Do you believe that expats in The Hague think that all those festivals are primarily for Dutch people?

45. P. de Jong: N.A
46. A.Utema: That is true; expats believe that festivals communicated in Dutch are not suitable
47. B.Allwood: I don't think so
48. J.Temmen: In The Hague I don't think so, It is a city with an international character
49. N.Parson: No wouldn't say so
50. S.Luiten: No, there is a turning point already in The Hague

51. N.Nakos: No, since most of the festivals provide information in English
52. A.Balcombe: No, most festivals have bilingual websites, English promotion/publicity
53. Anna Wessels: Yes, especially Music festivals and Dance, depends on the promotion if it is in English this could change fast
54. R.Pascoe: No they think all large festivals are relevant to them
55. M.Kuiper: No

Conclusion:

Yes: 2X

No: 8X

N.A: 1X

Sub question 5: "What type of media are expats using?"

Variable: Accessibility

Concept definition: To what extent are you able to interact and communicate with your new public group? Is it easy to reach these potential visitors? Through what media?

Part "Accessibility"

- Relevant interview questions

How many viewers/readers/unique visitors do you have at your website/channel/magazine, what is your reach?

1. P. de Jong: N.A.
2. A.Utema: 66% Unique visitors, 34% returning visitors 115.000 copies are printed
3. B.Allwood: 14.000 unique visitors
4. J.Temmen: 11.000 unique visitors and 15.000 copies of the magazine
5. N.Parson: 5.000 copies of the magazine
6. S.Luiten: 10,500 subscriptions on card
7. N.Nakos: 30.000 visitors every month
8. A.Balcombe: N.A.
9. Anna Wessels: don't know exactly, but we have 300/400 downloads per week for radio podcasts
10. R.Pascoe: we have about 170/200 unique visitors a month
11. M.Kuiper: N.A.

Conclusion:

Websites: 14.000, 11.000, 30.000, 200

Monthly magazines 5.000, 15.000, 115.000

Card subscriptions: 10,5000

TV: no results

Radio: 300 downloads of podcasts

How do these expats trust this website and which media partners contribute to that, where does the traffic to I am Expat mainly comes from

12. P. de Jong: Because we are very patient with them
13. A.Utema: N.A
14. B.Allwood: trust builds up within the years, and we have been around for eight years now with daily news
15. J.Temmen: we have an article, which is called the insiders guide for The Hague with certain niche events for those who live for a longer time
16. N.Parson: First of all, we don't call them expats; our magazine is aimed at English speaking people.
17. S.Luiten: We have good service and hand out
18. N.Nakos: Social Media (Facebook, Twitter & LinkedIn), newsletter and referrals
19. A.Balcombe: make it relevant to them, don't label them as expats
20. Anna Wessels: N.A.
21. R.Pascoe: don't label them
22. M.Kuiper: international residents is better, I don't know any words that are any good starting with ex, except ex-wife.

Conclusion:

Patience/Good service: 3X

Relevant: 1X

Social media: 1X

Newsletters: 1X

Don't label them as expats: 4X

N.A.: 1X

What kind of critics do you usually get from expats concerning these sort of festivals like Movies that Matter Festival?

23. P. de Jong: language barrier
24. A.Utema: I was frustrated because I didn't know the language, but from most expats I hear no service
25. B.Allwood: best way is we organize our own events and we engage them
26. J.Temmen: we don't get feedback from our visitors, we don't have a comment option on our website

27. N.Parson: Organization compared to the festivals in my country was low level for a high price.
28. S.Luiten: Dutch communication is a stumbling block
29. N.Nakos: Positive, expats are happy to find events that are suitable for them even if they are not Dutch speakers.
30. A.Balcombe: I was critical for the Jazz Festival, badly organized, Dutch press was negative so we reflected this in our news and stories. Many expats agreed with that
31. Anna Wessels: Criticism not really directly, from other I hear, there is not enough going on in The Hague
32. R.Pascoe: we don't get criticism
33. M.Kuiper: N.A.

Conclusion:

Language barrier: 2X

Positive feedback: 1X

Organization/Service was bad: 3X

Not enough going on in The Hague: 1X

No feedback: 2X

In which way could you motivate expats to participate/visit in such events?

34. P. de Jong: The Hague also has a large number of international schools and clubs where we can reach these people, also word-of mouth is most important!
35. A.Utema: I believe that the biggest problem is that they don't want to advertise, they don't understand that it's worth it to advertise in newspapers
36. B.Allwood: The Fair for us is the biggest event of the year in The City Hall we have 2.000 to 4.000 visitors with 200 participants in stands.
37. J.Temmen: We can always promote events, we can make a social events, and then we come with 20/30 people to this event.
38. N.Parson: promotion on the website, twitter and face book
39. S.Luiten: word-of mouth get inside the clubs, get access to the clubs ambassadors for example ICW(international women's club)
40. N.Nakos: bannering, writing about the festivals and offering free tickets
41. A.Balcombe: I would found out how the Rotterdam International Film Festival promotes itself and how it is established within the international community
42. Anna Wessels: word-of mouth is very important, it is should be well marketed, and suitable times and dates
43. R.Pascoe: attracting international business clubs, sponsors, word-of mouth
44. M.Kuiper: collaborate with us, we invite the key figures and provide drinks, MTM provides tickets

Conclusion:

Expat clubs/schools: 3X

Fair: 1 X

Social event: 2X

Website/social media: 1X

Banners: 1X

Promotion deals: 3X

Other festivals: 1X

Suitable dates and times: 1X

Word-of mouth: 4X

Which interesting partners does your organisation have, what kind of events do you organize yourself?

45. P. de Jong: Pretty much on our own

46. A.Utema: on ourselves

47. B.Allwood: TheHagueOnline, Expatriate feel at home fair,

48. J.Temmen: Municipality of TheHague, Expatriate Fair

49. N.Parson: on our own

50. S.Luiten: On our own, but connected to all international organizations

51. N.Nakos: alone

52. A.Balcombe: alone

53. Anna Wessels: TheHagueOnline, Municipality of The Hague, Den Haag FM, OmroepWest, The Underground, Expatica,

54. R.Pascoe: Xpat journal, TheHagueOnline, Expatica,

55. M.Kuiper: TheHagueOnline, all international organizations, Xpat Journal, Acces,

Conclusion:

On its own: 6X

TheHagueOnline: 3X

Expatriate feel at home fair: 1X

Municipality of The Hague: 2X

Den Haag FM: 1X

Omroep West: 1X

The Underground: 1X

Expatica: 2X

Acces: 1X

All international organizations: 2X

Xpat Journal: 2X

Interview question: Do you think that social media is important in order to reach out to expats in The Hague?

56. P. de Jong: N.A

57. A.Utema: Yes of course we get a lot of response

58. B.Allwood: Yes

59. J.Temmen: Yes, but for the Movies that Matter Festival not so much response

60. N.Parson: we get a lot of response, since February 600 followers plus, but for Movies that Matter not so much response

61. S.Luiten: yes, more and more

62. N.Nakos: yes

63. A.Balcombe: yes

64. Anna Wessels: Yes, everybody is using it

65. R.Pascoe: Yes,

66. M.Kuiper: Extremely,

Conclusion:

Yes: 10X

No: 0X

2.4 Contact details expat media professionals + pictures expat print media

Julia Temmen	The Hague Online	julia.temmen@gmail.com		www.thehagueonline.com
Billy Allwood	The Hague Online / Expat feeling at home fair	Billy@thehagueonline.com	(0)6-280.676.35	www.thehagueonline.com
Simone Branson Harper	The Underground	info@theunderground.nl		www.theunderground.nl
Nataly Parson	The Underground	info@theunderground.nl	(0)6.148.565.98	www.theunderground.nl
Declan Aylward	The Holland Times	dsyward@yahoo.co.uk		www.thehollandtimes.nl
Laura Owings	The Holland Times	lcoowings@gmail.com		www.thehollandtimes.nl
Nikos Nakos	I am Expat	n.nakos@iamexpat.nl		www.iamexpat.nl
Spors Luiten	Global Guestcard / Hagestcard	spors.luiten@theguestcard.com	(0)6.551.578.96	www.thehagestcard.nl
Anna Wessels	DutchBuzz Radio	ac.dtl@hotmail.com	(0)6-462.716.42	www.dutchbuzz.nl
Mitchel Martijn	The Local Expat	thelocalexpat@gmail.com	(0)6.536.427.92	www.thelocalexpat.nl
Ed van Dijk	Expat TV	info@hexpat.tv		www.hexpat.tv
Andrew Balcombe	Expat TV	andrewbalcombe@hotmail.com		www.hexpat.tv
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Danielle de Groot	Expatica	danielle.de.groot@expatica.com		www.expatica.com
Robin Pascoe	DutchNews	robin@dutchnews@gmail.com / editor@dutchnews.nl	(0)6-452.419.99	www.dutchnews.nl
Pauline de Jong	Undutchables	p.dejong@undutch.nl		www.undutchables.nl
Natasha Gunn	TimeOut Amsterdam	info@timeoutamsterdam.nl		www.timeoutamsterdam.nl
Martijn Kuiper	Expatica survival guide	natasha.gunn@expatica.com		www.expatica.com
Ruchi Bhargava	International Centre The Hague	internationalcentre@denhaag.nl	070-3532000	http://www.denhaag.nl/en/residents/fo/Th
Arnold Utama	International womens contact the Hague	info@internations.org		http://www.internations.org/the-hague-ex
	International womens contact the Hague	pr@iwcthehague.nl		http://www.iwcthehague.nl/index.html
	The Holland Times	a.utama@argomeda.nl	020-4107880	

“Please contact the author of this thesis for further information on additional questions regarding the expat media organizations”



(Expat media print)

2.5 Detailed budget costs expat media organizations and planning

- **Budget**

The marketing communication budget for Movies that Matter Festival is like many events, organized by cultural institutes, foundations and NGO's, very limited without any room for increasing. This means that free publicity is very important for the future planning of targeting expats and collaborating with expat media partners. However, most advertising and partnerships do not need to cost that much. For 150/300 Euros you can have a complete package of banners, articles, film reviews, competitions, ticket giveaways, a social event and Social Media announcements, and this all according to the preferences of the client and expat media partner. Also most partners are willing to lower the price because Movies that Matter may involve them in the 'international night at the festival' and because they are aware that MTM has a limited budget and is a foundation with a good cause for human rights.

Quotes from interviews regarding costs of advertising:

B. Allwood, TheHagueOnline: "A magazine ad can start from 295 €, a banner on the website can be 100 € for a month depending on which section".

R. Pascoe, DutchNews.nl: "I don't know the prices of advertising, but deals can always be made with MTM"

M. Kuiper, TheHague.com: "You can advertise on our website pages for free, just deliver the proper content"

N. Parson, TheUnderground: "full back page advertising for magazine, it costs 550 € for the page"

A. Utema, TheHollandTimes: "Full page in magazine is €4.020, half page €2.250 full color, ¼ page €1.290, 1/8 page is €750, back page and page 2 is €4.824, and there is the front page car, it's possible €630, at the bottom of the front page, €2.950. The more frequent the cheaper by the way, the price goes down for more placements"

A. Balcombe, Expat TV: "making a reportage on the festival is for free"

A. Dill, DutchBuzz Radio: "live broadcasting from the festival, there are no costs involved"

TheHaguestcard: "between 150/300€" (this is according to previous experience of the author of this thesis with Shoot-Me Film Festival in The Hague)

N. Nakos, IamExpat: "banner plus announcement is 300€"

- **Planning**

In building media relations it is never too early to start approaching the involved media organizations. For example DutchBuzz Radio, who were interested in broadcasting live from the festival, wanted to start talking about this idea in an early stage. Nevertheless, a new idea needs time to develop, so suggesting to start in the end of November considering the festival starts end of March you have about four months to initialize the advice that was given to build media relations and involve them in the 'international community night' at the festival.

Four months prior the festival, Movies that Matter needs to start making contact with the recommended media organizations preferably face-to face or by phone. Here the original idea will be approached from both parties and the final idea will be developed with the appropriate partners involved. This will result into making an English press release including general information about the new idea, involved expat media organizations, possible sponsors of the event and perhaps even already an actual timetable.

Example DM (Direct Mail):

<PHOTO MOVIES THAT MATTER FESTIVAL>

<PHOTO FESTIVAL DIRECTOR>

Dear sir/madam,

< INTRODUCTION FESTIVAL>

< BODY TEXT>

(Including developed idea 'International Residents Night @ MTMF' and what you would like to achieve)

<INVITATION> <TIMETABLE>

Kind regards,

< PHOTOS/LOGOS INVOLVED EXPAT MEDIA PARTNERS>



After this personal direct mail is send to the expat media relations, key figures within expat community, expat clubs, societies, international schools (for complete suitable mailing list see *Appendix 1.7*) the actual idea can be realized and the program can be discussed together with the programming department of MTM.

After this program of involved films is finalized, an English press release can be made with all the final details, film program, ticket details, reservations, and approach it like any other 'special night', for example CJ. The expat media relations can start promoting it to their readers/viewers/card subscribers and the social events will generate the appropriate amount of visitors. 3 weeks prior the festival should be suitable, just to be sure that everybody involved have the correct and concise message and text, images, information and the first 'international night' can set off.

2.6 Recommendations for further studies

This research paper was primarily focused on the important aspects of public relations, and in specific media relations, to target a new expat audience for the client Movies that Matter Foundation.

The goal was to gather data and knowledge about the expat media organizations and how the festival can benefit from their involvement and collaboration via different channels, free publicity or paid media space or other creative alternatives. The outcomes of that research were implemented in this paper and two advices were the result that could be applied in the upcoming marketing communication strategy of Movies that Matter Festival 2013 in The Hague, the Netherlands.

Elements that were not investigated were the detailed research on awareness of the average expat in The Hague. In developing further studies about targeting the expat community in The Hague it is necessary to do a quantitative survey among international organizations through their HR departments and staff welfare officers once you have met the particular individuals from the IO during the next edition of the festival. This could give a great valuable insight in the awareness of Movies that Matter Festival among the international residents. However this is time consuming and it cost money. Furthermore, the expat is not often based permanently so the investment is continuously. The only problem is why the expats do not take the next step to buy a ticket and participate. This is the last stage of the process and through a survey the problem may expose itself, perhaps the timing of the festival is not right, the timetables of the films, the location of the theaters and other specific elements can be uncovered through a thorough quantitative research. Also because it was mentioned in this paper that there are no actual records of expats in the Municipality of The Hague, through a survey the average age, behavioral characteristics and the nationalities can be researched. Example questions for the survey could be:

“Are you, as a member of the international community in The Hague, attracted to a human rights film festival?”

“What factors will contribute to the attraction of the festival?”

“How is your relation towards human rights?”

“What do you know about Movies that Matter Festival?”

“What factors influence expats to come to the festival of human rights?”

Dependent variables

+ “the attraction of expats towards a human rights film festival”.

+ “the desirability of expats concerning a human rights festival”

Independent variables

+ “expats sources of cultural activities”

+ “expats frequency of exposure”

However the first step is to build relationships with the expat media organizations and this research will help accomplishing that, yet further knowledge about this target audience, their awareness and participation of those expats in the festival is needed.