

# Cyber Security Week

powered by The Hague Security Delta

In the same week as the Global Conference on Cyber Space 2015 and the NCSC One Conference, the Cyber Security Week took place. From Monday 13th to Friday 17th of April 2015 the strength of Dutch cyber security innovations and knowledge was showcased at the Campus of The Hague Security Delta. This week could not have been organised without the cooperation of the 75 partners, which gave the event substance and were responsible for an interesting programme. These are the highlights.

## Cyber Security Week at the HSD Campus

**1,700** visitors (from 30 countries)

**30** tracks



**30** international journalists

**20** national journalists

## Website Visitors

**40,634** pageviews by **11,741** sessions  
3.46 pages per session > 4:06 time on site

From **NL | US | UK | Belgium | Germany | Sweden | Austria | Spain | Russia | Singapore**

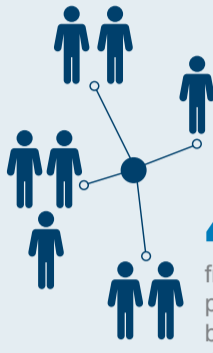
## Access to Talent

**180**

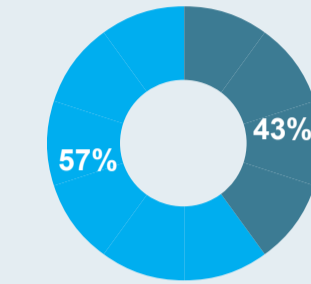
students (primary school and college/university students) participated in interactive programme



## Access to Market



**40** participants from **7** countries participated in **135** bilateral meetings in the matchmaking programme



**57%** Dutch companies

**43%** Foreign companies

## 2 Trade Missions

from US and Canada visited the Cyber Security Week



## Access to Capital

**30**

national and international investors listened to **6** pitches for funding of innovative security ideas



## Access to Innovations



**30**

Innovations (of which 20 NL, 4 US, 6 Canadian)



**Scoop launch** of the KPN Blackphone



**20** stands at the Drone Zone

## Costs (incl. VAT)

Communication **40,000**



Organisation **210,000**

Trending Topic

**#CyberSecurityWeek**

## Cyber Security Week in Social Media

**Monday 13th of April** Trending Topic!

### Reach

**2,000** interactions by **1,100** unique users > 3,500,00 impressions

### Twitter



**+595** followers

### Facebook



**682** fans

### Linked In



**+138** followers

### YouTube



**1,481** views video recaps

## Cyber Security Week in the Media

### Online Media

**377** online articles

- Nu.nl
- Computable
- Emerce
- Tweakers
- Reuters
- MarketWatch

### Value

**3,625,135**



### Print



**78** articles in newspapers and magazines

- AD
- NRC
- Trouw
- Telegraaf
- New York Business Journal
- Boston Globe

### Value

**267,000**



### Radio and TV

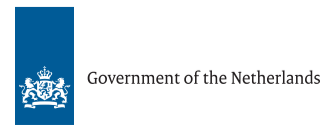
**7** items on the radio  
**6** items on TV

- Nos Journaal
- Jeugd Journaal
- TV West
- NOS Radio 1
- BNR
- Den Haag FM



**Innovations** Cyber Wargame  
**Working in Cyber Security** Hacklab Ethical Hacking & Responsible Disclosure Trade missions  
**Networked medical devices and patient safety** **Safety & Security** Cyber attacks  
**Cybercrime** **Global Cyber Security Guide** **NetAid Kit** **Dutch Datacentres**  
**Doing Business in The Netherlands** **Trusted Networks Initiative** **International Matchmaking**  
**Drone Zone** **Think like a Hacker** **Dragons Den**  
**Safety holes** **Secure Society**

Cyber Security Week was organised in cooperation with **75** businesses, governments and knowledge institutions and was sponsored by:



## Organised in collaboration with



## Participants Innovation Room

