

Cyber Security Week

powered by The Hague Security Delta

In the Netherlands, the first week of October 2018 was all about cyber security in its most varied aspects. Because of Alert Online and The One Conference, this week was the ideal moment to organise the third edition of the Cyber Security Week (CSW) in The Hague. It provided the opportunity to discuss and learn about the latest developments in the sector, meet new business partners and innovative start-ups and pitch for funding.

Visitors CSW
1644 visitors
 (Not including One Conference)
 Value: €833.247

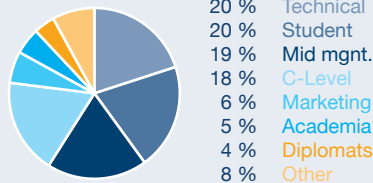
Programme CSW Congress & Expo
57 events

- 114 speakers**
 - 54 presentations**
 - 44 workshops**
 - 80 exhibitors**
 - 12 sponsors**
- Value ROI: €73.625

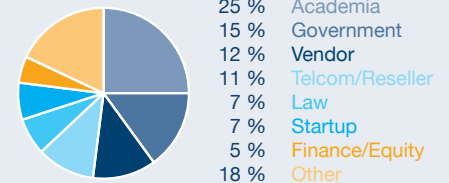
Visitors CSW Congress & Expo
1.338 unique visitors
 International visitors: **35%**
 From **63** countries

Top nationalities:

Background:



Organisation:



Access to Talent



275 students and young professionals participated in interactive programmes.

Access to Capital



30 national & international investors listened to **6** pitches for funding of international cyber security ideas.

Access to Market



Matchmaking

140 participants
20 countries
300 bilateral meetings

Trade missions



5 trade missions from the UK, Canada, Turkey, Ukraine and Spain
51 ambassadors and trade counsellors

Owned social media

+117
+132
+498

HSD
 newsletter:
+372

Reach

162.018 impressions
1.491 clicks

Advertising

159.135 impressions
277 interactions

Website

124.802 pageviews
25.207 sessions
14.886 unique visitors
5,35 page per session
3'14 time on site



Top 5:

CSW In the media

Online:

261 online articles
 Reach: **79.6** mln.
 Chron.com | SFGate | WFMZ-TV | Morningstar AD.nl | PZC | Dutch IT Channel | Emerge | Beveiligingswereld | Computable
267 social media mentions
 Reach: **1** mln.
 Value: €659.000

Print:

16 articles in newspapers and magazines
 Algemeen Dagblad | Parool | Utrechts Nieuwsblad | Dagblad van het Noorden | De Limburger | DH Centraal



Visiting journalists:

1 international journalist
6 national journalists
3 vloggers

Radio & TV

2 radio items
 Omroep West, Radio 2
1 TV item
 Omroep West

Critical infrastructure Privacy Game Risks Forensic International collaboration
 AI Management Financial Incident respons Capital Malware Vulnerability
 Capital Technology Cybersecurity Talent Identity Matchmaking
 Value Digital Impact Expo Media Protection Market GDPR Networking

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

Cyber Security Week 2018 was organised in cooperation with 130 partners by:



Organised by:

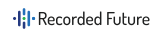


Sponsored by:

Gold partner



Silver partners



Bronze partners



Organised in collaboration with:

