
INTERNATIONAL
MARKETING WEEK
2027

5-9APRIL 2027
(MONDAY - FRIDAY)

ARRIVAL ON
SUNDAY 4 APRIL

ONLINE SESSIONS
30 MARCH

2ND & 3RD YEAR
MARKETING
STUDENTS

" EXPORTING
YOUR BRAND
ABROAD "



330 EUROS

ACCOMMODATION
ALL BREAKFASTS
ALL LUNCHES
TRANSPORTATION
VARIOUS ACTIVITIES
FESTIVE EVENT
SCHOOL FACILITIES

YOU'RE
WELCOME!

THE HAGUE

ROYAL RESIDENCE

SEAT OF GOVERNMENT

CITY OF INTERNATIONAL JUSTICE

VREDE EN RECHT

Den Haag









THE HAGUE
UNIVERSITY OF
APPLIED SCIENCES

26,000 STUDENTS
140+ NATIONALITIES
4 CAMPUSES
50+ BACHELOR PROGRAMMES
9 MASTER PROGRAMMES
450+ EXCHANGE PARTNERS
30+ RESEARCH GROUPS













DEVISING AN EXPORT STRATEGY FOR DAMRAK GIN



TASK 1

INVESTIGATE THE LOCAL MARKET ASSIGNED TO YOU AND DEVISE A MARKETING ENTRY STRATEGY (ONLINE PREP WORK) FOCUSING ON SOCIAL MEDIA





TASK 2

CREATE AN A4 COLOUR AD FOR THE PRODUCT





TASK 3

COME UP WITH A COOL NAME AND DELICIOUS RECIPE FOR A DAMRAK COCKTAIL





DAMRAK®

Amsterdam

GIN

THE BEST DAM GIN

THE PROGRAMME INCLUDES A VISIT TO THE HOUSE OF BOLS IN AMSTERDAM AND A FREE COCKTAIL MAKING SEMINAR!









SCHEDULE

(PROVISIONAL)

TUESDAY 30 MARCH

ONLINE SESSION

HOMEWORK
PRESENTATIONS, TEAM PREP,
BRANDING SESSION



SCHEDULE

(PROVISIONAL)

SUNDAY 4 APRIL

AFTERNOON ARRIVAL

DINNER STUDENTS

DINNER VISITING TEACHERS



SCHEDULE

(PROVISIONAL)

MONDAY 5 APRIL

WELCOME & INTRO

VISIT TO BOLS





SCHEDULE

(PROVISIONAL)

TUESDAY 6 APRIL

GUIDE THROUGH SCHOOL

BRANDING WORKSHOP

POTLUCK LUNCH

WORK!



SCHEDULE

(PROVISIONAL)

WEDNESDAY 7 APRIL

WORK SOME MORE!

SCAVENGER HUNT
DRINKS AND BITTERBALLEN



SCHEDULE

(PROVISIONAL)

THURSDAY 8 APRIL

GOING TO THE BEACH

WORK SOME MORE

STUDENT PARTY
EXTRAVAGANZA



SCHEDULE

(PROVISIONAL)

FRIDAY 9 APRIL

FINAL PRESENTATIONS

AWARD CEREMONY

GOODBYE!



FRONTOFFICE


BOLS
BARTENDING
ACADEMY



DISTILLATION
MACERATION
PERCOLATION




WILL & TATE





ORGANISOR

PIETER DE VOS
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LUT Group Confidential - Other information (3Y)