

A TRANSMEDIA STORYTELLING APPROACH IN THE
MAINTENANCE AND EXPANSION OF THE YEAR-ROUND
ATTENTION AND PROMOTION FOR THE ANNUAL EVENT OF

TED^x Binnenhof

x = independently organized TED event

S.V.P. SFEERBEHEER
ZAKELIJKE EVENEMENTEN EN BEDRIJFSADVIEZEN

BY

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MANAGEMENT SUMMARY

The main purpose of this report was to research how to maintain and increase the year-round attention and promotion for the annual events of TEDxBinnenhof among its current target audience and possible new target segment in order to create more participation for the execution of innovative ideas. A transmedia approach was taken as focal point to correspond to the innovative spirit of TEDxBinnenhof.

TEDxBinnenhof is an independently organized TEDx event that is licensed by the TED organization. TED is a non-profit organization committed to spreading inspiring ideas, mostly in the form of short and powerful live talks during one-day events that last 18 minutes or less.

TEDxBinnenhof held the first event in June 2012 and the second in March 2014, partly organized by the ministries of Economic and Foreign Affairs. The business community in The Netherlands brought their needs for an event like this forward to the minister of Economic Affairs in order to also include the Dutch political system in putting Dutch innovations and innovative ideas in the spotlight. The theme always conveys Dutch innovative ideas and this year it was all about “Global Challenges | Dutch Solutions”. The mission of TEDxBinnenhof is to inspire people, organizations and politics with positive news about Dutch breakthroughs. Jim Stolze is founder and licensee of TEDx in The Netherlands and events started late 2009. Not even five years later, 185 Dutch TEDx events have taken place.

Data was gathered by means of a literature research where different elements of the transmedia approach were researched in order to deliver a complete insight of this type of media strategy. A questionnaire distributed among 153 respondents in two target segments was conducted to reveal the audience’s (digital) media behavior in general and specific media behavior concerning TEDx and its discourses. The Uses and Gratification Theory was applied to research the visiting motivators and notification preferences of the audience concerning events. Lastly, five qualitative interviews with people selected on their specific relationship with TEDxBinnenhof to discover new insights about the organization and its competitive environment.

This report presents a framework of best practices and tactics around a transmedia approach that can be applied to the current non-existing post-event promotion. The transmedia approach provides a suitable startup strategy for TEDxBinnenhof provided that some risks should be taken into consideration. A highly involved audience is necessary for the success of the strategy. For a small and young organization like TEDxBinnenhof it is advisable to include a Lean Startup approach to continually test hypotheses and adjust the vision where necessary. Since there is no current communication- or media plan the implementation of a new strategy can be seen as an experiment. Elements of the strategy that prove not to be successful can be dropped without too many financial risks.

End-users should derive a sum of benefits during their engagement with the organization. Three key elements will help reaching the goal of maintaining and expanding the year-round attention: interaction, participation and action. The creation of post-event and sessions are most likely the most valuable channel and component of the transmedia strategy. Events have the highest potential in reaching the desired goals.

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INTRODUCTION

This practical research report was completed as a fulfillment of the Graduation Assignment for the International Communication & Media bachelor degree at the Utrecht University of Applied Sciences. The research is conducted on behalf of TEDxBinnenhof and S.V.P. Sfeerbeheer¹.

1.1 Introduction to the organization

TED is a non-profit organization committed to spreading inspiring ideas, mostly in the form of short and powerful Talks that last 18 minutes or less. TED found its origin in California where it began as an annual conference in 1984. TED stands for Technology, Education and Design and covers almost all topics and TEDx events are held globally in more than 100 languages. TEDx events are organized independently to help share ideas in communities around the world and to spark conversation. The 'x' in TEDx stands for an independently organized and coordinated event for which TED gives out free licenses. TED believes in the power ideas can have in changing the world in its beliefs, attitudes and lives. All TED and TEDx Talks are published online and sometimes generate millions of views worldwide.

TEDx programs are held in the form of live events where most often a combination of TED Talk videos and live speakers spark conversation, encourage learning and connects people at a local level. TEDxBinnenhof is one of many Dutch TEDx events. Jim Stolze is founder and licensee of TEDx in the Netherlands and events started late 2009. Not even five years later, 185 Dutch TEDx events have taken place.

TEDxBinnenhof held its first event in June 2012 and its second in March 2014 and both events were held in the historical Ridderzaal in The Hague. This type of TEDx was organized by Jim Stolze, Henriette van Notten and the Dutch ministry of Economic Affairs. The business community in The Netherlands brought their needs for an event like this forward to minister Verhagen of Economic Affairs in order to also include the Dutch political system in putting Dutch innovations in the spotlight. The TEDxBinnenhof project team of 2014 was comprised of ten highly motivated members that worked on a project basis. Some of the members were already involved in the first edition of the event.

The theme always conveys Dutch innovative ideas and this year it was all about "Global Challenges | Dutch Solutions". TEDxBinnenhof wants to show the world that even though The Netherlands is a small country, they have a lot to offer when it comes to innovation. Eleven Dutch innovative ideas were presented that were all designed to overcome global challenges. They have been selected through crowdsourcing, societal organizations and media. TEDxBinnenhof provided them an international stage. Viewing parties were organized in The Netherlands as well as at 42 Dutch embassies and consulates all over the world. The mission of TEDxBinnenhof is to inspire people, organizations and politics with positive news about Dutch breakthroughs.

¹ S.V.P. Sfeerbeheer takes care of the event management and production of TEDxBinnenhof events. S.V.P. Sfeerbeheer produces corporate events including fairs, conventions and jubilees. The company also gives business advices and advices in relation marketing.

TEDxBinnenhof is a partnership of organizations who believe that societal challenges can be tackled by these innovative ideas. Premium partners of 2014 include: ING, Come Together, Microsoft, Actiz, PGGM, Powered by Dutch Technology, FME-CWM, Alliander, Ministry of Economic Affairs, Ministry of Foreign Affairs, TOP and Climate-KIC.

New this year was the *impact* event in the Royal Theatre of The Hague. During this side event, 550 attendees participated in the seven *impact circles* on global challenges.

Each impact circle relates to a particular theme and consists of a consortium, guided by the corresponding partner and facilitated by relevant impact partners:

1. Health, demographic change and wellbeing;
2. Food security, sustainable agriculture and the bio-economy;
3. Secure, clean and efficient energy;
4. Smart, green and integrated transport;
5. Climate action, resource efficiency and raw materials;
6. Inclusive, innovative and reflective societies;
7. Secure societies.²

The impact is defined according to three layers:

1. *Spreading the word* - impact in terms of media coverage, communication and PR;
2. *Connecting networks* - impact in terms of new partnerships, consortia focused on action and change;
3. *Realizing the ideas* - impact in terms of actual implementation and changes, sharing knowledge investments, new initiatives and ideas concretely put further.

The impact circles are defined by the EU-program Horizon 2020³ and aim to discuss solutions, form alliances and realize the ideas of the speakers.

The impact program of TEDxBinnenhof aims to shape all initiatives and to give opportunity to anyone who has the desire and ability to contribute to the actual realization of ideas. The program is also focusing on connecting and activating the involved parties and networks that have the ability to realize significant change.

1.2 Introduction to the problem definition

In the evaluations of the first edition in 2012 the team of TEDxBinnenhof already mentioned that there was a challenge in maintaining the interest of the contact database and to keep the online community active. This year this is even more a desired situation since these TEDx Talks were linked to one or a combination of the seven Horizon 2020 innovative themes. These themes are EU regulated and because The Netherlands will get EU chairmanship in the first half of 2016, it is even more important to promote itself as innovative country to the TEDxBinnenhof community and related target groups. TEDxBinnenhof is relying on a more private community that merely consist of premium partners and their network, employees of the Ministry of Economic Affairs and Foreign Affairs and the business community that are involved in innovation.

² <http://ec.europa.eu/programmes/horizon2020/h2020-sections>

³ Horizon 2020 is the European Commission Program for financing European research and innovation projects. Horizon 2020 has started January 1, 2014 and the budget is €80 billion for the 7 years that the program will last. The European Commission aims to increase the competitive position of Europe by strengthening scientific knowledge and by encouraging innovation.

After the event on the 31st of March 2014, the team worked together for approximately one month, after which they all went their own way. There are seven employees of the RVO⁴ that function as representatives for the seven Horizon 2020 themes but their tasks are fully politically aimed and they are not part of the impact program or part of the TEDxBinnenhof team. There is no strategic communication- and media plan in approaching and preserving the target audience and possible new target audiences.

There are more initiatives in The Netherlands that are concerned with promoting new Dutch innovations. This occurs mostly within Dutch companies in the trading industry. Dutch banks and companies are active in these initiatives but all work autonomously.

An example is the Accenture Innovation Awards⁵. Accenture organizes those events with the primary goal of connecting innovators. Next to a few corresponding partners like Microsoft and Syntens, these awards events have a lot of media partners like Nu.nl, Metro, The Next Web and Emerce.

Another example is Deloitte⁶ with their Deloitte Innovation incubator. This department strengthens the innovation power of Deloitte by working out promising ideas together with employees to a marketable proposition. These employees are cleared of existing work; they receive seed capital and are actively coached.

Such and other innovative initiatives in The Netherlands need to be taken into consideration as market competition. However, TEDxBinnenhof is the only initiative that is governmentally supported which can be used as an advantage.

1.3 Justification

TEDxBinnenhof wants to create a social movement with the innovative ideas of the speakers and the database of contestants of the auditions. Nevertheless, after the event on the 31st of March there is not a lot of activity going on to be able to initiate this. As mentioned before, there is no strategic communication- and media plan made to approach and preserve the target audience and possible new target audiences. The plans for the impact program are developed but partners, ministries and event attendees need to be kept involved in developments and possible implementations of these ideas by receiving news and updates.

The desire is expressed to also partly rejuvenate the target audience. It could be profitable to attract and include a new target segment that represents students of technical universities and students from technical faculties of universities of applied sciences. These young people have common interest in the theme of TEDxBinnenhof and are the innovators of the future.

As a result of these findings this research report will focus on the advice of implementing a media strategy that will maintain the attention of the current target audience and future new target segment. The further development of activity, participation and interaction amongst these groups will be researched.

⁴ RVO is an abbreviation for Rijksoverheid, the Government of The Netherlands.

⁵ The Accenture Innovation Awards is an annual recurring contest for innovative products, services, or concepts in The Netherlands. Concepts that exist three years or less can participate.

⁶ Deloitte is a company aimed at strengthening the sector of social enterprises in The Netherlands. Deloitte is the brand under which dedicated professionals in independent firms throughout the world collaborate in accountancy, consulting, financial advisory, risk management and related services.

1.4 Problem definition

After defining and justifying the problem, the following policy question is established:

How can TEDxBinnenhof maintain year-round attention for its annual events among its target audience including new target segment in order to create more participation for the execution of innovative ideas?

The following research question and sub-questions will help answer the policy question:

What is the most suitable media strategy to reach the current TEDxBinnenhof community and the possible new target segment?

The following sub-questions will help answer the main research question in order to give accurate advice and recommendations:

- *How can current digital media innovations complement the innovative spirit of TEDxBinnenhof?*
- *Which motivational factors do the target audience consider important when visiting events?*
- *What is the opinion of the target audience about possible post-events and sessions?*
- *What kind of social media platforms are most important to consider when contriving the media strategy?*

The desired situation is reached when the TEDxBinnenhof community is or has become an active and participatory audience through the right media mix and strategy. The new target segment consisting of technical students will develop a favorable attitude towards TEDxBinnenhof and its innovative ideas. The success of the 2014 event must be the starting point for the expansion of attention. The target audience will be updated regularly about news around the innovative ideas and its creators.

1.5 Restrictions

This research report focuses mainly on the desired media strategy and communication tactics. Therefore the funding of this strategy will only be addressed shortly in the conclusion and recommendation but has not been researched thoroughly. This restriction has been set to keep a narrow focus since it is a first priority to develop a media strategy that does not exist at the moment.

The research to include students as a new target group has been limited to students from technical universities and students from technical faculties of universities of applied sciences since they are most likely to have affinity with the innovation theme of TEDxBinnenhof. It would not make sense to include students from disciplines that have nothing to do with technology or innovation since they most probably would not be interested.

The demographics of the viewing audience of the TEDxBinnenhof Talks via YouTube could not be analyzed since the login data of the YouTube channel were changed and new access data were not given despite several attempts.

One of the initial target segments consisting of 42 collaborating Dutch embassies and consulates that held viewing parties globally during the TEDxBinnenhof event could not be reached for the quantitative research in the form of a survey. The initially pledged cooperation became not feasible in a later stadium of the research through an official evaluation form that was sent out to these embassies and consulates by TEDxBinnenhof. Despite this absence of data it will not hinder the results since the survey was sent out to all other parties from the TEDxBinnenhof community that will be described later on in the methodology chapter.

1.6 Structure

This research report starts with a management summary wherein the general outlines and most remarkable conclusions will be presented. In the introduction chapter the organization, the problem definition, justification and restrictions are discussed. The following section of the report concerns the methodology and research design in order to explain how the research was designed and executed. In the methodology chapter the theoretical framework is shortly addressed which will be presented more extensively in the chapter after methodology. After those chapters, the research results from the quantitative and qualitative research will be presented wherefrom discussion, conclusion and recommendations will be drawn. The appendices consist of the elaborated results of the quantitative research and the summaries of the qualitative interviews since they were too lengthy to include in the report.

METHODOLOGY

In order to obtain the required results and answers to the policy question and research question, different types of research were conducted. The research methods are tailored to the problem situation of the organization and the corresponding hypotheses that were drawn. The different types of research methods will be clarified in this chapter.

2.1 Preliminary Research

The permission for this research report was given by Nathan Wiersma, partner at S.V.P. Sfeerbeheer early December after being introduced to TEDxBinnenhof by Jim Stolze. The initial research started with desk research in the academic libraries of Hogeschool Utrecht and on the free and deep web. In order to gain initial knowledge about the subject, the focus during this desk research was on the organization TED itself, its history, missions and policies. Then more specific into different kinds of independent global TEDx events, TEDx events in The Netherlands and TEDxBinnenhof itself. To be able to understand the organizational structures and problem definition of TEDxBinnenhof, non-formal interviews were held with SVP Sfeerbeheer as producer and with the project manager of TEDxBinnenhof. Login data were requested to join the online TEDxBinnenhof Basecamp Intranet.

2.1.1 Convenience Sample

Next to the desk research a convenience sample in the form of an online quantitative survey was spread amongst people in the vicinity and students from different disciplines. The goal of this sample containing fourteen questions implied to discover the general knowledge and opinion about TEDx and the media behavior and device usage in watching TEDx Talks and TEDxBinnenhof in particular. The sample size was 45 and therefore this survey was only used as a first indication and not as full research source for the research continuation. The results can be found in Appendix I.

This convenience sample clarified that more than 70% was familiar with TED as an organization but 60% did not know that TEDx events are taking place in The Netherlands. 75% of the respondents agreed to the question whether TEDx events should be promoted more in The Netherlands. After evaluating these outcomes with the producer of TEDxBinnenhof, the decision was made to target the strategy to specific groups who will be discussed in paragraph 3.3.

2.1.2 Focus Group

The third element of the preliminary research was a focus group with five other fourth year students from International Communication & Media studies. The respondents were part of the age group 18-25 and were all females. This focus group was meant to measure interest for possible participation in (additional) lectures or inspiration sessions with TEDx speakers or contestants of the event. This focus group was conducted to get confirmation or rejection about this idea. All five respondents showed enthusiasm and interest. Just as the convenience sample, this focus group was a first indication and will not be used as full research source but as a guideline.

2.2 Theoretical Framework

After the preliminary research and receiving detailed insights about the problem situation, structure and working methods of TEDxBinnenhof the theoretical framework was initiated. Literature research was based on the hypotheses and on three key elements that help reaching the goal of maintaining and expanding the year-round attention:

- **Interaction** in the TEDxBinnenhof community, online as well as offline;
- **Participation** on the online platform(s) and post-events;
- **Action** by means of social sharing and initiating concrete help to Dutch innovations.

To ground these concepts with theories and models three focus points were chosen for the framework, keeping the current and future media trends in mind:

- **Transmedia Storytelling;**
- **Audience Engagement and Experience Enrichment;**
- **Social Media and Social Marketing.**

These focus points are divided in three chapters of the Theoretical Framework and each contain a hypothesis. These three hypotheses will be tested by means of literature and the following Quantitative and Qualitative Research and therefore discussed in the Conclusion section of this report. These theoretical focus points are justified through the developed research questions. The media strategy should be innovative as such to complement the innovative spirit of TEDxBinnenhof. Moreover, behind all innovative ideas there is a story. A story of the innovator that needs to be told in order to win over collaborating partners and interested parties or people. All the innovators would like to see their ideas executed. That is why transmedia storytelling is researched since it is a smart strategy to convey story experiences using current digital technologies. The network of TEDxBinnenhof should stay intact and interaction is needed for this purpose. Transmedia storytelling offers many possibilities to let the audience interact with each other.

In order to implement a transmedia strategy, engagement of the audience is needed. The story experience should be enriched if you want to reach the audience's gratification and satisfaction. Since audience engagement is a desired situation for TEDxBinnenhof, it is the second focus point of theoretical research.

The target audience has been updated about the event and its news and developments frequently by social media. They are trusted with these communication channels and therefore it is justified to theoretically research the options and marketing methods to take this communication to the next level.

2.3 Quantitative Research

Quantitative research was used in order to discover patterns within a specific category of people. Together with the qualitative interviews these were the main research methods. The quantitative research was conducted by means of a web-based survey of ThesisTools. One reason to choose this survey program is the detailed data collection. It is possible to receive an analysis per respondent. Other advantages of an online survey are the short time span for completion, accuracy, and the easiness of use for participants and the flexibility of ThesisTools.

After selecting a small group of people to test this online survey, adjustments could be made easily. The survey was sent out after conducting four out of five qualitative interviews. The link to the online survey was sent to the participants by a personal e-mail. A small part of the invitations to students of technical universities and faculties was sent via social networks. The questions of the survey contained merely closed questions as well as gratification questions. The Uses and Gratification Theory⁷ (UGT) was used as method in some of the questions. The use of this theory is justified by the fact that it adheres with Maslow's Hierarchy of Needs that is used as model in the Theoretical Framework. Furthermore, new digital devices have a lot of uses and gratifications connected to them and the theory also concerns audience activity. Respondents were asked about their motivations concerning social media use, media channels and event participation to discover the most suitable media strategy.

The justifications per question can be found in Appendix III and IV and the most important results from these surveys can be found in Chapter 6.

2.3.1 Sampling in Quantitative Research

Two different categories of people were selected and a nonprobability sampling method in the form of purposive sampling was applied in both groups. This means that the sample was chosen based on the level of suitability fitting the purpose of the research. The subjects were selected because they possessed certain characteristics.

The first group that was chosen consisted of people around the TEDxBinnenhof environment. They will further be referred to as *community* in this report. It was decided that this specific group should stay the most important target group in future developments and activities around the event. They are already familiar with the event and its innovations. They are more likely to 'help out' with sharing as is reviewed in 1.1 where an active and participatory audience is desirable in a transmedia strategy.

The community consists of:

- Employees from the Dutch Ministry of Economic Affairs and the Ministry of Foreign Affairs;
- Employees from Dutch embassies and consulates that held viewing parties during the TEDxBinnenhof event;
- Attendees of the TEDxBinnenhof event;
- Attendees of the TEDxBinnenhof side event;
- A database with speakers and contestants from the 2012 and 2014 events.

The second group that was chosen contained students from faculties of universities of applied sciences meeting the requirement of being a current student in the age group 18-24 or 25-34. Since initial contacts are made at the Amsterdam University of Applied Sciences for possible implementation of the strategy, this university of applied sciences was chosen as sample. This contains a group of students that is most likely not very familiar with TEDxBinnenhof and its activities. But since the goal is to expand the attention and interaction to a younger public as well, it is an interesting group to measure new entries and possibilities.

⁷ Uses and Gratification Theory is an approach to understand why and how people choose specific media to satisfy specific needs. It centers around finding reasoning for why people use media and what they do with media (Katz and Blumler 1974).

The group is limited to students of the faculties of the Amsterdam University of Applied Sciences because they have affinity with the innovation theme of TEDxBinnenhof. They will further be referred to as *students* in this report.

The sample size was calculated with a population size of 9,700 of the community segment: 8,600 of both ministries and 1100 attendees, speakers from the database and contestants. In the student segment the population size is 2,880. If the two segments of the target audience are added up, there is a total population size of 12,580. With this number of population, the recommended sample size is 149 with a margin of error of 8%, a confidence level of 95% and a response distribution of 50%.

In total, 89 people of the community filled out the survey and 64 in the student group. A total of 153 respondents meet the requirements of the sample size and are a sufficient representation.

2.4 Qualitative Research

For the qualitative research five people were selected that were able to give fresh insights concerning the problem situation and possible solutions. Face-to-face interviews are a far more personal form of research than the online surveys and there are opportunities to probe and ask follow up questions if interesting subjects are put forward. The questions were open-ended but not all interviews comprised the same questions. They were based on the interviewees' connections to TEDxBinnenhof or their relation to the quantitative target groups. The elaborated results can be found in Appendix V, the most important interpretations in chapter 7. The interview with Jim Stolze was conducted through email due to busy schedules.

The selected interviewees:

- Peter Koll is Communication Advisor at Holland Branding Group⁸;
- Mark Terberg is Impact Liaison at TEDxBinnenhof;
- Erika Gradenwitz-Koehler is Liaison Internal Communications at TEDxBinnenhof and Coordinating Advisor Horizon 2020 at the Ministry of Economic Affairs;
- Liselotte van Dijk: Innovation and Entrepreneurship at the Amsterdam University of Applied Sciences;
- Jim Stolze: TEDx Founder and Licensee in the Netherlands.

⁸ Holland Branding Group is part of the Rijksoverheid and provides strategic consultancy for collaborating organizations to do something new. Holland Branding Group uses branding as a method. They do research in energetic, visual sessions. Identity links the alliance with clients and partners with each other.

THEORETICAL FRAMEWORK

TRANSMEDIA STORYTELLING

Storytelling becomes more and more important in the fast-paced digital world the consumer is currently living in and will be a trend that is more than likely to continue in the upcoming years of growing digital technologies and Web 2.0. As technology previously was a tool that could be used to distribute stories to a larger audience, it is now “*a tool that can become a deeply integrated part of the storytelling process and of the story itself*” (Czarnecki 2009).

Inbound marketing agency SmartBug Media reports that stories form the foundation of the relationship between the consumer and the brand. Furthermore, an engaging story is able to change a person’s mind and those stories spread ideas like wildfire.

Transmedia got its origin in the alternate reality games but is now a technique that is embraced more and more by media companies, media franchisers producers and entertainment companies. This chapter is based on the following hypothesis:

Hypothesis 1:

Transmedia storytelling strategy is a suitable media strategy for TEDxBinnenhof in the maintenance of their year-round attention and promotion, where media innovations match the innovative character of TEDxBinnenhof.

3.1 Convergence Culture

With the arrival of new media and digital technologies, a media transition has taken place that Jenkins (2006) describes as a convergence culture. Consumers themselves are able to create, produce, publish and distribute content. The reach of this media content is global and endless. This convergence creates new collaborations between producers and consumers but can also create collisions. The Internet boosted the *fan* culture and in most cases the content of consumers has become vital elements in media productions. Convergence means that different media channels, products and technologies are coming together. The traditional vertical supply chain of media expands into vertical growth⁹ or diagonal expansion¹⁰.

A transmedia storyworld requires involvement of the consumer and according to Jenkins the degree of success depends on the active participation of *knowledge communities*¹¹. Within a transmedia storyworld social media are often very important. Through the emergence of Web 2.0 social media sites are used by consumers to interact and cooperate with each other in a social media dialogue. They create user-generated content in a virtual community conveying active participation. Members might shift from one community or group to another as their interests and motivators change. They can also belong to more than one group or community at the same time. Consumers have a tendency to consume different media at once.

⁹ Expanding in other stages in the supply chain. Vertically integrated media companies may create media output and distribute it at the same time. It usually results in reduced transaction costs for the enlarged company (Doyle 2002).

¹⁰ Companies broaden their business into new areas (Doyle 2002).

¹¹ Communities that are held together through the mutual production and reciprocal exchange of knowledge (Jenkins 2006).

3.2 Introduction to transmedia storytelling

In order to test the hypothesis on transmedia storytelling as part of the final media strategy, a closer look at this technique is necessary to understand the context.

The core of transmedia storytelling comprises of telling a unique story that is distributed across multiple media or media platforms, in which each component contributes as part of the whole.

Audience engagement and participation are two highly important elements for transmedia storytelling to succeed. Social involvement is necessary in all phases of production, from creating the media content to the distribution or 'spreading' phase (Davis 2013).

Transmedia storytelling is still a relatively new phenomenon. It does not have a solid unambiguous meaning and also is not researched extensively by scientists. Previously, more research has been done into the combination of specific media that all tell the same story.

This refers to the implementation of cross media strategies, multimedia strategies or the combination of a virtual environment with the real world. Most of the published results and experiences come from experts and practitioners in the field. These results are used in this theoretical framework since they come closest to the reality of using this type of strategy.

In the more traditional way of media franchising, loose building blocks are used to tell a one dimensional story where components are not always satisfying in the final consumption. In transmedia storytelling the goal is to increase the understanding, enjoyment and devotion of the audience by enclosing different media that each tells a fragment of the content of the total storyworld. These fragments are distributed through different media or media platforms and channels.

According to Solara (2009) semiotics is an important factor when analyzing the occurrence of different media in a multimodal narrative world. Narrative structures are not only spread through various media but also through various languages and interpretations as well.

Jenkins (2007) points out there should be different points of entry to the story for different types of members and users. The user can enter the story he or she is most convenient with and is subsequently pulled to the other media within the story.

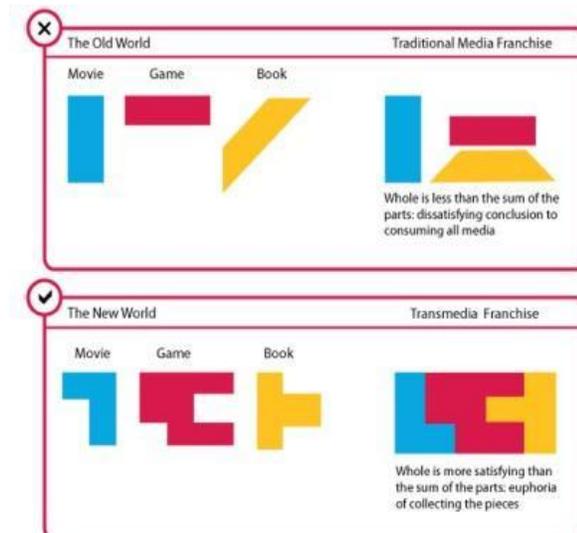


Figure 1: Traditional Media Franchise vs. Transmedia Franchise (Pratten 2011)

Implementing a transmedia project represents an ongoing process where the company or organization starts with certain basic assumptions and cycles through a loop, modifying and improving each pass. According to Pratten (2011) this development loop consists out of six key components. The most profitable situations occur when all six components are working together in harmony, wherein the components stimulate and intensify each other.

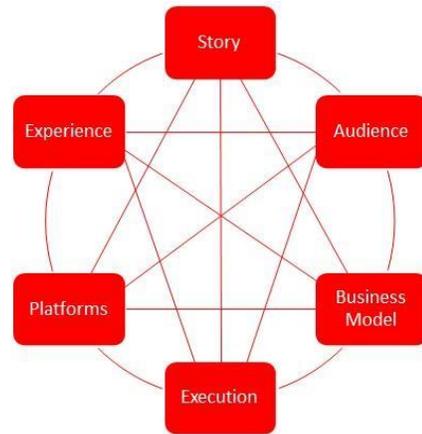


Figure 2: Transmedia development process (Pratten 2011)

During the implementation of a transmedia strategy to the target audience, it is essential to customize content in the right size, at the right time, in the right place in order to create an advantageous, united yet challenging full experience.

It is ideal to strive letting each medium do what it does best. Often it concerns a combination of passive media digestion (television, radio, print media) and active media usage (computer, Internet, social media). The content of a transmedia storyworld is most often offered digitally. As a result it has become easier to multiply and distribute content amongst consumers. In creating this ideal storyworld it requires a very active and participatory audience that *“explores multiple levels of narrative, and creates and shares content among audience members by ‘spreading it’”* (Green and Jenkins 2011). Through this participatory audience, they all become part of the storyworld and all contribute in some way or another. The most active contributors and *social sharers* can be used as word-of-mouth to help influence the rest of the target audience.

Thompson (2010)¹² distinguishes three types of transmedia: franchise transmedia, marketing transmedia and native transmedia. In franchise media the story world is dispersed into various media formats. Different stories are told within the story world across media such as TV, books, video games and also user-generated content. Examples of franchise media are Star Wars and Harry Potter.

In marketing transmedia a story is built around a brand or *“a specific property”* (Thompson 2010). The difference with franchise transmedia is that creating the storyworld is not the most important but it is the story that is built around the brand. *“The Art of the Heist”* campaign by Audi is an example of marketing transmedia. A story of a fictive theft of an Audi A3 that went from the virtual world to the real world and back, focusing on the launch promotion of the Audi A3 in the United States¹³. It was one of the largest and most experimental reality advertising campaign ever attempted with over 500,000 story participants.

The third type concerns native transmedia with projects that are *“created and built across platforms from the start”* (Thompson 2010). The challenge in native transmedia is the financing. Examples of native transmedia are Pokemon and The Matrix.

¹² Brooke Thompson is a freelance experience designer specializing in alternate reality gaming and transmedia storytelling.

¹³ http://www.dailymotion.com/video/xqqgfw_audi-art-of-the-heist-arg-case-study_creation

3.3 Challenges and restrictions

“It is a challenge to design transmedia products that appeal to audiences with very different propensities to engage, and although transmedia-enabled scope economies are attractive, they are more accessible to larger companies than to smaller ones” (Davis 2013).

Henry Jenkins, one of the most prominent transmedia theorists, developed seven principles of transmedia storytelling. Jenkins’ principles are based on a fictional storyworld. Therefore critique has arisen concerning transmedia innovation, since these principles are not completely applicable to non-fictional narrative contents that have not received as much as academic attention as fictional transmedia storytelling (Dena 2009; Vellar 2012).

The best fitting audiences to a transmedia storytelling approach are loyal and highly involved devotees or *fans*. Fans are individuals that have developed a certain lifestyle to accommodate their interest, meaning they spend a lot of time and resources to receive pleasure, satisfaction and social recognition by involving themselves in almost extreme media consumption. They are also very willing to socially express their consumer behavior. Busse and Gray (2011) alert that the participation of contemporary audiences in media consumption might significantly differ from those who are part of the aforesaid *fandom*. They might be very interested in the subject or theme of the story, but their interest can be called a hobby more than a lifestyle.

These participants might be new to the story and not have historical knowledge of the existing culture around the story.

Third, it is important to monitor the variation in the degree of audience participation when designing a transmedia project. Mass audiences should be kept in mind even though the project is targeted to a specific audience. Casual viewers should be accommodated as well in a more light way, while offering more challenging experiences for the more engaged target audiences.

3.4 Transmedia strategy and the Lean Approach

Pratten (2011) states that the emergence of transmedia storytelling has required a new way of looking at the media business. In the old business model which is similar to the vertical supply chain for media¹⁴, raising finance was the first and foremost factor for the start of any one dimensional production. Producers¹⁵ did not have to convince a large number of investors to get the supply chain started because it could not be proven in advance whether the audience would appreciate the production. The distributor was blamed for not positioning the production correctly when the production was not successful.

With the appearance of social media, the vertical supply chain of media changed since it became possible to start raising awareness for the production and to constitute an audience before the production was released.

¹⁴ “The term vertical supply chain refers to the activities of a media industry that are ordered in a sequence which starts ‘upstream’ at the early stages in the production process, works its way through succeeding or ‘downstream’ stages where the product is processed and refined, and finishes up as it is supplied or sold to the consumer” (Doyle 2002).

¹⁵ The term producers can refer to filmmakers, writers, journalists, musicians, television and radio companies.

In the transmedia supply chain the producers invest with equities to make some, often low-cost media to build an audience before even doing something else. In this first stage, the possibilities in creating low-cost media are endless. Therefore, the statement of Davis mentioned in the previous paragraph can partly be invalidated. The transmedia project can be initiated without needing a lot of financial resources. The transmedia supply chain also contains a stage where sponsorship is integrated. The premium partners of TEDxBinnenhof can be asked to participate in the sponsorship of the transmedia project.

If a transmedia strategy is initiated in a small organization like TEDxBinnenhof it could be advisable to execute a Lean Startup approach. TEDxBinnenhof is a young organization and the year-round promotion has never before been tested and executed.

“The Lean Startup method teaches you how to drive a startup - how to steer, when to turn, and when to persevere - and grow a business with maximum acceleration.” (Ries, n.d.). This approach can be seen as a constant helical motion or loop where transmedia project elements can be built, tested and learned from. The Lean approach is not just about spending less money but also about being able to test and adjust the vision continually. The transmedia execution can be seen as an experiment; the success of the first product or service allows to engage early adopters, adding employees for further development of the project and to eventually build it. If the product or service that is first tested appears to have no success amongst the target audience during the measurement phase, it is more convenient to learn from it and continually improve the ideas for the next loop round. By the time the product or service is ready to be published widely it will already have established consumers.

In the methodology of the Lean Startup approach it is essential to utilize a build-measure-learn feedback loop. Once the problem that needs to be solved is discovered, a minimum viable product (MVP) must be developed to start the process of learning as fast as possible (Ries, n.d.). It will involve constant accurate measurement and should include actionable metrics that expose cause and effect relations. When the process of measuring is done correctly, results will show if the organization is moving the drivers of the business model or not. If not, structural changes can be made in the feedback loop and a new hypothesis can be tested.

An important measurement for the success of the TEDxBinnenhof promotion and attention is the direct value proposition for the community as well as the students. The customer value proposition as measurement for the end-users will be further discussed in the following chapter.

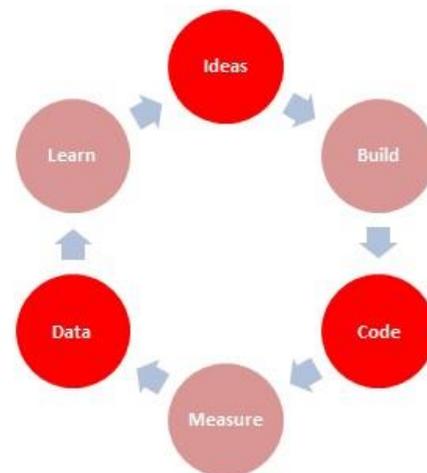


Figure 3: Lean Approach: build-measure-learn feedback loop (Ries, n.d.)

3.5 Conclusion

A transmedia approach can be of a surplus value for TEDxBinnenhof for various reasons. First of all, a transmedia approach is most often targeted to a specific target audience, only keeping the mass audience in mind in a light way. This suits the target audience of TEDxBinnenhof because it also consists of a specific target audience in the form of a private-public network.

The supply chain of transmedia allows starting the implementation of the strategy with low-cost media. These possibilities in creating low-cost media are endless. This is an ideal situation to trial with story elements without needing a large budget. Once the awareness is raised and the audience is involved, it is possible to start raising finance. TEDxBinnenhof has a network of committed partners that can collaborate on financial ground.

Nevertheless, a transmedia strategy requires a considerable budget and project team and therefore it is advisable to use a Lean approach that supports the transmedia project for a young organization like TEDxBinnenhof. Testing is key as well as learning from 'mistakes'. If some implemented elements of the project do not seem to work after measuring, it is easier to suspend those elements and keep on improving the ideas and vision continually.

Turning this around positively the most active contributors and social sharers can be used as word-of-mouth to help influence the rest of the community. You are able to commit and engage your audience for a longer period of time which is beneficial when looking forward to a new edition of TEDxBinnenhof.

Moreover, transmedia storytelling contains a lot of attributes to be used in the story environment. The spirit of TEDx and also TEDxBinnenhof is about telling stories. The speakers are the primary storytellers so their story must be told on after each event. Relevant components that fit the TEDxBinnenhof storyworld best can be selected and be sequenced as wished. It is a strategy where experimenting is not unusual. Transmedia elements like social events, video triggers and mobile are a few examples that could be implemented right away.

AUDIENCE ENGAGEMENT AND EXPERIENCE ENRICHMENT

Social networking and sharing is hot. Since 2012, there are more devices connected to the Internet than there are people on earth. Facebook has more than 1 billion registered users. 74% of brand marketers saw an increase in website traffic after investing just 6 hours per week on social media and 91% of mobile Internet access is for social activities (Rahimi, 2013). Given these facts, the possibilities in creating a transmedia project look rather logical and promising. Nevertheless, having the desire to apply a transmedia strategy in a media project is one thing, but engaging an audience and activating their participation drive is the most heavy weighing success factor. Audience engagement will be analyzed by means of the service domain in the STOF business model, the Audience theory, the enrichment of the experience in transmedia and the contribution behavior in virtual communities. This chapter is based on the following hypothesis:

Hypothesis 2:

Social interaction and self-expressive benefits in the customer value proposition are the most concrete elements in order to receive the desired participation and engagement of the end-users on the TEDxBinnenhof online platform and in the post-event activities.

4.1 STOF Business Model: Service Domain

The STOF model identifies the primary concept and design variables within the four business model domains: service, technology, organization and finance (Bouwman et al. 2008). In this paragraph a quick scan of only service domain is examined since it focuses on the organization's offered service, the customer value proposition and the targeted market segment. The needed effort for the end-user will be addressed in the continuation of this chapter.

4.1.1 Customer Value Proposition

The development of a customer value proposition is meaningful for several reasons. It can be seen as the basis of an organization's strategy because it is the organization that creates value for their customers and in the case of TEDxBinnenhof also the premium partners. A non-profit organization like TEDxBinnenhof also creates value in that *"they exist to better the live of citizens"* (Ndaa 2012). All ideas presented during the event and ideas existing in the current 2012 and 2014 database are concerned with society or global issues in one way or another. For the follow-up activities around TEDxBinnenhof the end-user is of most importance. They must derive a sum of benefits during their engagement with the organization. Two dimensions of customer value are applicable to TEDxBinnenhof: the relationship a customer experiences while interacting with the organization as well as the emotional attraction of the organization. The emphasis for TEDxBinnenhof will lay on the emotional experience of the relationship. The community is already involved with the organization while the students will mostly be unknown with the organization.

Important factors in the customer value proposition of TEDxBinnenhof must be:

- Sharing knowledge about innovation related themes;
- Building and/or maintaining mutual (network) relationships among the two target audience segments;
- Feeling of belonging to a community of TEDx.

4.1.2 Customer segments

There are three different customer segments within the TEDxBinnenhof organization: the community, the technical students and the premium partners. If the premium partners stay committed in the future they distinguish themselves as customer and need a different approach, while the community and the students belong to the end-users. Ultimately the students that are being involved start belonging to the TEDxBinnenhof community and these two target segments will merge. By segmenting the customers TEDxBinnenhof can create a leading role among the competition, i.e. other TEDx events in The Netherlands. The customers of TEDxBinnenhof should be grouped by certain factors since there is a large range of age, different types and lifestyles of consumers and probably also attitudes and behavior. The Quantitative Research in this report will reveal these factors.

4.1.3 Offered service

If TEDxBinnenhof wants to distinguish itself from other TEDx events in The Netherlands they have to offer more added value services. Most of the Dutch TEDx events are not active in post-event activities and maintenance of the attention so pioneer work can be accomplished in this area. Only TEDxHague Academy and TEDxDelft have hosted events after the main annual event. End-users are offered a surplus service in that they are updated about news around innovations of speakers and the database at all times and have the opportunity to be involved in a more two-way communication process. The community can maintain their professional network and other social contacts derived from the TEDxBinnenhof event. Obtaining a ticket for one of the follow-up events can be seen as an added value service because it will only be offered to 100 people per session. The online platform and social networking sites should be easy accessible and regularly updated. End-users need to develop trust with the organization and with the system. A safe online environment should be provided with privacy regulations.

4.2 Audience Theory

With the arrival of new media and new participatory technologies, a convergence has emerged in the relations between the producer and consumer. Communication has shifted from one-to-many to many-to-many (Carpentier 2011).

Audiences often become producers themselves in co-creating content with media producers or producing their own media like videos and blogs for example.

The selectivity and participation by consumers in media mostly originates from utility considerations. Therefore the uses and gratification theory will be applied in the survey later on in this report.

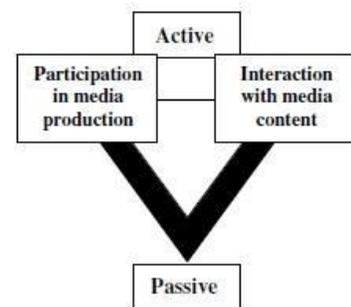


Figure 4: Audience activity in media (Carpentier 2011)

According to Carpentier (2011) audience activity in media consists of two components: interaction and participation.

These concepts are used throughout the report and for this reason they are elaborated in this paragraph. Interaction and participation are considered to be two different concepts. The interaction element of audience activity expresses the ‘traditional’ processes of signification and interpretation that are activated by media consumption. The engagement of media texts that are offered to the audience is included in this interaction element. The participatory element of audience activity directs to two linked forms of participation: participation *in* the media and *through* the media. Participation in the media refers to the activities of non-professionals in content related participation and in media decision-making. Participation through the media refers to public debate and self-presentation “*in the variety of public spaces that characterize the social*” (Carpentier 2011). Selected media assist society in formulating their opinions, knowledge and experiences.

Carpentier disagrees with Jenkins¹⁶ on audience participation. Jenkins (2006) defines participation as referring to “*the social and cultural interactions that occur around media*”. Carpentier (2011) considers access and interaction important for participatory processes in the media but are very distinct from participation at the same time “*because of their less explicit emphasis on power dynamics and decision-making*”.

Following the interaction and participatory elements of Carpentier, participation in media production is supported by three elements: ‘access to’, ‘interaction with’ and ‘participation in’ the media organization.

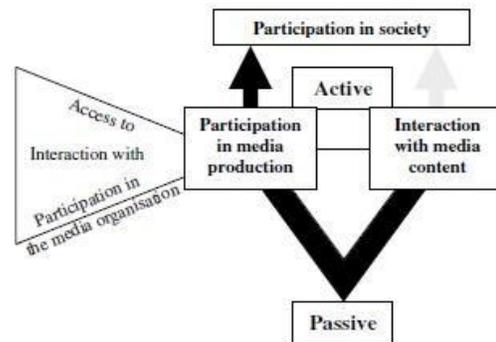


Figure 5: Participation in media production (Carpentier 2011)

Through the Internet and Web 2.0, the communication has sort of re-structured so that the level of media participation increased excessively. It has become very easy for the audience to publish texts, images, videos and other audiovisual material online. It has created more participation in society through the media and interaction with media content. Audience practices are now based on using a wide variety of media and different technologies at the same time. It enriches the possibilities for media companies and marketers to distribute their content on various platforms or through various media channels which has become a challenge too. During the implementation of a transmedia strategy it is fundamental to have this media planning under control.

4.3 Audience Engagement in transmedia storytelling

This paragraph naturally continues the transmedia storytelling strategy discussed in the previous chapter and the above discussed audience participation and interaction. When creating a transmedia project, it is said to be most successful when having a very active and participatory audience. The most active contributors and *social sharers* can be used as word-of-mouth to help influence the rest of the target audience. But how can this kind of audience commitment and participation be created?

¹⁶ One of the first transmedia theorists, discussed in Chapter 3

Four components are important when creating a framework for a transmedia experience (Pratten 2011):

- Importance of narrative;
- Importance of *participation*;
- Importance of the real-world;
- Importance of gaming.

The second component reflects the degree of importance for the target audience to contribute to the storyworld and the story experience. Participation can vary from active participation where consumers are able to co-create media content or are active on various media platforms and social sharing, to more passive participation where consumers are only consuming the content.

In order to select the right audience, socio-economic factors, media consumption and technological factors are important to keep in mind when identifying and selecting the most suitable media platforms. The better the audience is segmented the better a producer can determine how to deliver the 'ultimate' story and experience. When the target audience is already known in advance then it is task to select the most appropriate media platforms and channels that suit this audience best.

One approach is to optimize the mix of content in order to maximize audience engagement and maximize the length of existence of the experience. Content comprises images, photos, videos, forums, online communities and so on.

The pyramid of Mike Dicks explains that the less effort it takes for the audience to participate in the storyworld, a larger percentage of the total audience is likely to make a contribution. Not everyone might feel the urge to contribute with user-generated content (UGC). Being part of the passive audience can still mean they want to fulfill a promoter role by telling friends, family, colleagues and even strangers to check out the content. Is the engagement measurable? It is, and important in order to equally measure the success of your project. Pratten (2011) developed three stages of engagement in a transmedia project with five levels of increasing engagement.

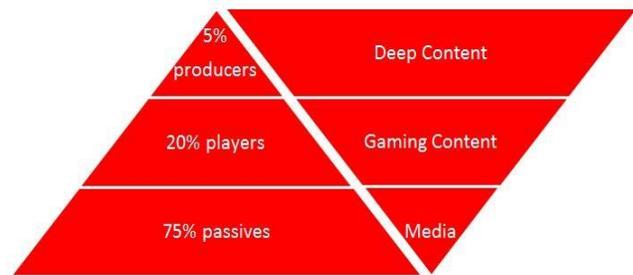


Figure 6: Audience participation with content (Dicks, n.d.)

Stages of Engagement	<i>Discovery</i>		<i>Experience</i>	<i>Exploration</i>	
Level of Engagement	Attention	Evaluation	Affection	Advocacy	Contribution
Content type	Teaser	Trailer	Target	Participation	Collaboration
Goal for content	<i>Find me.</i> Audience comes to website and consumes low-involvement free 'teaser content'.	<i>Try me.</i> Audience increases engagement and consumes free 'trailer content'.	<i>Love me.</i> Audience spends money and decides that content delivers on the promise, is entertaining and worthwhile.	<i>Talk about me.</i> Audience tells friends, family, colleagues etc.	<i>Be me.</i> Audience creates new content.
How	Be relevant.	Be credible.	Be exceptional.	Be spreadable.	Be open.
Measurement	Views, hits, time spent per view, number for content viewed (e.g. emails, blogs, videos, Twitter etc.)	Clicks, downloads, trials, registrations	Purchases, ratings, reviews, comments, blog posts, Twitter follows, Facebook likes, joins community	Repeat purchases, subscriptions, memberships. <u>Online:</u> reTweets, forwards, embeds, satisfaction polls & questionnaires <u>Offline:</u> focus groups, surveys	Uploads, remixes, stories written, collaborations, number of fan moderators for forum, events held, other UGC

Figure 7: Stages of engagement in a transmedia project (Pratten, 2011)

In order to reach the goal of engagement in the transmedia project, each medium should be compelling and rewarding for the audience:

- *Engage*: create curiosity and suspense;
- *Involve*: immerse the audience completely in the (story)world;
- *Extend*: direct the audience within and across media;
- *Surprise*: keep the audience on the move;
- *Reward*: make the experience worthwhile for the audience.

Following the guidelines of creating a transmedia strategy, the enrichment of the experience must already be part of that strategy.

Audiences always have expectations and emotional connections are made so it is significant to track progress and feedback closely to be able to adjust the strategy of the project in case dissatisfaction occurs. To be able to surprise the audience the experience needs to be deepened, expanded and being changed. Introducing a subtle 'sense of urgency' so that the audience wants to be a part of it.

To be able to reward the audience, one need to deliver what is promised and give the audience emotional satisfaction and fulfillment.

4.4 Contribution Behavior in virtual communities

“Virtual communities provide an online environment where people develop friendships, share common interests, and exchange information, enabling commercial interaction among sellers, buyers and intermediaries” (Wang et al. 2013).

Virtual communities are used for communication and interaction around common interests. Also in virtual communities it is important for practitioners how to attract and maintain audiences. The more interactivity there is in the community, the more attractive it will be to its users. If a virtual community is part of a transmedia project, then this goal can be seen as part of the whole strategy. Online communities are in line with transmedia projects as they both have audience (membership) participation as key indicator of success. In a virtual community, creating trust is necessary and can be divided in two types of trust: *interpersonal* trust and *system* trust. Interpersonal trust concerns to a user’s readiness to depend on the other party with feelings of security regardless of possible negative consequences. System trust refers to the belief or perceived reliability on an information system and its tasks. Stickiness is a term that properly belongs to virtual communities. It is a characteristic that reflects maximal duration, frequency and depth of a user’s visit.

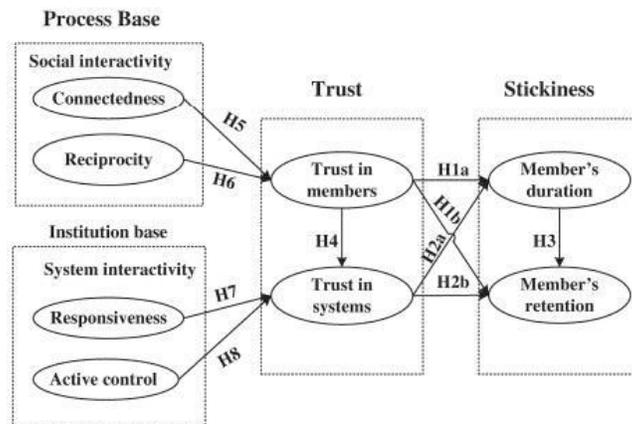


Figure 8: Member behavior in virtual communities (Wang et al., 2013)

In the research model of Wang et al. (2013), all arrows between elements express a positive influence. The results of this research show that the perceived interactivities (connectedness, reciprocity, responsiveness and active control) all have a significant impact on member stickiness in virtual communities. Trust in members and trust in systems have considerable effects on member stickiness behavior. It can be concluded that user interactivity is desirable at all times in the community’s features.

According to Tsai and Bagozzi (2014), we-intentions are strong determinants of members’ contribution behavior in online media platforms or virtual communities. We-intention decisions are also driven by cognitive, emotional and social motivators. Members’ social identity and group norms drive decisions to contribute and reflect influences on group level. If members have effective solutions for fellow members’ problems their contributions acquire recognition.

4.5 TEDx Salon events

TEDxBinnenhof is an event that takes place once a year. It is understandable that not all the target audience's needs are met during this annual one-day event. To achieve further enrichment of the experience, transmedia storytelling can be implemented which is discussed in the previous chapter. Another way of extending the experience can be reached through the organization of so called TEDx Salon events.

TEDx Salon events are TED regulated and are smaller weekly or monthly events that keep a TEDx community engaged in between the regular TEDx events. It allows the experience and conversation to continue. During a salon a few speakers can be hosted and informal discussions can be held about the talks they have viewed during the regular event. It sparks discussion on issues of interest, in the case of TEDxBinnenhof this is innovation. It re-engages the community, the TEDxBinnenhof team and speakers during the time between official events.

The same TEDx rules apply to a salon license. However, a minimum of three events must be held a year to qualify for a salon event license. Salon events can feature a maximum of four live speakers and can hold a maximum of 100 guests. The reason for this maximum is to reach a more productive discussion.

This salon will be much more two-way communication than the regular event. Salons are shorter in length and can last a maximum of 180 minutes. This is profitable for the full time occupied audience.

4.6 Conclusion

It is fundamental to create a customer value proposition because it can be seen as the basis of an organization's strategy. It is part of the service domain of the STOF business model. The post-activities and maintenance of the online platform or online community have never taken place before so TEDxBinnenhof as organization should create value for their customers and their premium partners. They should derive a sum of benefits during their engagement with the organization. Sharing knowledge, building mutual relationships among the two target audience segments and the feeling of belonging to a TEDx community are important factors in the customer value proposition of TEDxBinnenhof. Added value services should be offered to stay ahead of the competition.

Participation in the project can vary from active participation where consumers are able to co-create media content or are active on various media platforms and social sharing, to more passive participation where consumers only consume content. The less effort it takes for the audience to participate in the storyworld, a larger percentage of the total audience is likely to make a contribution (Dick, n.d.). Passive audience can still play a role in promotion by means of word-of-mouth.

The Audience Theory explains that audience activity consists of two components: interaction and participation. The interaction element of audience activity directs to the 'traditional' processes of signification and interpretation that are activated by media consumption. The participatory element of audience activity directs to two forms of participation: participation in the media and through the media. Through the Internet and Web 2.0, the communication is re-structured so that the level of media participation increased excessively.

It enriches the possibilities to distribute content on various platforms or through various media channels. Virtual communities provide environments that are used for communication and interaction around common interests. This is suitable for TEDxBinnenhof that is themed around innovation. However, the engagement and maintenance of the target audience is the biggest opportunity yet very challenging. Trust in other members and in the system has influence on the user's duration and retention in the virtual community (Wang et al. 2013).

TEDx salon events have been organized at a very minimal level in The Netherlands. Only TEDxHague Academy and TEDxDelft have hosted this type of event. TEDxBinnenhof can be a pioneer in hosting these events by extending the success stories of the 2014 event. The audience should be triggered by creating a buzz to be lucky enough to belong to the 100 guests.

SOCIAL MARKETING IN POST-EVENT ACTIVITIES

The media consumption and production of consumers has transformed immensely since the convergence of media and the development in digital technologies (Jenkins 2006). Social marketing has become an essential part of the daily lives of consumers and will continue to evolve. Social media are looked at as more than just a media channel or a tactic. It has become a marketing strategy that should be present in all media projects and campaigns. If social marketing creates many new connections, the business is able to move from a company-to-consumer marketing to a peer-to-peer influence model (Marketo 2012). Social media releases represent excellent instruments for fostering relationships with end-users. Brand or organization communities can be created through fan pages on social networking sites where interaction with the company or organization is possible (de Vries et al. 2012). This chapter is based on the following hypothesis:

Hypothesis 3:

Digital owned properties of TEDxBinnenhof are the ultimate marketing tool for post-event activities and sessions.

This hypothesis converges with the results of the Quantitative Research discussed in the following chapter. Testing of hypothesis 3 will therefore be done in both chapters.

5.1 Honeycomb Framework of Social Media

The social media phenomenon can be explained through the Honeycomb Framework by Kietzmann et al. (2011). It is based on seven functional building blocks. Each block is made to examine an explicit facet of social media user experience and its implications. These user experiences are important for the audience engagement when social media platforms are used in the transmedia storytelling. TEDxBinnenhof already uses Facebook and Twitter as their two main social media channels. To be able to optimize these channels for post-event activities and perhaps new channels the Honeycomb Framework is used as a guideline in this optimization.

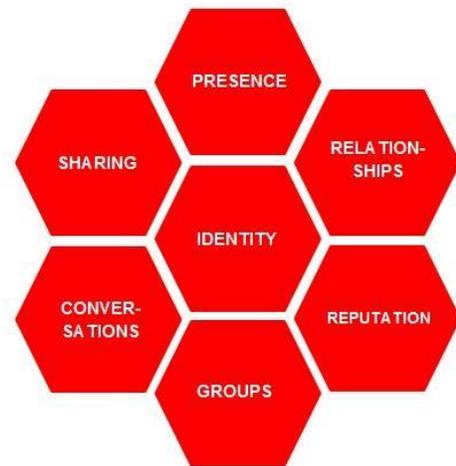


Figure 9: Honeycomb Framework of Social Media (Kietzmann et al. 2011)

5.1.1 Identity

Describes the extent to which users display their identities in a social media environment or platform. It can include information like name, age, gender, location, profession etc. but also information that might portray them in a certain manner. A lot of participants use their own names in online activities while some others use nicknames.

The biggest implication for media firms in this building block is privacy. To protect their privacy, a lot of users create different identities to the context of a specific social media platform.

5.1.2 Conversations

Describes the extent to which users communicate with other users in a social media environment or platform. Most of the social media platforms are designed to facilitate conversations between users. The biggest implication for organizations in this building block is format and control in hosting or tracking conversations. The frequency and content of a conversation ensures that firms need tools to help them start or manipulate certain conversations. Tracking conversations is beneficial for TEDxBinnenhof to go along with trending topics. More customer service can be provided in the form of suiting topics offered to the end-users.

5.1.3 Sharing

Describes the extent to which users exchange, distribute and receive content. Social media consist out of people who are related by something shared, like a text, video, picture, sound or location. The first implication lies in which of these objects the social users have in common or to identify which new objects are able to generate new shared interests. The second implication concerns sharing content that is not of the users themselves. The firm needs to decide to what degree the objects can and should be shared. TEDxBinnenhof has the benefit that the community already exists of end-users that share the same interest: innovation. Although the technical students belong to the new target segment, a large part will presumably share this interest as well.

5.1.4 Presence

Describes the extent to which users are allowed to know if other users are accessible. This can be in the real world or in the virtual world. The implication of this building block is that firms need to pay attention to what extent user availability and user location is relevant. If users want to meet in real-time, the social media platform should manage a mechanism through which they can contact each other.

5.1.5 Relationships

Describes the extent to which users can be connected to other users. How they are connected on a social media platform most often determines how and what kind information is exchanged amongst them. The users with the most relationships often play an influential role on the platform. Firms must create an own mechanism in which they determine the degree of information that is needed to mutually connect users. The innovative ideas of TEDxBinnenhof benefit from shared knowledge and resources amongst users. Therefore the connectivity should have an open culture.

5.1.6 Reputation

Describes the extent to which users are able to identify the position of others and themselves in a social media environment or platform. It refers to users as a person but also to the content they share. The engagement needs of the particular community should inform the choice of reputation system. For example, if the quality of a user's contributions is important, a rating system would be advisable.

5.1.7 Groups

Describes the extent to which users are able to form communities and sub communities on the social media platform. Dunbar (1992) stated that people have a cognitive limit so their number of stable social relationships they can have are about 150. Firms need to create a way for users to group or label their contacts. The more flexibility there is in this system, the harder it is for users to manage this.

5.2 Social Marketing

During the foundation of the social marketing strategy, it is important to first determine what social networks the media firm or project will be participating in. A mix of content is needed to share on these social networks and channels. Sharing unique and relatable content will attract the target audience and the more peer-to-peer engagement the project is likely to experience.

If the project does not have a lot of available assets or available resources, repurposing can be taken into consideration. This means that you are reusing already created pieces. There are a lot of purposes for creating content.

The Content Marketing Institute has developed a content mix pyramid to explain five key content purposes and how often each type should be shared on social media platforms. Important is to give people a reason to share content and to make these shares measurable. It must be clear who is influential to the campaign or the brand, since these are the most active participants in the project.



Figure 10: Social media content mix pyramid
(The Content Marketing Institute, 2011)

There are five top motivators that make people share (Marketo 2012):

- Reputation;
- Access to something exclusive;
- Co-creation;
- Competition and winning;
- Altruism.

There are some ways to stimulate sharing within the project. One of them is called *social sweepstakes*. A contest can be created where you get the entrants to spread the word on your part. By means of these sweepstakes entries, you are able to gain important user data about sharing behavior.

Another way of stimulating sharing is creating a poll or voting system. Users are often happy to share their thoughts and opinions. It is a remarkable way of building relationships with the target audience by adjusting the campaign to their wishes. Notable is to prompt the audience to share the messages at the right time. A must is to include social sharing links before or after a piece of content. This is called *passive sharing*.

To salience the organization's post on social media platforms, vivid brand posts can be included. "*Vividness reflects the richness of a brand post's formal features; in other words, it is the extent to which a brand post stimulates the different senses*" (Steuer 1992). Vividness can be accomplished by the inclusion of dynamic animations, opposing colors, pictures and videos (Goodrich 2011).

Some of the major social channels and tactics that can be considered in social marketing are listed underneath. These social media channels will be tested among the respondents of the survey in order to conclude whether these are really the channels to focus on. Facebook and Twitter will be used with certainty since they are the two main channels that TEDxBinnenhof has been using for their past events. The target audience is already familiar with these channels and the use of it so this situation must continue in the future.

1. Channels

- Social networks:
 - Facebook;
 - Twitter;
 - LinkedIn;
 - Google+;
 - Instagram;
 - Pinterest;
- YouTube;
- Presentation and document sharing;
- Photo and image sharing;
- Q&A sites.

2. Tactics

- Blogging;
- Commenting;
- Bookmarking;
- Podcasting.

In terms of *viral marketing* or digital word-of-mouth marketing, social marketing works out well when a *buzz* can be created. Viral marketing refers to spread of an idea or campaign by people because they explicitly chose to spread it. Content often goes viral when it is practically useful, it evokes a strong emotional reaction or when it is positive, drifting on positive issues or topics.

5.2.1 Converged Media Imperative

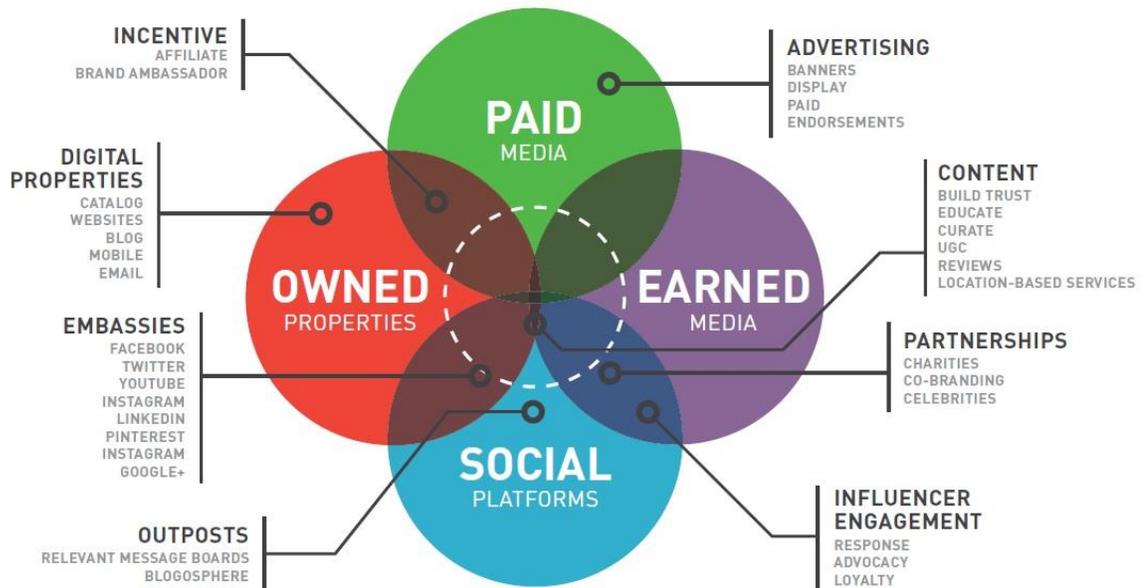


Figure 11: The converged media imperative (Timmerman, n.d. from previewnetworks.com)

The convergence of paid, earned and owned media and social networking sites has become an actuality. Consumers are becoming more and more mobile so the convergence will increase. Multiple digital devices will blur the lines amongst these different types of media until almost all distinction dissolves (Lieb et al. 2012). Traditional forms of media become more digital and customers have continuous expanding networks of peers and references. There is a necessity to create content in owned properties, to encourage dialogues and to intensify consumer conversations. TEDxBinnenhof already has its owned digital properties and social platforms and needs to find a way in increasing this digital activity (web, mobile, social, etc.). Earned media consist of user-generated content, social media posts, reviews, photos, videos and online communities. The ideal overlap should take place between the owned properties and earned media.

5.3 Social Media in Event Engagement

Social media changes the behavior in event engagement. Traditionally people would quickly register for an event, visit the event, and go home without ever sharing experiences about it afterwards. Through the emergence of social media, event teams are able to have widespread communications and interactions with their intended visitors. Attendees can also network by means of social media before, during and after the event. Users share content they find interesting. These shares can be used to create educational content that can live on after the event is over. Through this educational content, social media discussions can extend the value of your live event. Sharing valuable information is necessary in order to make people want to attend and share your event.

Jay Baer, an American social media strategist, marketing consultant and coach came up with 7 ways to use social media in creating and promoting *buzz-worthy* events.

- Engage: start early interaction with the attendees and measure their opinions through feedback or a form of crowdsourcing. Participants are able to suggest content so that enthusiasm is created and stimulated;
- Intrigue: take advantage of different free event listing websites and event management opportunities besides the official website and a Facebook event. By using different channels the attendees “*swim in different ponds*” (Baer, 2010). Besides that, it is likely to increase search engine listings;
- Invigorate: start contests and have teaser content from speakers that will give a talk during the actual event. Publish press releases and gather social information from all the attendees;
- Integrate: bring the on-site experience to perfection, it is the place where social media will be used extensively and where attendees will talk about on their social network platforms;
- Inform: have digital voting systems and evaluation forms for the attendees. If possible, have a mobile application for the event with all necessary information.
- Propagate: create own media during the event. Optional is to set out a contest for best photos made by attendees. Extra video material like behind the scenes and interviews with speakers always attract attention;
- Aggregate: spread the event content as wide as possible. Create that sense of urgency for the people that did not attend that they really feel they have missed out on something. Include a contest element to win tickets for the event of the upcoming year.

5.4 Conclusion

Through the transformation and convergence of media and the development in digital technologies, the media consumption and production of consumers have changed immensely. Social media are no longer just a media channel or tactic, it has become a strategy that should be present in all media projects and campaigns. Within a transmedia storyworld social media are often very important. Social networking sites evoke user-generated content in a virtual community conveying active participation. Since active participation is wished for in the TEDxBinnenhof community, the right social media platforms should be selected. The quantitative survey will reveal which platforms are most often used by the target audience.

The convergence of paid, earned and owned media and social networking sites has become an actuality. Traditional forms of media become more digital and customers have continuous expanding networks of peers and references. There is a necessity to create content in owned properties, to encourage dialogues and to intensify consumer conversations. TEDxBinnenhof already has its owned digital properties and social platforms and needs to find a way in increasing this digital activity (web, mobile, social, etc.). The ideal overlap should take place between the owned properties and earned media.

The social media phenomenon can be explained through the Honeycomb Framework by Kietzmann. The seven building blocks are created to examine social media user experiences and its implications. These user experiences are important for the audience engagement when social media platforms are used in the transmedia storytelling. The building blocks 'Conversation', 'Relationships' and 'Sharing' are the three blocks that need to be taken into account for the platform of TEDxBinnenhof.

Facebook and Twitter will be two principle components of the social media channels. They are currently in use for promotion of TEDxBinnenhof and since the community is familiar with these channels they should be kept in use. Social marketing works out well when a buzz can be created. The audience must feel a sense of urgency in wanting to participate in certain discussions or in visiting TEDxBinnenhof related post-events or sessions. If people get the feeling they have missed out on something they will be more eager for upcoming events to attend. Social media changes the behavior in event engagement. Social media discussions about past events can extend the value of these events.

Some questions in the quantitative research are especially designed to discover the social media behavior of the target audience. Together with the discussed theory, the choice and activity of social media platforms can be optimized.

RESULTS QUANTITATIVE RESEARCH

The survey was distributed among two different target segments. The first group contains people who were most likely familiar with TEDxBinnenhof which will further be referred to as the *community*. The second segment contains students from technical faculties of universities of applied sciences. They will further be referred to as *students*. A detailed description about these two target segments can be read in paragraph 2.3 of the Methodology chapter.

In total, 153 people filled out the survey. 89 people of the community, and 64 students. Most of the questions were alike for both groups although a few differed in order to collect different opinions about possible post-event activities and motivations. The tables and graphs of the outcomes of both segments can be found in Appendix II and III. Graphs are made per question in order to visualize the results.

The most important data will be discussed in this chapter, where comparisons between both segments will be made as well.

6.1 Social media

Choosing the right social media platforms for promoting activities around TEDxBinnenhof is one of the necessary elements in creating the media strategy. Finding out the most used platforms will also answer one of the sub-research questions. Therefore the people were asked what kind of social media platforms they currently use. Multiple answers were possible. In the community, LinkedIn (93.3%) is by far the most used platform, followed by Facebook (73%) and Twitter (69.7%). In the student group, Twitter is not in the top 3 most used platforms. Facebook is the most frequently used (96.9%), followed by LinkedIn (60.9%) and Instagram (60.9%).

In the student group, 100% of the respondents use one or more kind of social media.

Applying a variation of the Likert scale, it tells that 59.4% of the students find themselves 'Active or 'Very active'. Within the community 79.8% consider themselves somewhat less active and chose 'Moderately active' or 'Active'.

Leung (2013) found that most people have motivations in five categories when using social networking services. People were asked which motivation is of most importance. In the community, a little more than half selected 'Social and affection' and among the students this was also the most important motivator. None of the students chose 'Recognition' as motivator for using social media.

6.2 Knowledge TED, TEDx and usage

The introduction for this section contained the question how people first heard or got in contact with the organization TED or one of the TEDx events. In order to find out if there are people who are not familiar with TED or TEDx, also the option 'I have never heard of TED or TEDx' was given. Logically, nobody of the community answered this question negatively. In the student group this was an insignificant amount (9.4%).

Most people in the community got acquainted with TED or TEDx via a colleague or work place (40.4%) or via a TED or TEDx website (34.8%). The demographic data obtained in the survey show that 82% of the people in the community have a full time work position.

Since all students have a full time study, there is a resemblance in the outcome of the first contact with TED or TEDx. They chose school or university as the first place of contact (57.8%).

For both groups it is the place where they spend a lot of time. Remarkable is that social media also scores high (43.8%) amongst the students, reflecting the estimated activity in using social networking services and other social media platforms discussed in the previous paragraph.

6.2.1 Media channels and devices

In order to discover which communication tools can best be used in sharing activities and audiovisual material of TEDxBinnenhof the respondents were asked which media channels and devices they use when watching TEDx Talks. A significant amount in the community is watching their TEDx Talks directly via YouTube (62.9%) or via the main TED website (46.1%). Nearly the half of the students also chose the TED website as their main channel. However, a significant 31.3% of the respondents never watch TEDx Talks at all.

Concerning the use of appliances for watching TEDx Talks, both groups chose the laptop as most used device when watching. There is a remarkable difference in the use of the tablet. 41.6% of the community uses a tablet for watching Talks, while in the student group this is only 9.4%. The TV is the least used in both groups.

6.3 Event behavior and gratifications sought

To be able to test the hypothesis on post-event activities and events, the respondents were asked about general behavior concerning innovation themed events and in particular to grade their motivations for visiting events.

Within the community the largest amount (36%) visits innovation themed events once every three months, while in the student group the largest amount visits these sort of events never or almost never (35.9%). The more visit frequency assembled in the following answering possibilities, the students' answering frequency decreased per possibility. Only 3.1% goes to an innovation theme once or twice a month, while no students at all go thrice or more times per month. If they visit events, the community mostly does this alone (57.3%) while the students do this with friends (57.8%).

The uses and gratification theory (Katz et al. 1974) was applied to both groups to find their biggest motivators for visiting events. The approach is used to examine why people choose to go to events because events can be used as media channel in the transmedia approach. The respondents could choose five different categories: 'Never', 'Sometimes', 'Neutral', 'Often' or 'Always'.

Ten gratifications were selected, belonging to one of the four common reasons for media use (McQuail 1987):

- Information;
- Personal identity;
- Integration and social interaction;
- Entertainment.

6.3.1 Gratification 'General interest'

In both groups, general interest to go to an event is the most important gratification sought out of the ten selected. In the community nearly half of the respondents chose for 'Always' and in the student group this reflected 42.2%. Similar is that neither of both groups chose for the option 'Never'.

So general interest is always a gratification sought by the respondents, although for some more important than for others.

6.3.2 Gratification 'Related to speaker'

For this gratification, the opinions are more divided between the community and the students. Most respondents of the community chose for 'Often' (33.7%) while this gratification was less sought by students. 'Neutral' and 'Often' were equally selected by 32.8% of the respondents.

6.3.3 Gratification 'Education'

In the community, 61.8% selected for education 'Often' or 'Always' as a gratification sought when visiting an event. Examining these outcomes by relating them to their previous level of education, people with a WO background (68.4%) most often seek this gratification.

An interesting 71.9% of the students selected 'Often' or 'Always' in seeking this gratification. Relating these outcomes to their current level of education, people who are doing a technical HBO study (71.4%) most often seek this gratification.

6.3.4 Gratification 'Relaxation'

Relaxation is not of significant importance to both groups. Among the students, most respondents answered 'Neutral' (34.4%) which means they are not really opinioned about seeking this gratification. The community mostly chose 'often' for seeking this gratification (31.5%), although it does not score very high comparing it to their top three gratifications sought.

The gratifications 'Entertainment', 'Emotional release' and 'Distraction and escape' will not be discussed since they did not result in remarkable outcomes. These outcomes can be found back in Appendix III and IV.

6.3.5 Gratification 'Pastime'

Pastime is the least sought in both groups of all ten gratifications. 53.9% chose 'Never', while only one respondent (1.1%) chose 'Always'. Equivalent to the community, also one respondent chose 'Always' (1.6%) while the majority responded with 'Never' (40.6%).

6.3.6 Gratification 'Network and/or social contacts'

For the community, this motivator is in top three of most important sought gratifications. A respectable 74.1% seeks 'Often' or 'Always' in this gratification possibility. Only one respondent in this group said it is never important. In the student group, this gratification does not belong to the top three. Still, a majority chose 'Often' or 'Always' but 17.2% did say that networking or building or maintaining social contacts is never important.

6.3.7 Gratification 'Career possibilities'

33.7% of the community selected 'Often' for seeking gratification in career possibilities. For the students this is also the most claimed option (39.1%).

The top three most important gratifications sought by the community:

1. General interest;
2. Education;
3. Network and/or social contacts.

The top three most important gratifications sought by students:

1. General interest;
2. Related to speaker;
3. Education.

6.4 Motivators not to go to events

Now that is clarified what the most important motivators are for both the target segments, motivators for not going to an event are of considerable importance as well. These motivators will also be taken into consideration in the recommendations. Both target segments received the same question. Different than with the applied gratification theory in the previous paragraph, in this question the respondents were asked to answer 'Yes' or 'No' when receiving seven motivators for not going to an event. This question offered the respondents the possibility to choose more than one option.

6.4.1 Prior lack of information

For 53.9% of the community prior lack of information about the event could be a reason not to visit the particular event. This is almost similar to the students where 54.7% finds lack of information about an event a reason not go. That means they might miss events just because they did not receiving the right information in advance.

6.4.2 Costs

Costs for going to an event are of bigger importance to the students (78.1%) than for the community (46.1%). Analyzing the relation between these costs and the additional jobs students have it is an important factor in all three answer categories. 83.3% of the students with an additional job related to their study claimed to find it a problem, just as 77.5% of the respondents with an additional job not related to their study and 75% of the students without an additional job. So in all three categories of having or not having an additional job, more than three quarters of the respondents found costs a motivator not to go to an event. Analyzing this same relation between costs and working position of the community, a remarkable outcome is that even though 82% of the total amount of respondents has a full time position still 41.1% of these full time employed respondents find costs a motivator to not go to an event. Logically this percentage is higher for the part time employed respondents (70%). When relating this motivator to age, most respondents thought this is a problem in the age category 25-34 (53.8%), so relatively young people.

6.4.3 Point in time

For this motivator, the results of the community are opposite to the results of the students. In the community a majority (59.6%) considers the point in time of an event a reason not to go. In the student segment the majority (60.9%) does not find this a problem.

Comparing these outcomes of the community with their occupation it is noticeable that it is not related to their work occupation.

The motivation not go is a bigger issue for the part time employed respondents (70%) than for the full time employed respondents (58.9%).

6.4.4 Availability of tickets

Both groups do not seem to have a problem with not going to an event because of the availability of tickets. 68.5% of the community answered with 'No' as well as 73.4% of the students.

6.4.5 Complicated registration process

The results in the community are nearly equal; for 50.6% a complicated registration process could be a motivator not joining an event. Students experience less problems since only 35.9% experience this as a problem. Nevertheless, this is still a significant amount.

6.4.6 Idea of not belonging to the target group

Like the previous motivator, the results in the community for this motivator are also very close to equal. A very slight majority (50.6%) does not consider this as a problem. The opinion among the students is quite equally divided too, since 54.7% of this group does not experience not belonging to the target group of an event as a problem.

6.4.7 Possibility of watching registrations online

An interesting outcome was found when questioning whether the possibility to watch registrations of the event online during a later point in time would be a motivation not to go. Despite this often available possibility, 87.6% of the community and 89.1% of the students claimed they would not miss an event when having the option to watch registration videos afterwards.

6.5 Learning methods about the existence of events

The last question concerning event behavior was created to let the respondents indicate their most and least favorite marketing and communication methods in receiving information and updates about upcoming events reflecting their interest. For ten methods, respondents were asked to scale their preference from 1 'Not at all' to 5 'Absolutely'. Only the three methods with the most favorable opinions in both groups will be discussed here.

6.5.1 Preferences community

The community is more concrete in their preferences than students are. The community selected email (31.5%), suggestions from colleagues (33.7%) and suggestions from friends and/or family (31.5%) as their three top learning methods for receiving information about upcoming events. These percentages all reflect the option 'Absolutely'.

6.5.2 Preferences students

The students exhibited less concrete favorable learning methods. They selected email (34.4%), social media (53.1%) and suggestions from friends and/or family (57.8%) as their top three learning methods for receiving information about upcoming events.

However, these percentages all reflect the option 'Preferably' since there was no single learning method that was popular enough to answer it with 'Absolutely'.

6.6 Knowledge TEDxBinnenhof and opinions follow-up sessions

The last questions of the survey were designed to measure opinions concerning possible follow-up events and sessions around TEDxBinnenhof and Dutch innovations. One of the sub-research questions will be answered through these outcomes. Since some of these questions were targeted more specifically to a target segment, the results will be discussed separately.

6.6.1 Community

97.8% of the community is familiar with TEDxBinnenhof. The community was asked to describe how they were introduced to TEDxBinnenhof. Reactions that appeared most often:

- Via social media;
- Via work or colleague(s);
- Winning a wildcard to attend the event;
- Invitations from a partner of TEDxBinnenhof;
- Via direct invitations from the Ministry of Economic Affairs or Foreign Affairs;
- Via direct invitations from the TEDxBinnenhof project team;
- Via companies that one of the speakers was belonging to;
- Being a contestant of the auditions or (previous) speaker.

Lastly the community was asked to respond to the following statement:

"I would like to be invited once again for a smaller follow-up event around TEDxBinnenhof and Dutch innovations where there is space for interaction, participation and networking"

The Likert scale was used with answering possibilities ranging from 'Strongly disagree' to 'Strongly agree'. Very positively, 31.5% answered with 'Agree' and even 49.4% with 'Strongly agree'. Together they represent 80.9% of the total community reacting favorable to this statement.

6.6.2 Students

Opposite of the community, only 4.7% is familiar with TEDxBinnenhof. The students were asked about their interest in possible inspiration sessions with TEDxBinnenhof speakers or contestants at their particular university or faculty. Using the Likert scale, the students could grade their interest ranging from 'Not interested at all' to 'Very interested'.

Nearly half of the respondents (48.4%) pointed out to be 'Interested' and 26.6% is 'Very interested' in these kind of sessions.

Lastly, the students were asked what their motivators would be to join these sessions. The top three motivators are 'Personal interest', 'Education' and 'Intensification of study'. The motivator 'New and/or expanding network' is of least importance.

RESULTS QUALITATIVE RESEARCH

Working together with the TEDxBinnenhof project team for a certain amount of weeks already resulted in a lot of usable and interesting qualitative information about the organization. The purpose of the five conducted qualitative interviews is to derive interpretations about the problem situation from people that all have a different standpoint and/or connection with TEDxBinnenhof. The interviews were conducted face-to-face and contained only open-ended questions, although not all interviews contained the same questions. The most important received interpretations are discussed in this chapter.

7.1 Strengths of TEDxBinnenhof

Various strengths of TEDxBinnenhof were mentioned by the interviewees. One of the strengths is being financed for the greater part by the Ministry of Economic Affairs and Foreign Affairs. The eloquence has more effect when it is disseminated to the world. TEDxBinnenhof is important for the innovative image, especially since they collaborate with Dutch consulates and embassies all over the world. They function as intermediaries for Dutch innovations. Because of this existing network, it might be a possibility to also incorporate news and updates around TEDxBinnenhof on the websites of these embassies and consulates. TEDxBinnenhof could work as a stimulus for closing innovative business deals abroad.

TEDxBinnenhof makes people excited for Dutch innovations and it gives the network a sense of belonging. In terms of networking the event has a strong reputation. Several trade sectors that can come together for one subject (innovation) are received positively.

TEDxBinnenhof differs from other innovation initiatives because it is grounded on private cooperation and the role of the government in addressing social issues. The Ministry of Foreign Affairs has played a huge role in the success of TEDxBinnenhof.

7.2 Opportunities for TEDxBinnenhof

Trade industry journalists can become an important part of the promotion. The RVO moderators that are appointed per theme of Horizon 2020 are the ones that have most knowledge about current developments and interesting facts around these themes. They can function as service hatch for the exchange of information from and to TEDxBinnenhof. When creating events around the seven themes of Horizon 2020 the specific networks per theme can come together and afterwards everyone will write about it on social media. TEDx Salon events are a great opportunity to keep the fire burning between big events, and between the people in the community.

Another opportunity can be the 'Smart City' Innovation Relay in 2016 where possible plans can be made for TEDxBinnenhof to be a component of this relay, maybe even in the form of a TEDxEurope.

Plans are made for an impact investment circle that is part of the impact program. In this investment circle, the gap can be bridged between people with brilliant innovative ideas and investors. This is done from a social enterprise perspective, wealthy people who can invest in social and societal innovations.

The community needs to be given feedback, kept involved and regularly updated about TEDxBinnenhof. Also, an owner per theme of the impact program should be found to set up a consortium in order to look forward to a new edition of the event and for creating a movement.

Now the organization of TEDxBinnenhof is quite loosely tight. It is not yet an organization like TEDxAmsterdam that has a large group of contributors. With TEDxBinnenhof it is a smaller and more temporarily group that does enormous amounts of work.

7.3 Target audience

Besides the two target segments used in this report, some tips were given about other people that might be able to contribute to the promotion of TEDxBinnenhof. People who have direct contact with foreign audiences like Dutch employees at the embassies and consulates and industry associations can positively influence the foreign attention for TEDxBinnenhof.

Students are mentioned by the larger part interviewee as interesting target group to be included in the current community. 'Techniekpact' is an already existing initiative that creates interaction between education and thus students and the trading industry. There is also 'YES!Delft' and 'Brainport Eindhoven' that can be incorporated when there is a need to incorporate students. The Amsterdam University of Applied Sciences showed a big interest in implementing TEDxBinnenhof inspiration sessions into their Innovation Lab program and minors such as Entrepreneurship. This will be profitable for both students and innovators.

Retrieving enthusiasm and willingness, bringing people together and creating a flow of ambition are important factors for the target audience.

7.4 Possible collaborations

Holland Branding Group was involved in both editions of TEDxBinnenhof because of producing two promotional videos. They also convey messages about Dutch innovations on their website. Advisable is to keep these two parties in contact with each other. They are able to reinforce each other without poaching on each other's territory.

Other initiatives or possible partners mentioned:

- Techniekpact;
- YES!Delft;
- Brainport Eindhoven;
- Accenture;
- Amsterdam University of Applied Sciences;
- Technical universities;
- Young entrepreneurs;
- AcTI innovation conference.

CONCLUSIONS

In this chapter the answers to the research question and sub-questions will be answered based on the results received in the survey and the interviews, brought in perspective to the theoretical framework and its hypotheses. In the first section the sub questions of the main research question will be answered. Subsequently the research and policy question are answered in the recommendations for TEDxBinnenhof that are discussed in the next chapter.

8.1 Strengths and weaknesses TEDxBinnenhof

The strong network and collaboration with Dutch embassies and consulates all over the world is one of the biggest strengths of TEDxBinnenhof. They function as intermediaries for Dutch innovations and through this intense collaboration with TEDxBinnenhof; the innovators have a bigger chance of showing their innovations to the world. TEDxBinnenhof can work as a stimulus for creating business deals abroad. The theme “Global Challenges | Dutch Solutions” really reflects the spirit of TEDxBinnenhof and the private rank and file. International attention is likely to turn out beneficially with the right media strategy.

This strong private network can also be viewed as a weakness since it is an exclusive occurrence and some interesting target audiences might be excluded while they have a lot to offer. Although the event is partly designed this way on purpose, technical students could be an interesting new target segment since they are the innovators of the future and are eager to be inspired and collaborate with Dutch innovators. Now only 4.7% of the student segment is familiar with TEDxBinnenhof. The Amsterdam University of Applied Sciences has showed enthusiastic interest in implementing Inspiration Sessions from September on. Their minor Entrepreneurship fits the innovative theme of TEDxBinnenhof and students have indicated to be interested in stories and opinions from ‘the field’. Collaborations with universities form an opportunity for TEDxBinnenhof.

TEDxBinnenhof differs from other innovation initiatives because it is grounded on private cooperation and because of the role of the government in addressing social issues. The role and funding of the ministries of Foreign Affairs and Economic Affairs in the beholding of TEDxBinnenhof played a big role in the success of the 2012 and 2014 events. However, it is not sure yet whether TEDxBinnenhof can take place in the same form and capacity as it did. It is questioned whether it can and will be financed again by the ministries next year. The innovative spirit and activities are likely to continue but there is a chance it will not be in the form an event carrying the name of TEDx again next year.

8.2 Digital media innovation meeting the innovative spirit of TEDxBinnenhof

After being introduced to the organization of TEDxBinnenhof and discovering their problem situation, three key concepts are kept in mind constantly that reflects the needs and desires:

- **Interaction** in the community, online as well as offline;
- **Participation** in the online platform(s) and post-event activities;
- **Action** by means of social sharing and initiating concrete help to Dutch innovations.

Furthermore, TEDxBinnenhof is full of Dutch innovation and the proudness and enthusiasm about these innovations should be complemented with a strategy that meets the innovative spirit of TEDxBinnenhof. Researching these characteristics that are necessary for a successful strategy, transmedia storytelling got introduced.

Hypothesis 1:

Transmedia storytelling strategy is a suitable media strategy for TEDxBinnenhof in the maintenance of their year-round attention and promotion, where media innovations match the innovative character of TEDxBinnenhof.

The core of transmedia storytelling is telling a story that is distributed across multiple media or media platforms, in which each component contributes as part of the whole. The nature of transmedia is based on technological features of the computer, the Internet and Web 2.0. The computer can be seen as universal multimedia machine that is able to stimulate each other medium. The goal is to increase understanding, enjoyment and devotion of the audience by enclosing different media that each tell a fragment of the content of the total storyworld. It is essential to customize the content in the right size, at the right time in the right place to create a united experience. Interaction can take place between consumer and producer, between consumers mutually and between the consumer and all the accessible data.

8.2.1 Advantages and limitations of a transmedia strategy

TEDxBinnenhof is all about telling stories. The speakers and contestants of the 2012 and 2014 events are the storytellers so their stories must be told on after the annual event. The current existing database filled with stories should be shared as much as possible. A transmedia approach can be of a surplus value for TEDxBinnenhof for various reasons. First and foremost, storytelling is the core of a transmedia strategy and therefore accommodates the desire of TEDxBinnenhof to share the innovative ideas with the world.

Another considerably important characteristic of transmedia is that the business model of a transmedia project allows starting the implementation of the strategy with low-cost media. There is no need for big budgets to start the post-event activities. This differs from the traditional business models in which raising finance was the first and foremost factor for the start of any production. There can be experimented with low-cost media without risking losing a large budget. It contains a strategy where experimenting is not unusual. Once the awareness is raised and the audience is involved through low-cost media, it is possible to start raising finance. Partners can be asked to involve in a later stage of the production process concerning financing.

If a transmedia strategy is initiated in a small organization like TEDxBinnenhof it could be advisable to execute a Lean Startup approach. TEDxBinnenhof is a young organization and the year-round promotion has never before been tested and executed. The transmedia execution can be treated as an experiment; the success of the first product or service allows to engage early adopters, adding employees for further development of the project and to eventually build it. Elements of the strategy that prove not to be successful can be dropped without too many financial risks.

Another characteristic of a transmedia approach that can be of surplus value for TEDxBinnenhof is that the approach is most often targeted to a specific audience, only keeping the mass audience in mind in a light way. This fits the nature of TEDxBinnenhof, since it is a more private than public network so the audience is already specific and should stay that way.

Since interaction, participation and action in the community is of main importance to TEDxBinnenhof, transmedia is another beneficial strategy. Audience engagement is a top priority for a transmedia approach to succeed. This forms a challenge at the same time. The ideal storyworld requires a very active and participatory audience that all contribute in one way or another. There is always a level of uncertainty present in a transmedia project, whether the target audience is prepared to be highly committed. In addition, a highly devoted project team is necessary to implement a transmedia strategy.

Turning this around positively the most active contributors and social sharers can be used as word-of-mouth to help influence the rest of the community. You are able to commit and engage your audience for a longer period of time which is beneficial when looking forward to a new edition of TEDxBinnenhof.

Most components of the transmedia strategy are offered digitally so it is of major importance that the audience possesses certain devices and online activity behavior to make the strategy work. Proven is that the TEDxBinnenhof community as well as the technical students possess these characteristics. 97.8% of the community owns a smartphone and 96.6% of the students. Laptops, smartphones and tables are most used when watching audiovisual material that is related to TEDx. In the community, 43.8% of the respondents consider themselves as 'Active' in their social media behavior. Among students this percentage leads up to 45.3%. Transmedia storytelling contains a lot of attributes to be used in the story environment. Because the target audience is digitally advanced, a large part of these attributes can be implemented.

8.3 Customer value in audience participation

Through the fast development of digital technologies, consumers themselves are nowadays able to create, produce, publish and distribute content. A lot of these activities are taking place on social media platforms and in virtual communities. Within a transmedia storyworld, social media are often very important. Social media sites are used by consumers to interact and cooperate with each other in a social media dialogue. They create user-generated content in a virtual community conveying active participation.

The Audience Theory explains that audience activity consists of two components: interaction and participation. This theory links to the key concepts action, interaction and participation that are the three desired characteristics of the target audience. The interaction component of audience activity directs to the 'traditional' processes of signification and interpretation that are activated by media consumption. The participatory component of audience activity directs to two forms of participation: participation in the media and through the media. Through the emersion of the Internet and Web 2.0, the communication is re-structured so that the level of media participation increased excessively. Virtual communities provide environments that are used for communication and interaction around common interests.

Hypothesis 2:

Social interaction and self-expressive benefits in the customer value proposition are the most concrete elements in order to receive the desired participation and engagement of the end-users on the TEDxBinnenhof online platform and in the post-event activities.

End-users should derive a sum of benefits during their engagement with the organization. Two dimensions of customer value are applicable to TEDxBinnenhof: the relationship a customer experiences while interacting with the organization as well as the emotional attraction of the organization. End-users of TEDxBinnenhof are offered a surplus service in that they are updated about news around innovations of speakers and the database at all times and have the opportunity to be involved in a more two-way communication process. The community can maintain their professional network and other social contacts derived from the TEDxBinnenhof event.

Leung (2013) found that most people have motivations in five categories when using social networking services. Respondents were asked which motivation is of most importance to them when using a social networking site. In the community, more than half selected 'Social and affection' and among the students this was also the most important motivator.

8.4 Social media marketing

People use social media for a reason, to fulfill certain needs. In both the community and the student groups, 'social and affection' is the most important motivator to engage in social media (respectively 51.7% and 32.8%). The groups differ on what else is an important motivator. Students are more motivated by the entertainment aspect while the community is more searching for cognitive needs.

As already discussed in the previous paragraph, the target audience consider themselves active in their social media behavior. Ascertained is also that they are involved in various social media platforms as well. 100% of the student segment use one or more social networking sites. An astonishing 93.3% of the community uses LinkedIn, followed by Facebook (73%) and Twitter (69.7%). In the student segment Facebook is by far the most used social media platform (96.9), followed by LinkedIn (60.9%) and Instagram (60.9%).

The Honeycomb Framework explains seven functional building blocks that reflect social media user experiences that each have their strengths but also their implications. Implications like privacy, sharing not owned audiovisual material and creating mechanisms to connect users with each other need to be considered when creating an own online community. 'Conversation', 'Relationships' and 'Sharing' are the three building blocks that need to be taken into account for the platform of TEDxBinnenhof.

Hypothesis 3:

Digital owned properties of TEDxBinnenhof are the ultimate marketing tool for post-event activities and sessions.

The convergence of paid, earned and owned media and social networking sites has become an actuality. Consumers are becoming more and more mobile so the convergence will increase. Traditional forms of media are becoming more digitally and customers have continuous expanding networks of peers and references.

There is a necessity to create content in owned properties, to encourage dialogues and to intensify consumer conversations. TEDxBinnenhof already has its owned digital properties and social platforms and needs to find a way in increasing this digital activity

If the audience needs to participate and share TEDxBinnenhof content on social media platforms and in the online (virtual) community, there are five top motivators that can be used to make people wanting to share: reputation, access to something exclusive, co-creation, competition and winning, and altruism. If people are able to suggest content, enthusiasm is created and stimulated. Enthusiasm can evoke digital word-of-mouth marketing. This type of digital marketing works out best when a buzz can be created. The audience will start to feel a sense of urgency to participate in certain activities for which the buzz is developed. Social media changes the behavior in event engagement. Social media discussions about past events can extend the value of these events.

The community is more concrete in their learning preferences about upcoming events of their interest than students are. The community selected email, suggestions from colleagues (and suggestions from friends and/or family as their three top learning methods for receiving information about upcoming events. The students exhibited less concrete favorable learning methods. They selected email, social media and suggestions from friends and/or family as their top three learning methods for receiving information about upcoming events. The digital owned properties of TEDxBinnenhof are the right marketing tool to inform the community as well as the students about upcoming TEDxBinnenhof event activities and sessions.

8.5 Motivational factors of the target audience to visit or not visit events

To be able to test the interest on post-event activities, both target segments were asked about general behavior concerning innovation themed events and in particular to grade their motivations and gratifications for visiting events applying the uses and gratification theory. The approach is used to examine why people choose to go to events because events can be used as one of the media components in the transmedia approach. Ten gratifications were selected, belonging to one of the four common reasons for media use: information, personal identity, integration and social interaction, and entertainment.

The top three most important gratifications sought by the community are:

- General interest in the theme;
- Education;
- Network and/or social contacts.

The top three most important gratifications sought by the students are:

- General interest in the theme;
- Related to a speaker of the event;
- Education.

Both groups chose general interest in the theme and education as their top gratifications to visit an event that concerns innovation. Being educated from an event where they make an effort to go to is a satisfaction they want to be fulfilled. The community visits innovation events significantly more as technical students.

The largest amount of the community visits innovation themed events once every three months, while the student segment visits these sort of events never or almost never. The community often goes alone to events while students do this mostly with friends.

Motivators to not go to an event are of considerable importance as well. These motivators can be used to improve the current tools and tactics. Prior lack of information could be a motivator for both groups not to visit an event. In the community as well as amongst students, more than claimed this important (respectively 53.9% and 54.7%). The most important reason not to go to an event for students is the costs. For the community this is the point in time. Least important for both groups is the ability to watch registrations of the event online at a later point in time. It can be concluded that if someone is interested in the theme of the event, that person would rather be present at the live event than watch the registrations back online. The charm of being present during a live event overrules the convenience of watching an online registration later.

8.6 Post-event promotion, sessions and events

Referring back once more to the three desired characteristics and concepts for the target audience to possess or to develop (interaction, participation and action), the creation of post-events around TEDxBinnenhof are most likely the most valuable channel and component of the transmedia strategy. Events have the highest potential in reaching the desired goals.

TED can facilitate in reaching those goals and in extending the audience's experience. Independently organized TEDx events like TEDxBinnenhof can get a license for the so called TEDx Salon events. These events are TED regulated and are smaller weekly or monthly events that keep a TEDx community engaged between the regular TEDx events. It allows the experience and conversation to continue. It sparks discussion on issues of interest, in this case innovation. It re-engages the community and enriches the experience of the 2014 TEDxBinnenhof event.

TEDx salon events have been organized at a minimal level in The Netherlands. Only TEDxHague Academy and TEDxDelft have hosted this type of event. TEDxBinnenhof can deliver pioneer work in hosting these events by extending the success stories of the 2014 event. The audience should be triggered by creating a buzz to be lucky enough to belong to the 100 guests. A buzz can be created to make the audience curious about this 'new' type of event where they probably have not heard of yet.

RECOMMENDATIONS

The recommendations are based on the confirmation and enervation of the hypotheses related to the policy question and main research question. The solutions to the problem situation were received through different types of intensive research. The goal of this research was to find out how TEDxBinnenhof can maintain attention for the successful event of 2014 amongst their target audiences and to discover if other target segments could contribute to this desire.

Policy question:

How can TEDxBinnenhof maintain year-round attention for its annual events among its target audiences in order to create more participation for the execution of innovative ideas?

Research question:

What is the most suitable media strategy to reach the current TEDxBinnenhof community and the possible new target segment?

Some quantitative and qualitative research or conclusions in the previous chapter already reveal some parts of the answer to those questions in order to keep the recommendations clear and concise. The previous chapter can therefore also be used as an addendum to the following sections.

Compose a committed team

First and foremost, there should be a dedicated project team working on all the recommendations given in this chapter. The committed TEDxBinnenhof team worked on project basis but does not exist at the moment. The organization is loosely tight. It does not have a team that works all year round or has a large group of contributors. There are RVO employees working on the seven Horizon 2020 themes, but they are not involved in promoting TEDxBinnenhof. Without a team, no success. The team should consist of at least a communication and/or marketing specialist, a media (production) specialist, a social media manager and an event manager. Together they are able to connect all (social) media tools and strategies researched and proposed in this report. The team should be committed too since the core of a transmedia strategy demands a lot of time and energy. Through the network that TEDxBinnenhof has established with partners, assistance can be asked in promotion of post-event activities and session. No need to be scared for the devotion of the innovators since they would like to see their innovative ideas executed and be promoted all over the world so it is plausible that they will be active in social sharing and word-of-mouth marketing.

Keep partners and Dutch embassies actively involved

The partners of TEDxBinnenhof and the Dutch embassies and consulates that held viewing parties during the 2014 event are the two parties that are really able to make a change and drive the movement. The embassies and consulates are the intermediaries for promoting Dutch innovations globally. The ultimate goal is to have more innovative ideas executed than the ones presented on stage during the live event.

This execution can be accelerated by the help of influential partners and embassies and consulates. This second party can initiate demanded projects abroad tailored to these countries' problem situations.

These projects are financially supported by the Dutch government. The more TEDxBinnenhof is able to provide success stories, the more likely the Dutch ministries will be in the continuation of financing TEDxBinnenhof in its current form and quality.

The Dutch embassies and consulates all have an own website as well. Trying to insert TEDxBinnenhof news and updates on those websites is essential for the global promotion.

International attention is likely to turn out beneficially with the right media strategy.

Embassies and consulates know exactly what is going on in their respective countries so interaction and exchanging this important knowledge is needed between the TEDx team and the embassies and consulates. TEDxBinnenhof can offer news to a certain embassy and that embassy can offer specific information on needs for business and needs for innovation.

These two-way communication processes can also deliver interesting information and news to share with the TEDxBinnenhof community on the online platform and on the connected social networking sites.

Holland Branding Group made two promotional videos for TEDxBinnenhof in 2012 and 2014. They also have an editorial team that works on all digital communications and the promotions of Dutch innovations for their website. Agreements can be made about promoting news around TEDxBinnenhof on their website. These two organizations can reinforce each other in promoting Dutch innovations. By expanding the promotion to more than the owned digital properties of TEDxBinnenhof, more attention is guaranteed. Besides Holland Branding group, trading industry journalists and the press need to be informed and asked for publications of success stories of TEDxBinnenhof in the course of the year to keep the attention alive by means of free and earned media.

Apply a transmedia strategy with assistance of the Lean Startup Approach

A transmedia approach is of surplus value for TEDxBinnenhof for various reasons. The theory around transmedia storytelling can be found in the theoretical framework and conclusions but the positive characteristics for TEDxBinnenhof will be mentioned here.

Storytelling is the core of a transmedia strategy and therefore accommodates the desire of TEDxBinnenhof to share the innovative ideas with the world. Another important characteristic of transmedia is that the business model of a transmedia project allows starting the implementation of the strategy with low-cost media. There is no need for big budgets to start the post-event activities. A transmedia approach is most often targeted to a specific audience. This fits the nature of the TEDxBinnenhof private-public network.

The challenge in a transmedia project asks lies in the participation willingness of its target audiences. They need to be active in sharing, interaction and participation. The strategy suits the goal and the transmedia approach contains elements that precisely correspond to the desires of maintaining year-round attention. The target segments possess the qualities, devices and willingness in order to let the strategy succeed. The TEDxBinnenhof will be more committed than the technical students and can therefore serve as word-of-mouth on the online platform and community.

Given that TEDxBinnenhof is a young and small organization I would advise to use a Lean Startup approach because the year-round promotion and maintenance of attention has never before been tested and executed.

The transmedia execution can then be treated as an experiment; the success of the first 'product' or service allows to engage early adopters, adding employees for further development of the project and to eventually build all required elements of the transmedia strategy to implement a full experience storyworld for the end-users. Elements of the strategy that prove not successful in the can be dropped without too many financial risks and the vision can be adjusted continuously.

If there is a need for a direct start of the transmedia approach, there are some basic digital owned properties that need to be in order:

- TEDxBinnenhof website, preferably the already in use www.tedxbinnenhof.com. There should be a possibility to create a virtual community on this website. The more interaction there is in the community, the more attractive it will be to its users;
- A mobile version of the TEDxBinnenhof website. Quantitative research has proven that in the community 98% and among the students 97% possess a smartphone;
- TEDxBinnenhof mobile application (the existing application can be adjusted to the needs of the strategy);
- Social media platforms;
- Audiovisual material wherein existing material can be re-purposed in case of a limited budget;
- A strong TEDxBinnenhof outstanding core story that needs to be told.

I would recommend executing a follow-up research on funding and costs of a transmedia approach since that was too broad to include in this report. Once again, the implementation of the strategy can start with low-cost media so further research is not of depending value for the kick-off.

Measurement of engagement

During the test phases the level of audience engagement must be measured accurately in order to learn from the end-user's opinion. The three stages of engagement in a transmedia project (Pratten 2011, p. 27 in this report) should be taken into consideration:

1. Discovery;
(Level of engagement: attention and evaluation)
2. Experience;
(Level of engagement: affection)
3. Exploration.
(Level of engagement: advocacy and contribution)

Develop a sharp Customer Value Proposition

Important factors in the customer value proposition of TEDxBinnenhof must be:

- Sharing knowledge about innovation related themes;
- Building and/or maintaining mutual (network) relationships among the two target audience segments;
- Feeling of belonging to a global community of TEDx.

The customer value proposition can also be adjusted through the implementation of the lean startup approach. Testing will reveal more accurate attitude and behavior characteristics of the end-users.

Include new target segment

Students from universities of applied sciences were researched deliberately since the desire was pronounced that rejuvenating the target audience could bring a fresh breeze in the relatively private network it is now. The inspiration sessions discussed below can introduce them to TEDxBinnenhof and its innovative spirit. The inspiration sessions discussed on the next page will explain how to start including them to the community. Furthermore, the gathering of the community and the students in the virtual community is likely to originate new mutual relationships among these two target segments. This causes audience activity and interpersonal trust. Ideally these two types of end-users can offer each other help in the execution of different personal or study projects.

Use social marketing as part of the transmedia strategy

Facebook and Twitter are and should stay the two principle components of the social marketing. They are currently utilized for promotion of TEDxBinnenhof and since the community is familiar with these channels they should be kept in use. An opportunity can be found in LinkedIn and Instagram since these social media platforms belong to the top three most used social networking sites confirmed by means of the quantitative research. Detailed results of social media behavior can be found in Appendix III and IV. Although an Instagram account is already created, nothing has been done with it so far.

Social media platforms or social networking sites are also the ultimate channel to promote the TEDxBinnenhofSalon events and the Inspiration Sessions for students. Through social media the buzz around these events can be created and you are able to interact with your attendees previous, during and after these events and sessions.

Develop and organize TEDxBinnenhofSalon events for the community

Independently organized TEDx events like TEDxBinnenhof can get a license for the TEDx Salon events. TEDx salon events have been organized at a minimal level in The Netherlands. TEDxBinnenhof can be a pioneer in hosting these events by extending the success stories of the 2014 event. It is the perfect way to keep the community committed and reach the goal of interaction and participation during those events. These events are smaller of nature compared to the regular TEDx event so there is more possibility for extensive contact between the people of the community. The relatively one-way communicated live event can be turned around in a two-way communication event that enriches the experience. The quantitative research in this report has proven that 80.9% of the community would like to be involved in follow-up events.

Four speakers are a lot to give a talk during these events so the contestants of the TEDxBinnenhof auditions that may not have reached the final event can be invited to speak during a salon event. The salon events can be narrowed down to a certain subject or theme of interest. I would suggest organizing a salon event per Horizon 2020 theme that corresponds to the themes of TEDxBinnenhof.

The salon events can hold a maximum of 100 guests so it also creates an intimate atmosphere. Around these events a buzz should be created so that the community must feel a sense of urgency in wanting to participate in these events. It would also be profitable to invite people who are interested but do not belong to the community (yet). I would recommend inviting students to create a more public atmosphere during these events.

Develop and organize TEDxBinnenhof Inspiration Sessions for students

The Amsterdam University of Applied Sciences has already shown a lot of enthusiasm to implement TEDxBinnenhof Inspiration Sessions at their university. According to Liselotte van Dijk it would already be possible to start implement these sessions in their Innovation Lab and in a few of their minors, like the minor Entrepreneurship. Exactly 75% of the responding students said to be interested or very interested to participate in inspiration sessions. However, 95.3% is not yet familiar with TEDxBinnenhof so initial delivery of information is needed to engage this target segment.

These inspiration sessions should contain one or two guest speakers from the TEDxBinnenhof speakers and contestants of auditions that are in the database, combined with a discussion session where interaction can take place between students and the respective innovators. The innovators might need help in the execution of their ideas so students can be the excellent group to incorporate in this execution.

Lastly, be inspired. Let the innovative spirit be a guidance and support on the road to more success.

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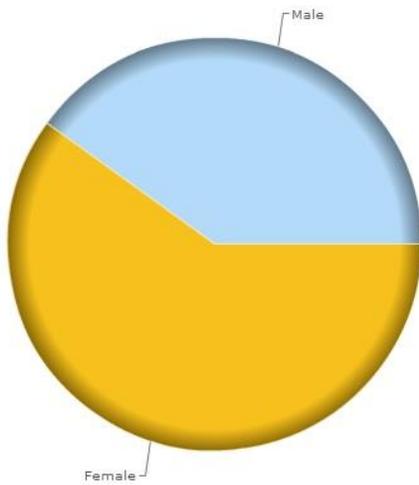
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Websites

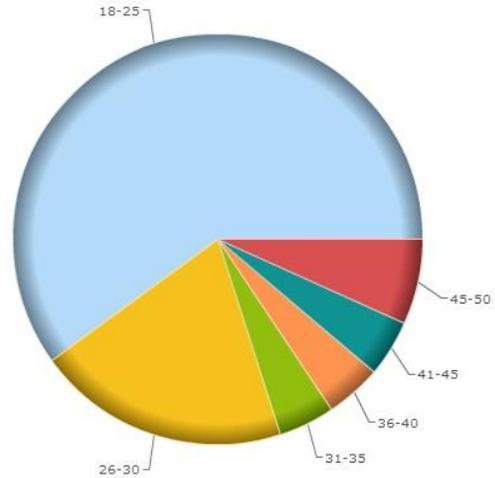
- **100 Social Networking Facts of 2012**
<<http://www.maryamrahimi.com/1/post/2013/01/100-social-networking-facts-of-2012.html>>
- **Jay Baer's presentation on social media use in events**
<<http://www.slideshare.net/jaybaer/7-ways-to-use-social-media-to-create-buzz-worthy-events-3555467>>
- **The Official Weblog of Henry Jenkins**
<<http://henryjenkins.org>>
- **Horizon 2020 | Research and Innovation**
<<http://english.rvo.nl/subsidies-programmes/horizon-2020-research-and-innovation>>
- **Raosoft Sample size calculator**
<<http://www.raosoft.com/samplesize.html>>
- **Rules of Engagement: How to Attract, Involve and Reward Your Audience** by Jackie Turnure (2006)
<http://www.slideshare.net/LAMP_AFTRS/rules-of-engagement-jackie-turnure-presentation>
- **TED**
<www.ted.com>
TEDxBinnenhof
<www.tedxbinnenhof.com>
- **The Lean Startup approach**
<<http://theleanstartup.com/principles>>
- **Workbook Project - an open creative network: Moving Filmmakers to a Transmedia Business Model**
<<http://workbookproject.com/culturehacker/2009/12/18/moving-filmmakers-to-a-transmedia-business-model/>>

Appendix II: Results convenience sample

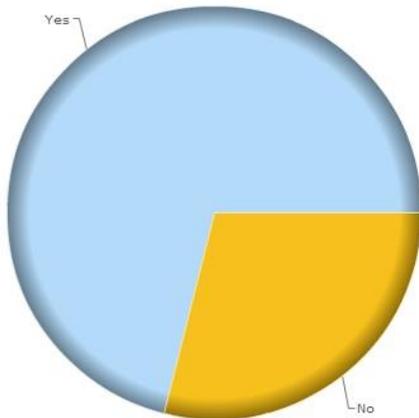
1. What is your gender?



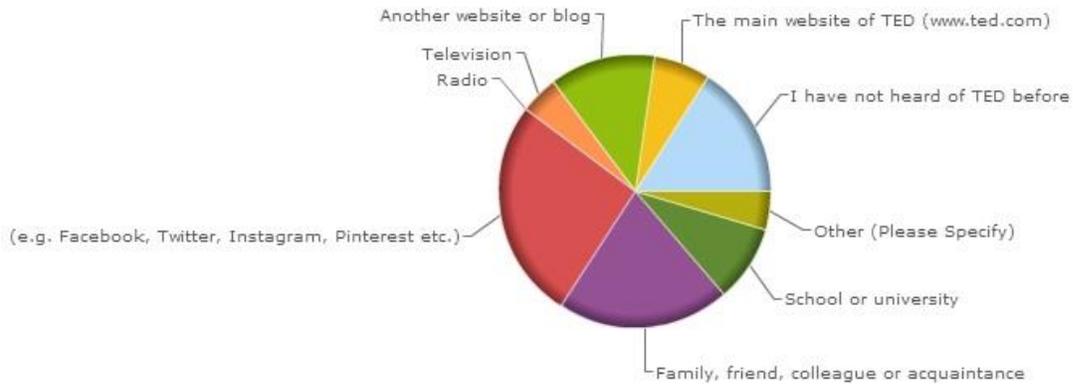
2. What is your age?



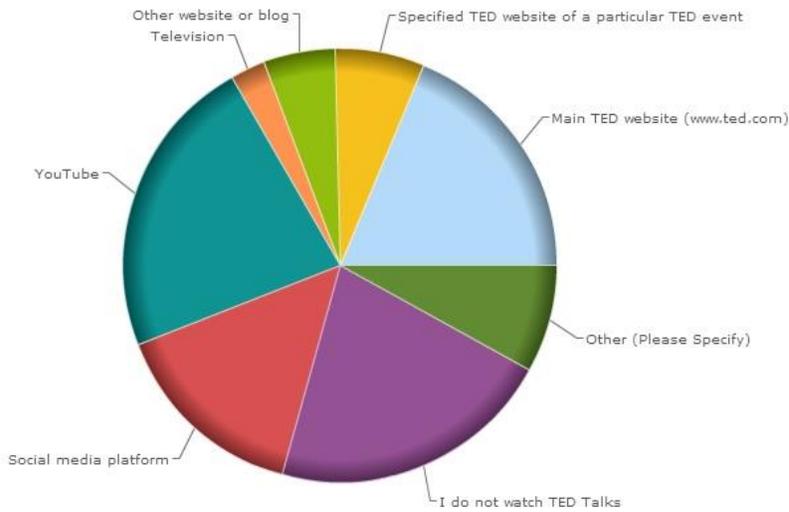
3. Have you ever heard of the organization TED or TEDx?



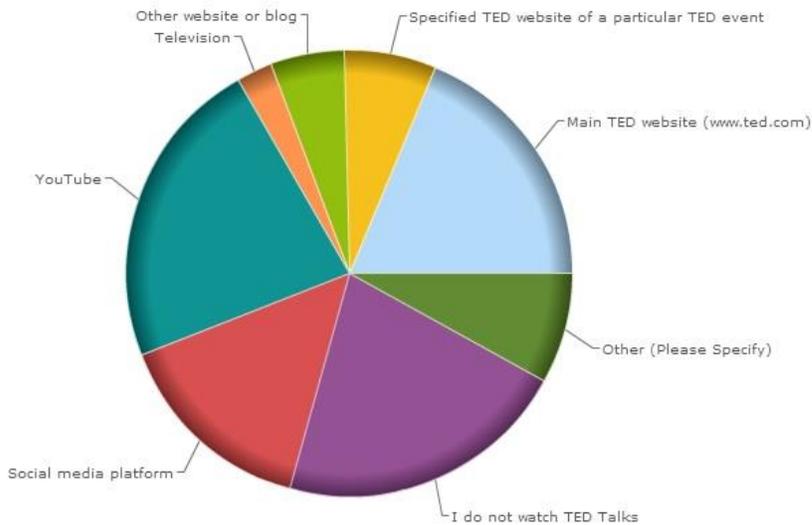
4. Where did you see or hear something of TED for the first time?



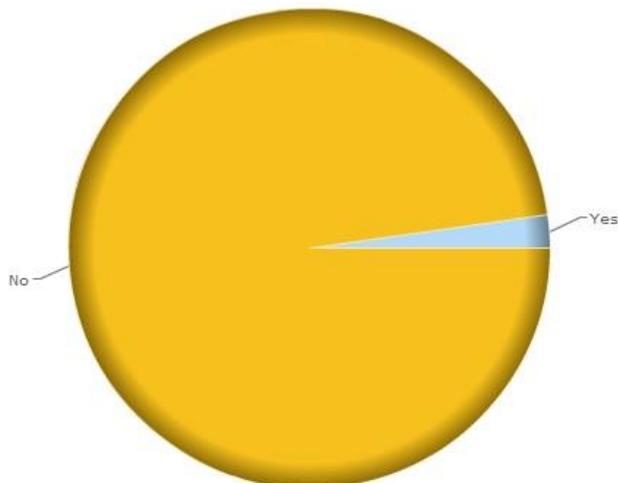
5. If you watch TEDx Talks, which channel do you use? Multiple answers possible.



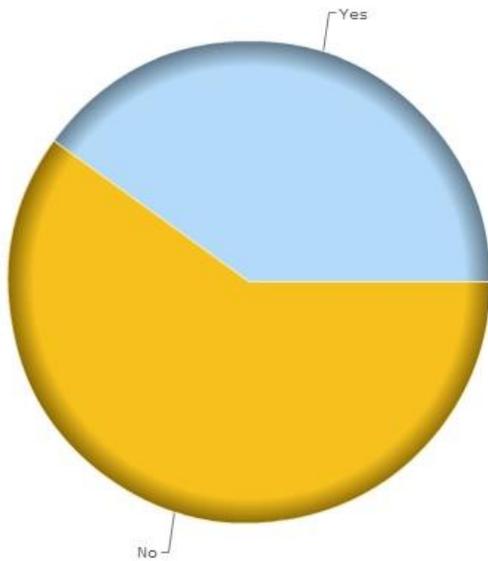
6. If you watch TEDx Talks, which device do you use? Multiple answers possible.



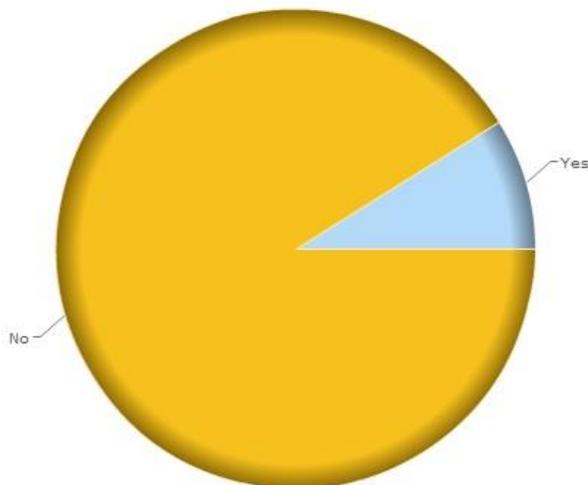
7. Have you ever visited a TEDx event in person?



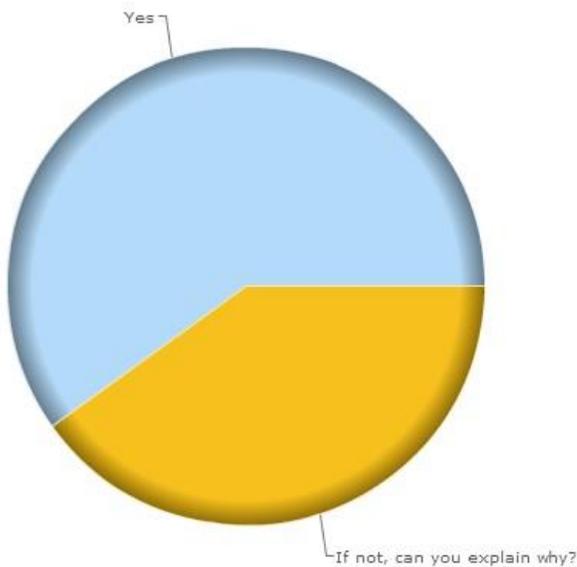
8. Do you know there are TEDx events taking place in The Netherlands?



11. Have you heard of the Dutch event TEDxBinnenhof?



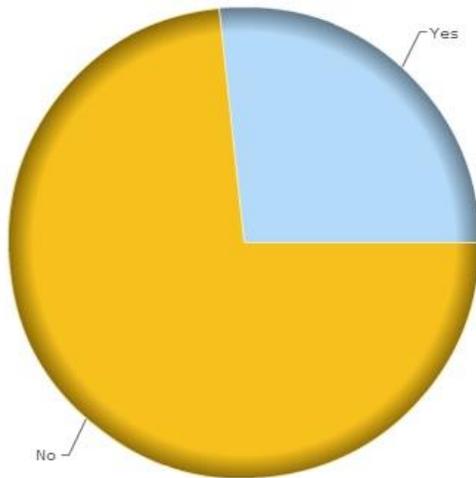
12. Would you be interested in receiving information and updates about this event, where Dutch innovative solutions will be presented that tackle global challenges such as pollution, health care costs, climate change and scarcity of natural resources?



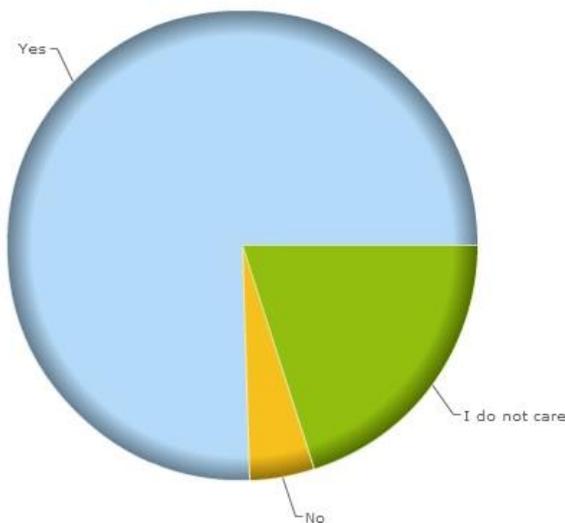
Reasons why not interested:

- I am not interested in this topic (4).
- If a topic covered in a TED talk is interesting for me I will find out about it through other things I read on the internet.
- I can get my own information.
- I'll learn about them through my normal channels.
- I don't like receiving too many emails.
- Because I am not sure that there is an easy solution for it. I also think that the world is challenging far more severe problems.
- Too busy.
- I am not familiar with it.
- I don't know TED or TEDx.

13. Would you be interested in volunteering for one of these Dutch innovative solutions of TEDxBinnenhof in order to help them succeed globally?



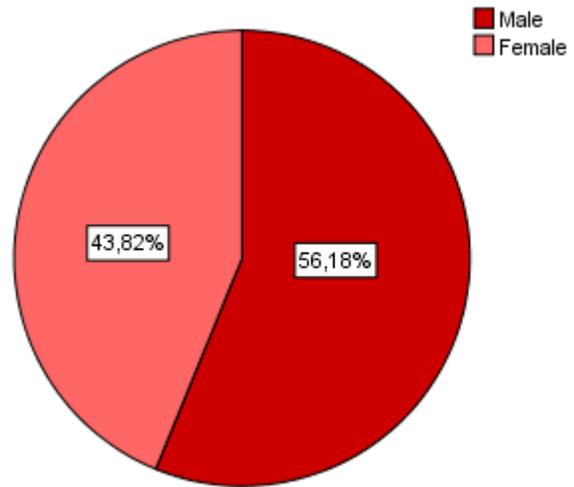
14. Do you think Dutch TEDx events should be promoted more in The Netherlands?



Appendix III: Results Quantitative Research TEDxBinnenhof community

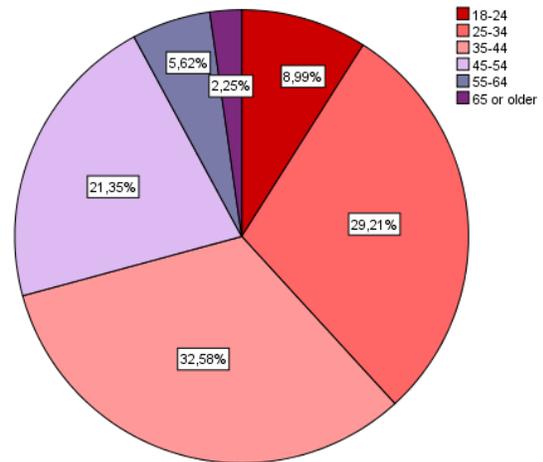
Gender

	Frequency	Percent
Male	50	56,2
Female	39	43,8
Total	89	100,0



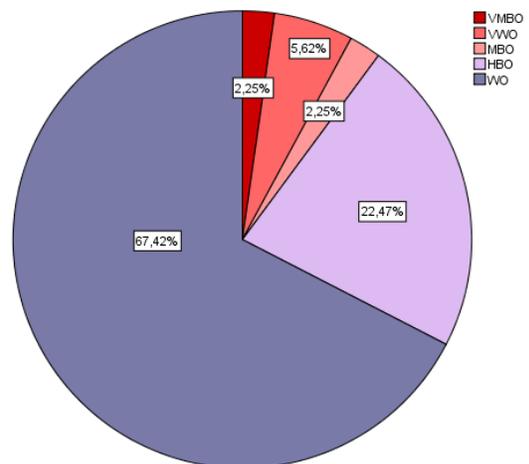
Age

	Frequency	Percent
18-24	8	9,0
25-34	26	29,2
35-44	29	32,6
45-54	19	21,3
55-64	5	5,6
65 or older	2	2,2
Total	89	100,0



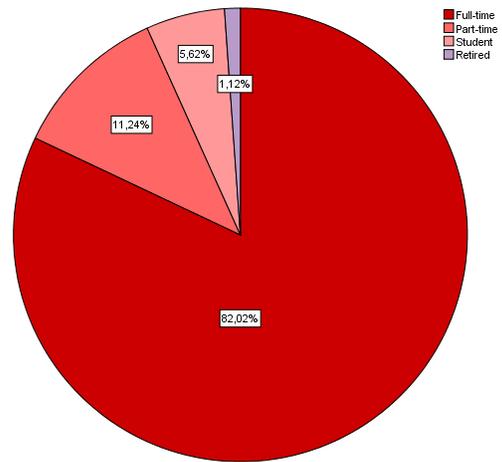
Education

	Frequency	Percent
VMBO	2	2,2
VWO	5	5,6
MBO	2	2,2
HBO	20	22,5
WO	60	67,4
Total	89	100,0



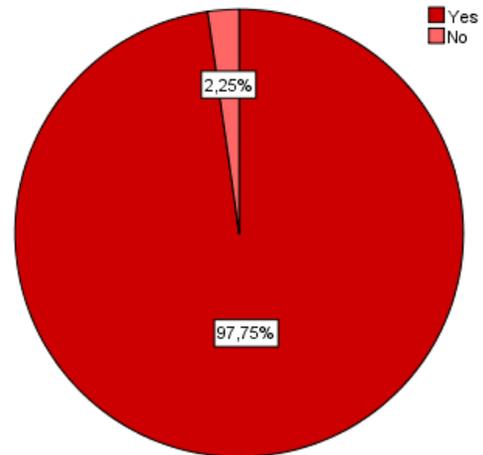
Current work situation

	Frequency	Percent
Full-time	73	82,0
Part-time	10	11,2
Student	5	5,6
Retired	1	1,1
Total	89	100,0

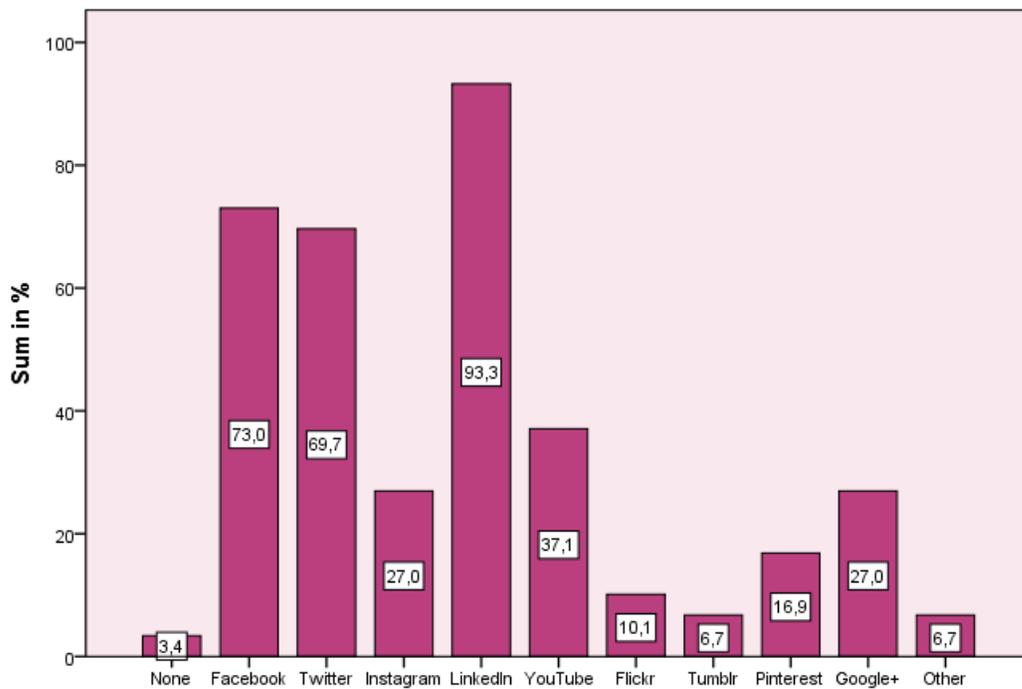


Possession of smartphone

	Frequency	Percent
Yes	87	97,8
No	2	2,2
Total	89	100,0

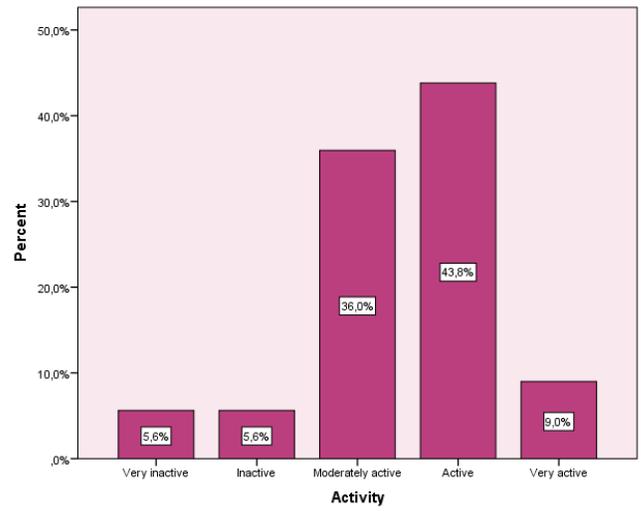


Social media use		Count	Percent
None	No	86	96,6%
	Yes	3	3,4%
Facebook	No	24	27,0%
	Yes	65	73,0%
Twitter	No	27	30,3%
	Yes	62	69,7%
Instagram	No	65	73,0%
	Yes	24	27,0%
LinkedIn	No	6	6,7%
	Yes	83	93,3%
YouTube	No	56	62,9%
	Yes	33	37,1%
Flickr	No	80	89,9%
	Yes	9	10,1%
Tumblr	No	83	93,3%
	Yes	6	6,7%
Pinterest	No	74	83,1%
	Yes	15	16,9%
Google+	No	65	73,0%
	Yes	24	27,0%
Other	No	83	93,3%
	Yes	6	6,7%



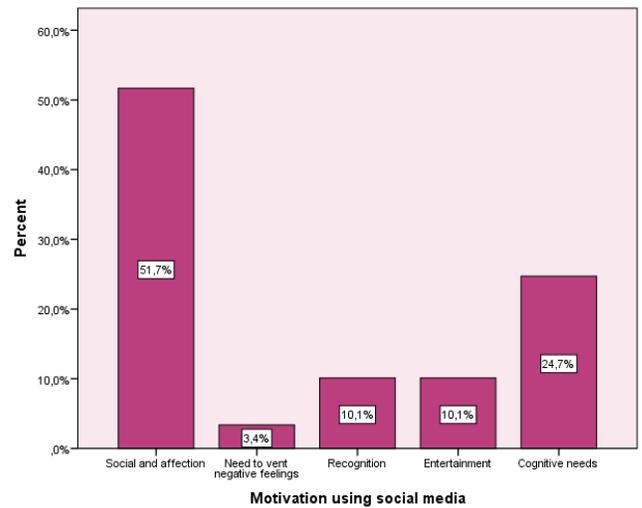
Social media activity

	Frequency	Percent
Very inactive	5	5,6
Inactive	5	5,6
Moderately active	32	36,0
Active	39	43,8
Very active	8	9,0
Total	89	100,0

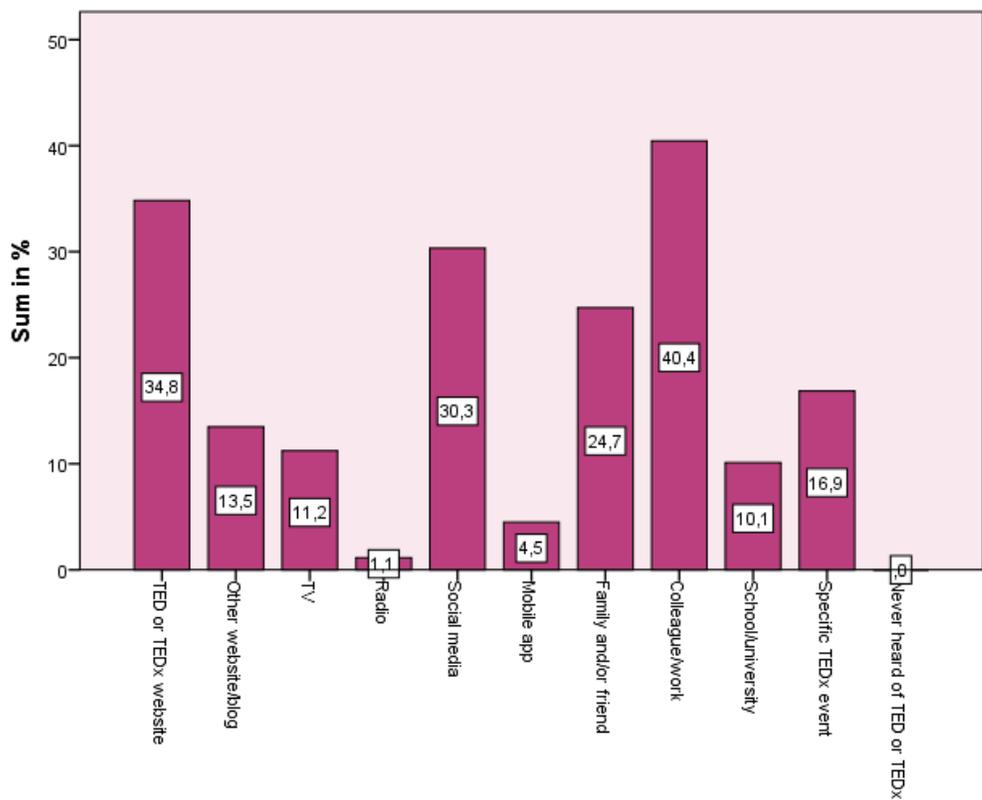


Most important motivation using social media

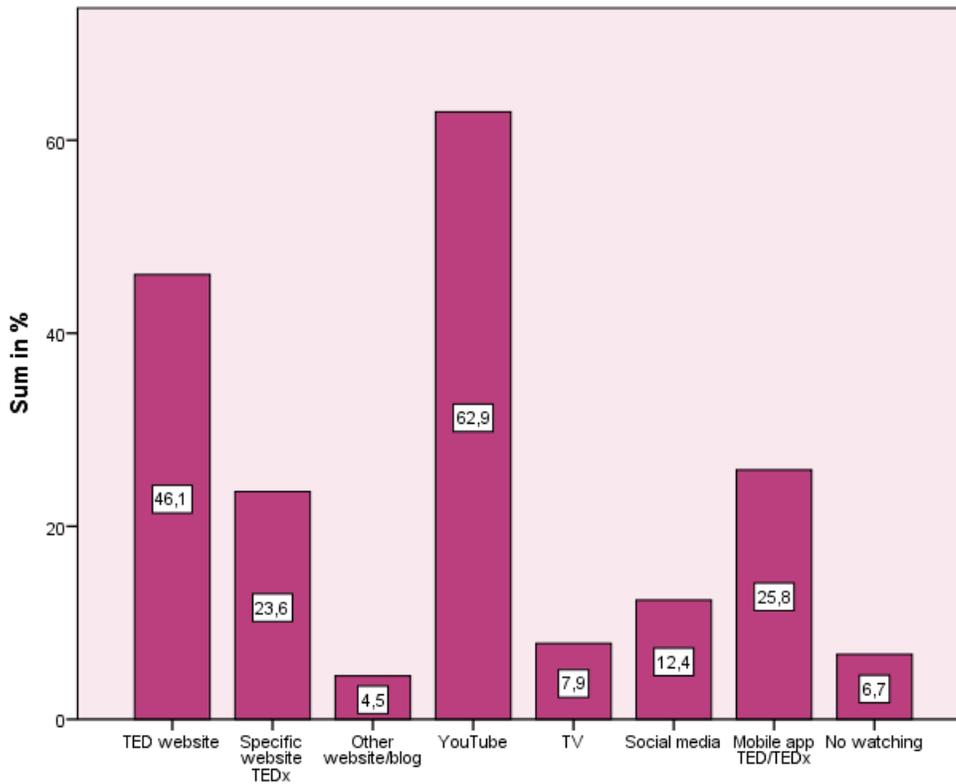
	Frequency	Percent
Social and affection	46	51,7
Vent negative feelings	3	3,4
Recognition	9	10,1
Entertainment	9	10,1
Cognitive needs	22	24,7
Total	89	100,0



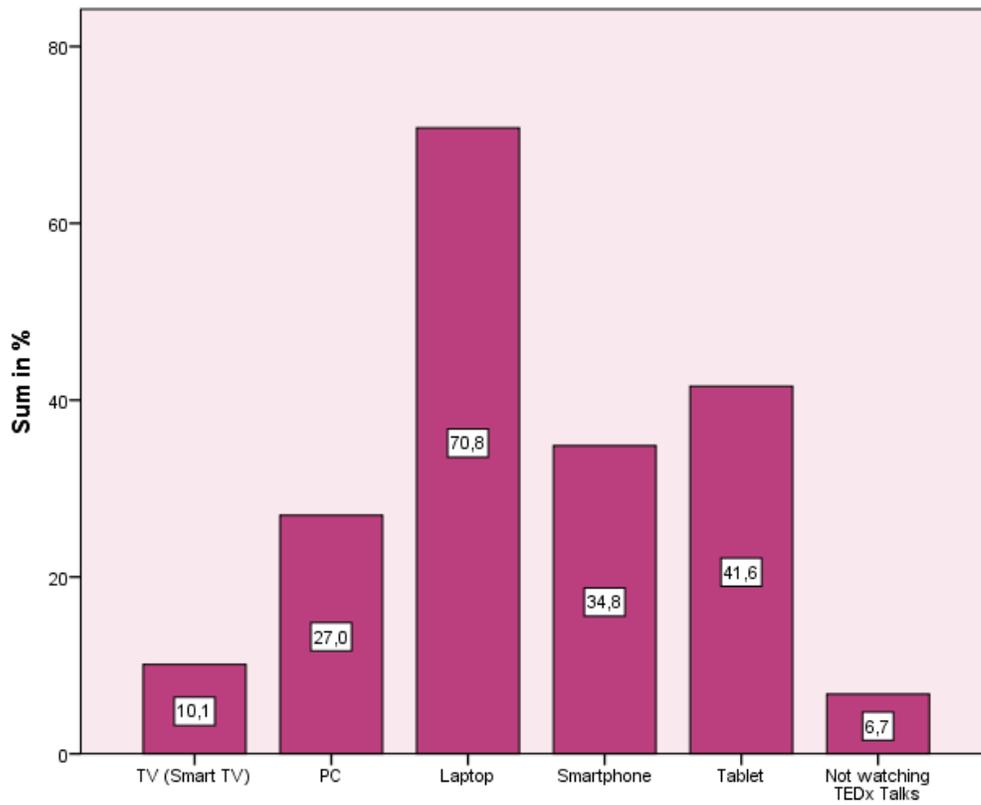
First contact with TED or TEDx		Count	Column N %
TED or TEDx website	No	58	65,2%
	Yes	31	34,8%
Other website/blog	No	77	86,5%
	Yes	12	13,5%
TV	No	79	88,8%
	Yes	10	11,2%
Radio	No	88	98,9%
	Yes	1	1,1%
Social media	No	62	69,7%
	Yes	27	30,3%
Mobile app	No	85	95,5%
	Yes	4	4,5%
Family and/or friend	No	67	75,3%
	Yes	22	24,7%
Colleague/work	No	53	59,6%
	Yes	36	40,4%
School/university	No	80	89,9%
	Yes	9	10,1%
Specific TEDx event	No	74	83,1%
	Yes	15	16,9%
Never heard of TED or TEDx	No	89	100,0%
	Yes	0	0,0%



Media channel for TEDx Talks		Count	Column N %
TED website	No	48	53,9%
	Yes	41	46,1%
Specific website TEDx	No	68	76,4%
	Yes	21	23,6%
Other website/blog	No	85	95,5%
	Yes	4	4,5%
YouTube	No	33	37,1%
	Yes	56	62,9%
TV	No	82	92,1%
	Yes	7	7,9%
Social media	No	78	87,6%
	Yes	11	12,4%
Mobile app TED/TEDx	No	66	74,2%
	Yes	23	25,8%
No watching	No	83	93,3%
	Yes	6	6,7%

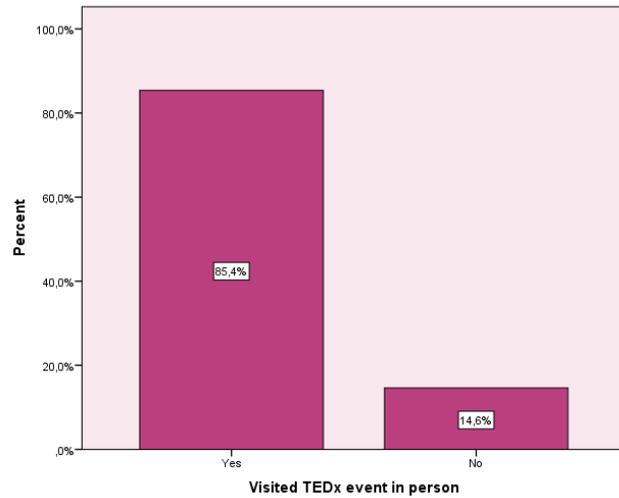


Media device for TEDx Talks		Count	Column N %
TV (Smart TV)	No	80	89,9%
	Yes	9	10,1%
PC	No	65	73,0%
	Yes	24	27,0%
Laptop	No	26	29,2%
	Yes	63	70,8%
Smartphone	No	58	65,2%
	Yes	31	34,8%
Tablet	No	52	58,4%
	Yes	37	41,6%
Not watching TEDx Talks	No	83	93,3%
	Yes	6	6,7%



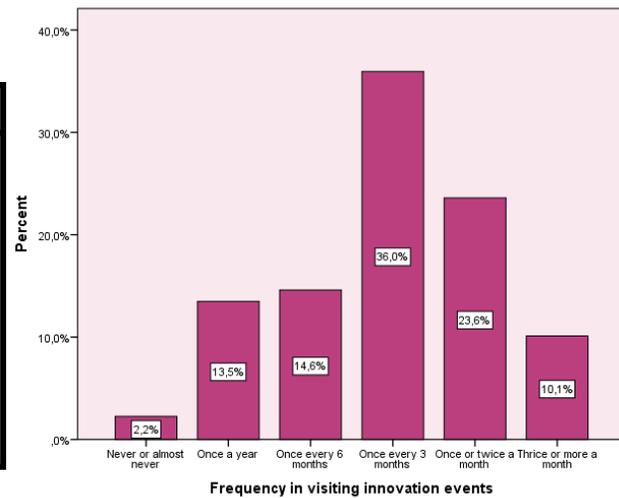
Visited TEDx event in person

	Frequency	Percent
Yes	76	85,4
No	13	14,6
Total	89	100,0



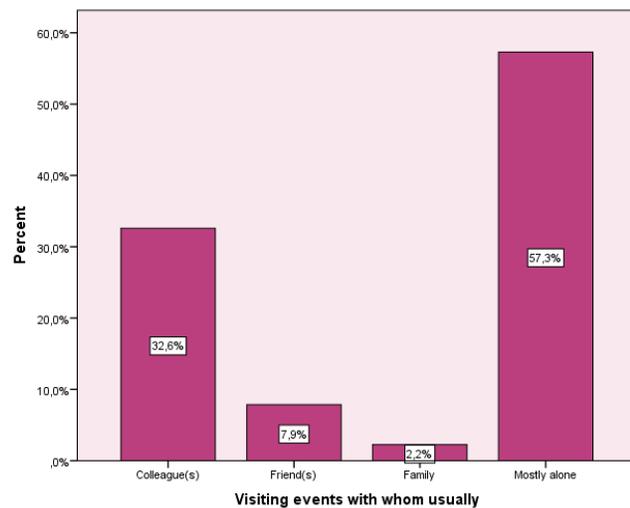
Frequency in visiting innovation events

	Frequency	Percent
Never or almost never	2	2,2
Once a year	12	13,5
Once every 6 months	13	14,6
Once every 3 months	32	36,0
Once or twice a month	21	23,6
Thrice or more a month	9	10,1
Total	89	100,0



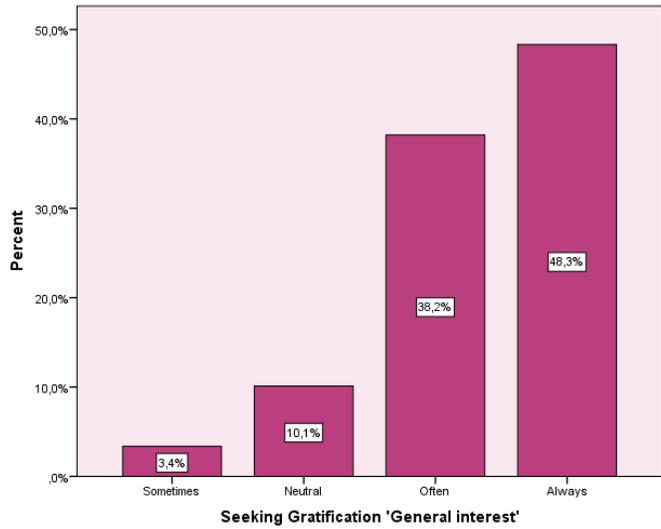
Visiting events with whom usually

	Frequency	Percent
Colleague(s)	29	32,6
Friend(s)	7	7,9
Family	2	2,2
Mostly alone	51	57,3
Total	89	100,0



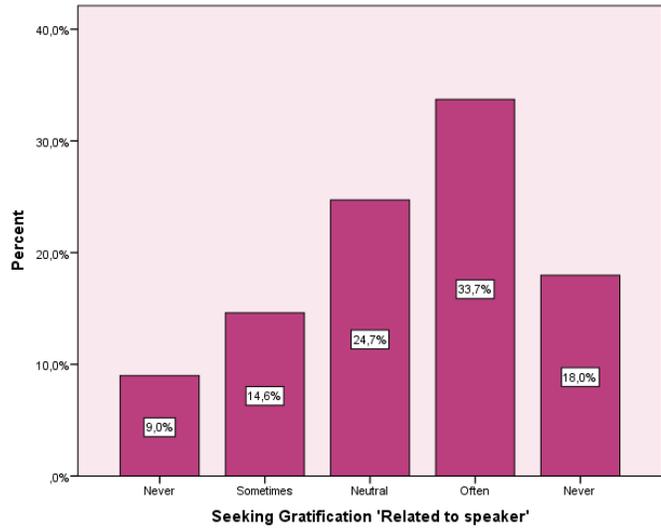
Gratification 'General interest'

	Frequency	Percent
Sometimes	3	3,4
Neutral	9	10,1
Often	34	38,2
Always	43	48,3
Total	89	100,0



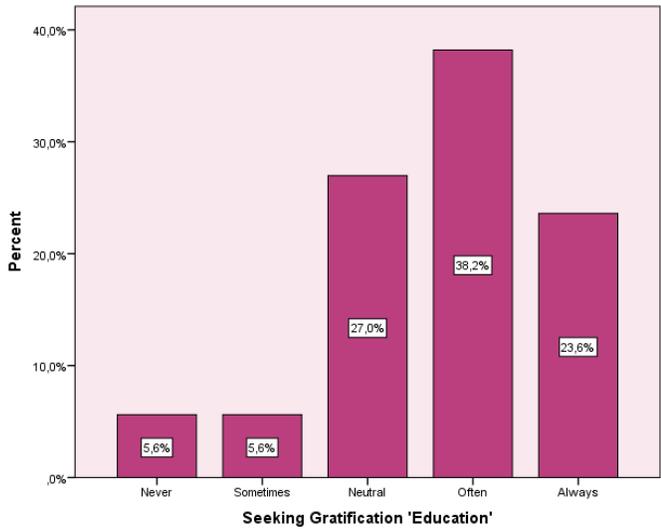
Gratification 'Related to speaker'

	Frequency	Percent
Never	8	9,0
Sometimes	13	14,6
Neutral	22	24,7
Often	30	33,7
Always	16	18,0
Total	89	100,0



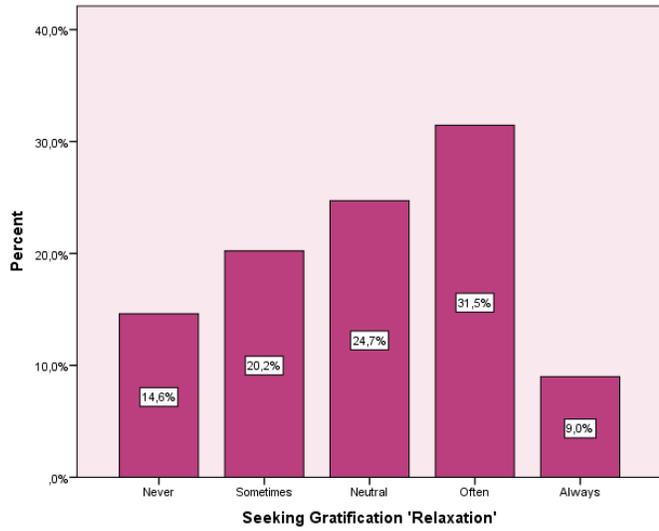
Gratification 'Education'

	Frequency	Percent
Never	5	5,6
Sometimes	5	5,6
Neutral	24	27,0
Often	34	38,2
Always	21	23,6
Total	89	100,0



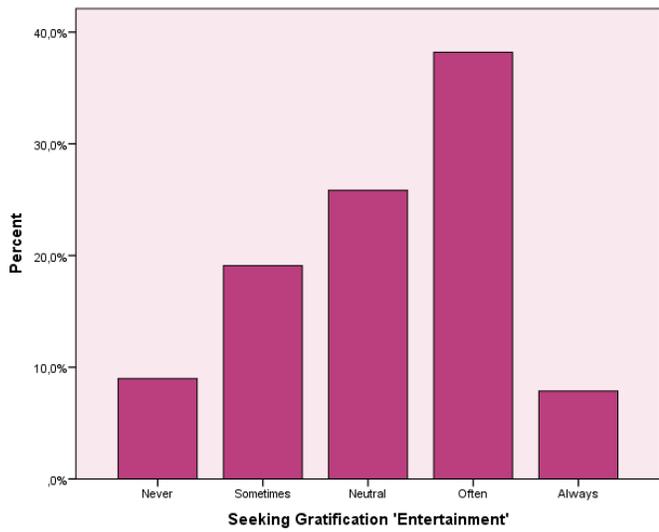
Gratification 'Relaxation'

	Frequency	Percent
Never	13	14,6
Sometimes	18	20,2
Neutral	22	24,7
Often	28	31,5
Always	8	9,0
Total	89	100,0



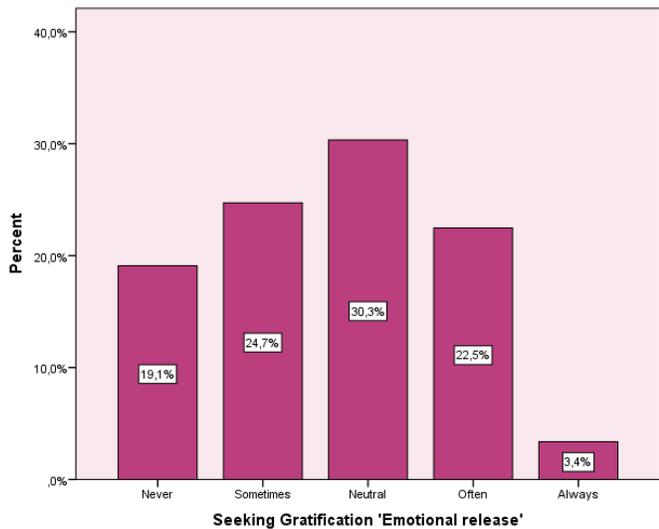
Gratification 'Entertainment'

	Frequency	Percent
Never	8	9,0
Sometimes	17	19,1
Neutral	23	25,8
Often	34	38,2
Always	7	7,9
Total	89	100,0



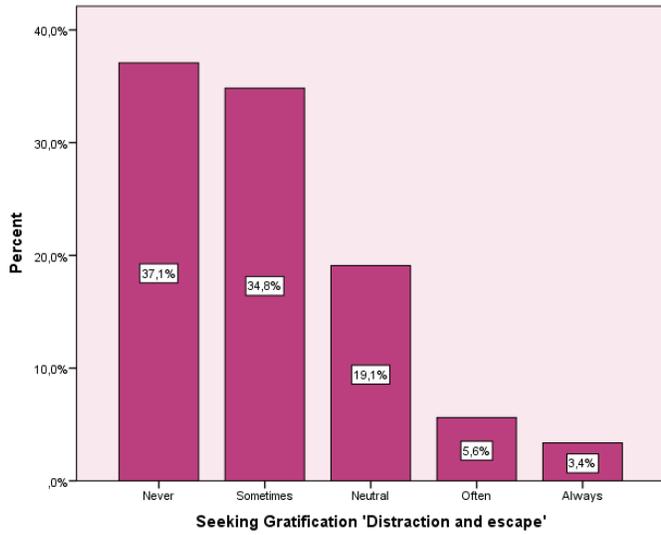
Gratification 'Emotional release'

	Frequency	Percent
Never	17	19,1
Sometimes	22	24,7
Neutral	27	30,3
Often	20	22,5
Always	3	3,4
Total	89	100,0



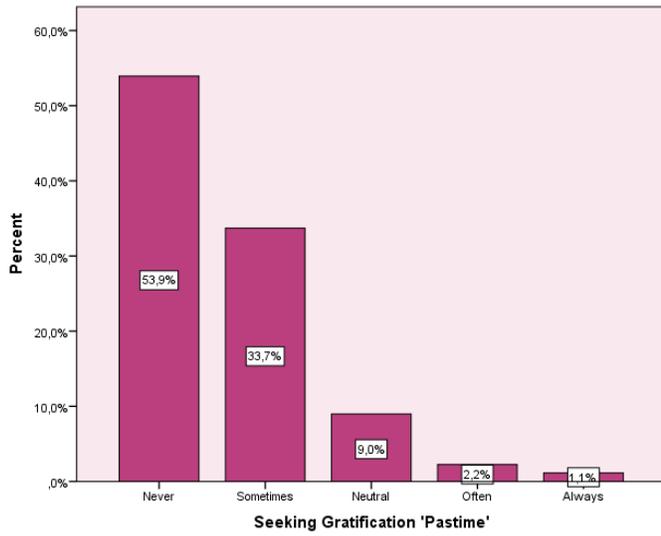
Gratification 'Distraction and escape'

	Frequency	Percent
Never	33	37,1
Sometimes	31	34,8
Neutral	17	19,1
Often	5	5,6
Always	3	3,4
Total	89	100,0



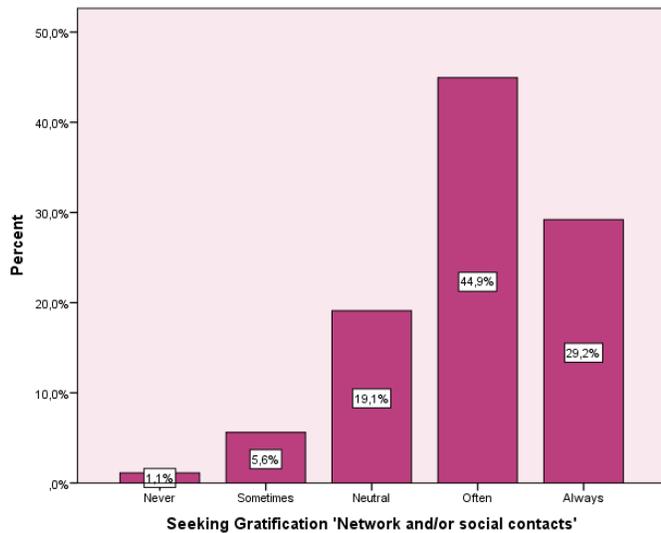
Gratification 'Pastime'

	Frequency	Percent
Never	48	53,9
Sometimes	30	33,7
Neutral	8	9,0
Often	2	2,2
Always	1	1,1
Total	89	100,0



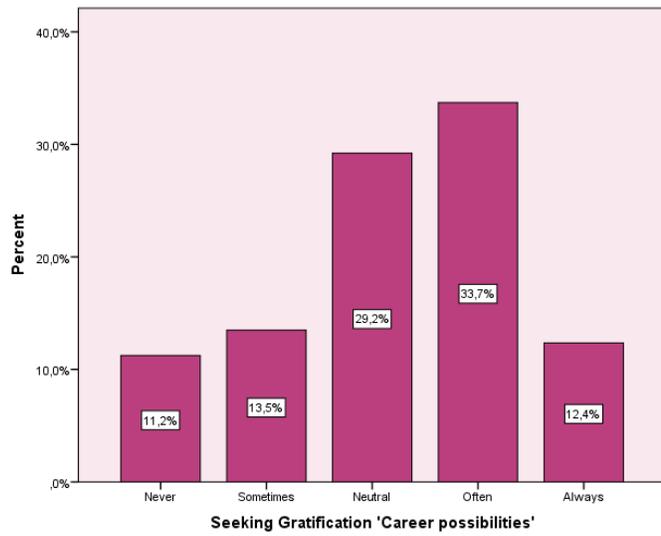
Gratification 'Network/social contacts'

	Frequency	Percent
Never	1	1,1
Sometimes	5	5,6
Neutral	17	19,1
Often	40	44,9
Always	26	29,2
Total	89	100,0



Gratification 'Career possibilities'

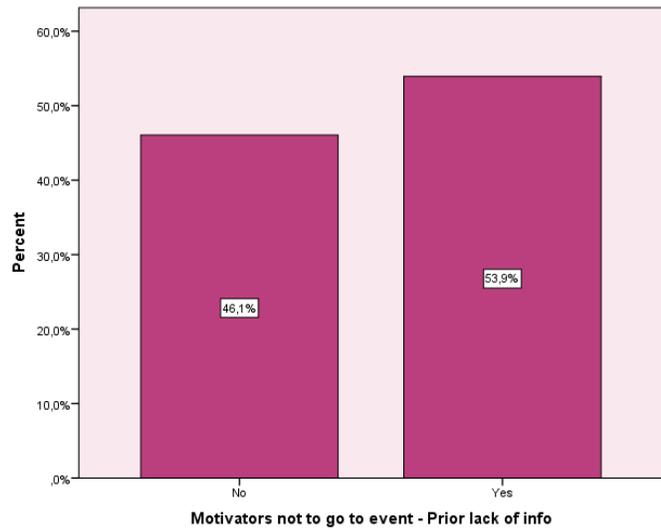
	Frequency	Percent
Never	10	11,2
Sometimes	12	13,5
Neutral	26	29,2
Often	30	33,7
Always	11	12,4
Total	89	100,0



Motivators not to go to event

Prior lack of information

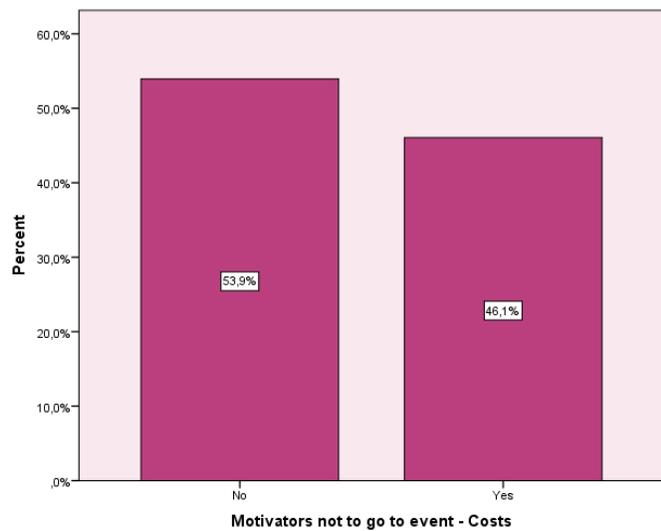
	Frequency	Percent
No	41	46,1
Yes	48	53,9
Total	89	100,0



Motivators not to go to event

Costs

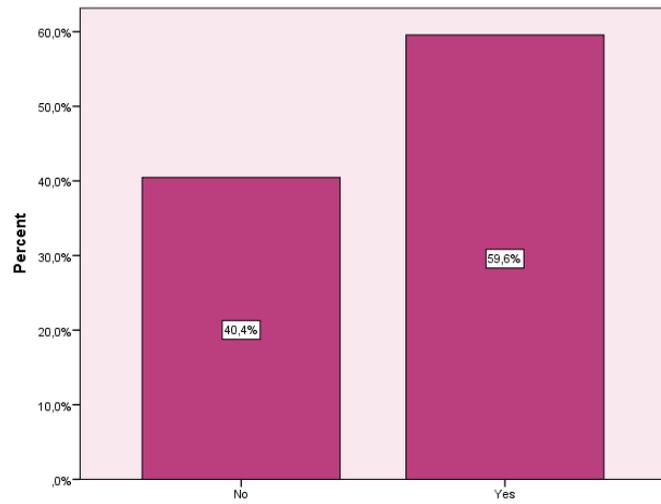
	Frequency	Percent
No	48	53,9
Yes	41	46,1
Total	89	100,0



Motivators not to go to event

Point in time

	Frequency	Percent
No	36	40,4
Yes	53	59,6
Total	89	100,0

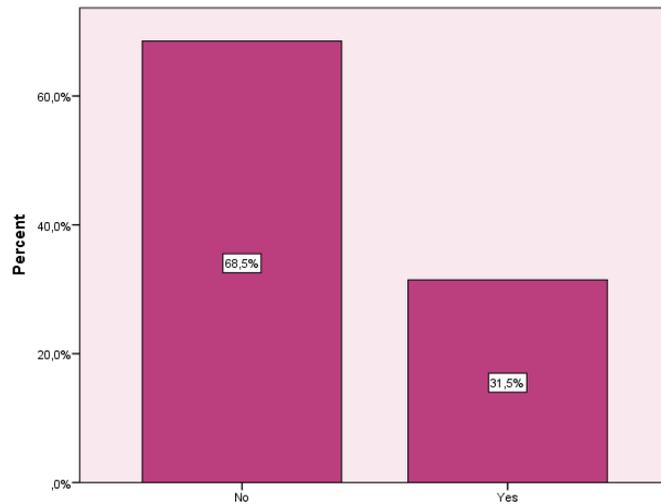


Motivators not to go to event - Point in time

Motivators not to go to event -

Availability tickets

	Frequency	Percent
No	61	68,5
Yes	28	31,5
Total	89	100,0

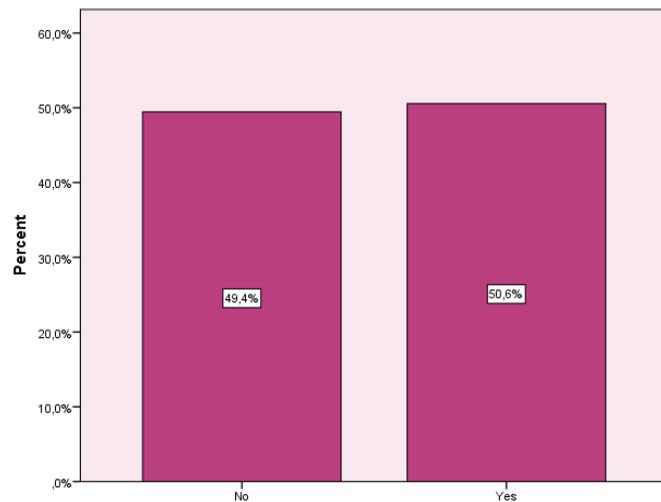


Motivators not to go to event - Availability tickets

Motivators not to go to event -

Complicated registration process

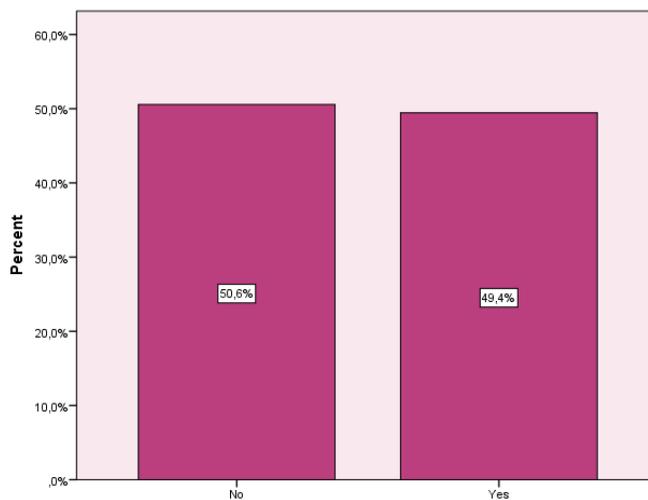
	Frequency	Percent
No	44	49,4
Yes	45	50,6
Total	89	100,0



Motivators not to go to event - Complicated registration process

**Motivators not to go to event - Idea
not belonging to target group**

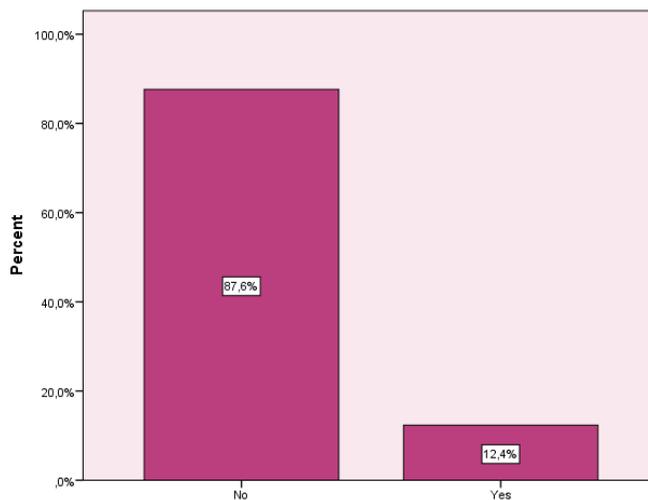
	Frequency	Percent
No	45	50,6
Yes	44	49,4
Total	89	100,0



Motivators not to go to event - Idea not belonging to target group

**Motivators not to go to event - Watch
registrations online later**

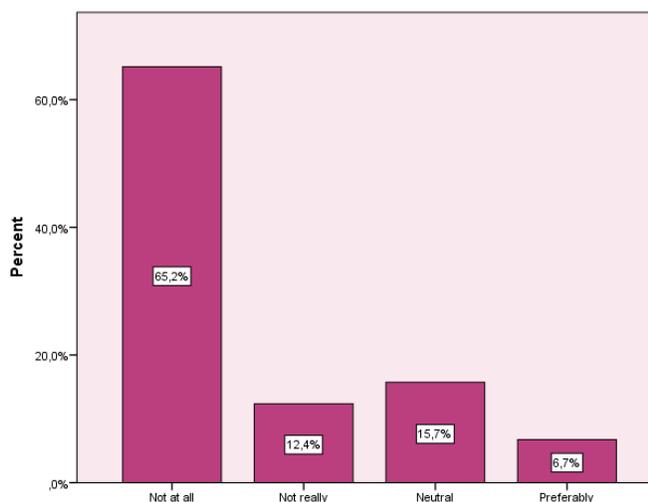
	Frequency	Percent
No	78	87,6
Yes	11	12,4
Total	89	100,0



Motivators not to go to event - Watch registrations online later

**Learning methods existence event -
Telephone**

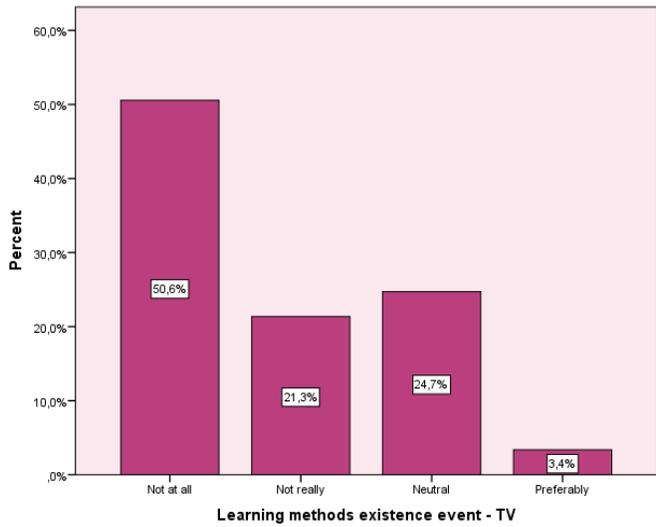
	Frequency	Percent
Not at all	58	65,2
Not really	11	12,4
Neutral	14	15,7
Preferably	6	6,7
Total	89	100,0



Learning methods existence event - Telephone

Learning methods existence event - TV

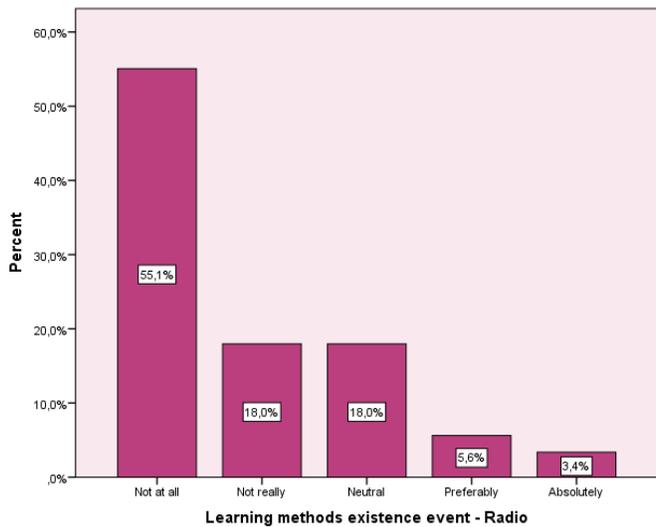
	Frequency	Percent
Not at all	45	50,6
Not really	19	21,3
Neutral	22	24,7
Preferably	3	3,4
Total	89	100,0



Learning methods existence event

Radio

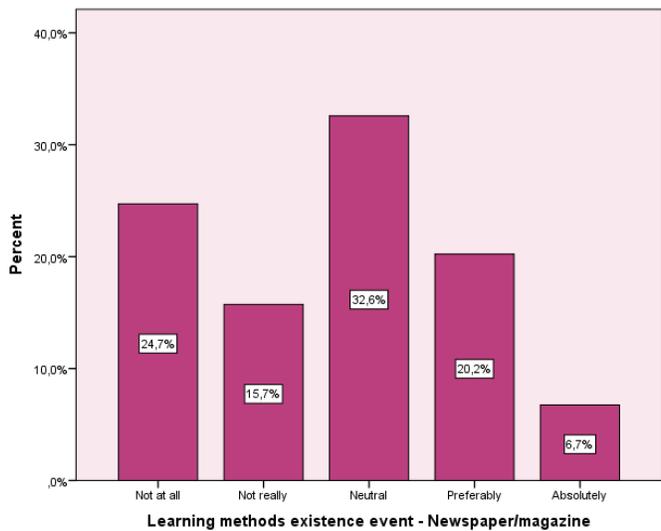
	Frequency	Percent
Not at all	49	55,1
Not really	16	18,0
Neutral	16	18,0
Preferably	5	5,6
Absolutely	3	3,4
Total	89	100,0



Learning methods existence event

Newspaper/magazine

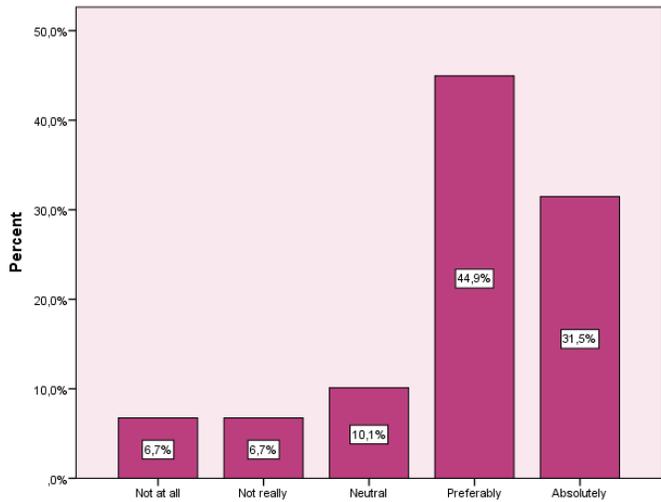
	Frequency	Percent
Not at all	22	24,7
Not really	14	15,7
Neutral	29	32,6
Preferably	18	20,2
Absolutely	6	6,7
Total	89	100,0



Learning methods existence event

E-mail

	Frequency	Percent
Not at all	6	6,7
Not really	6	6,7
Neutral	9	10,1
Preferably	40	44,9
Absolutely	28	31,5
Total	89	100,0

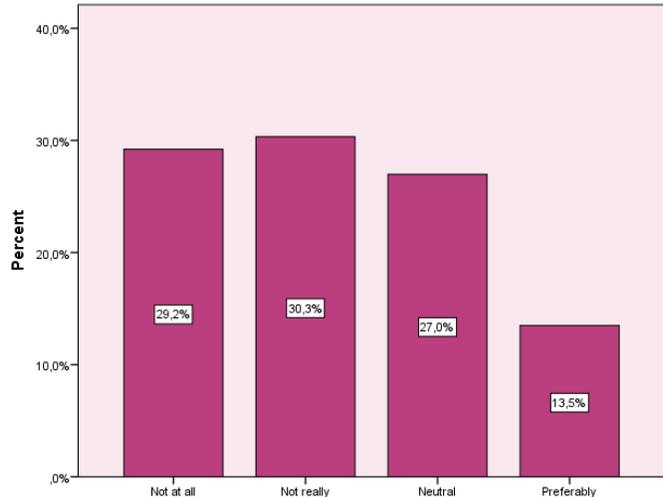


Learning methods existence event - E-mail

Learning methods existence event

Online advertisements

	Frequency	Percent
Not at all	26	29,2
Not really	27	30,3
Neutral	24	27,0
Preferably	12	13,5
Total	89	100,0

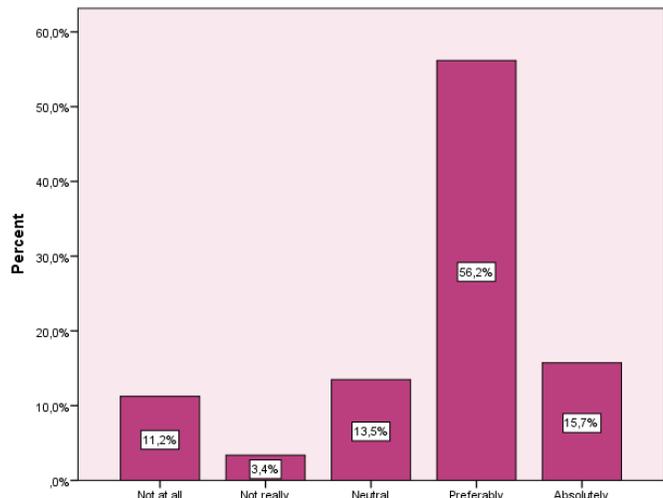


Learning methods existence event - Online advertisements

Learning methods existence event

Social media

	Frequency	Percent
Not at all	10	11,2
Not really	3	3,4
Neutral	12	13,5
Preferably	50	56,2
Absolutely	14	15,7
Total	89	100,0

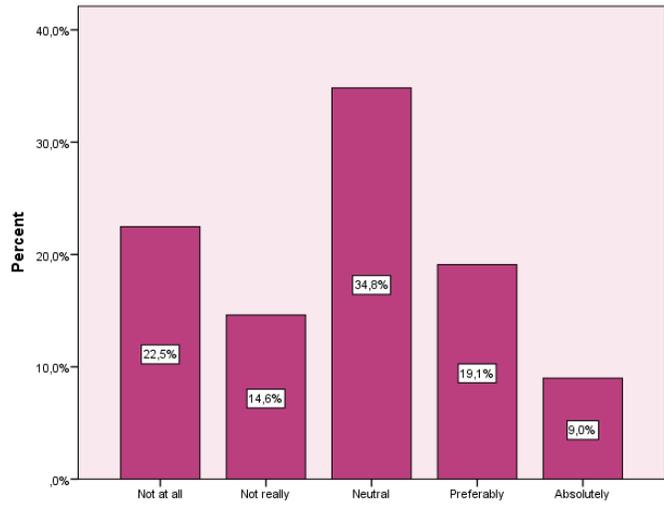


Learning methods existence event - Social media

Learning methods existence event

Intranet from work

	Frequency	Percent
Not at all	20	22,5
Not really	13	14,6
Neutral	31	34,8
Preferably	17	19,1
Absolutely	8	9,0
Total	89	100,0

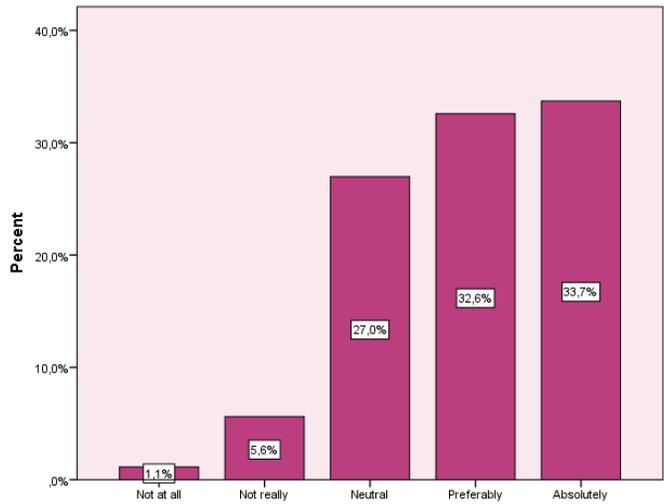


Learning methods existence event - Intranet from work

Learning methods existence event

Suggestions colleagues

	Frequency	Percent
Not at all	1	1,1
Not really	5	5,6
Neutral	24	27,0
Preferably	29	32,6
Absolutely	30	33,7
Total	89	100,0

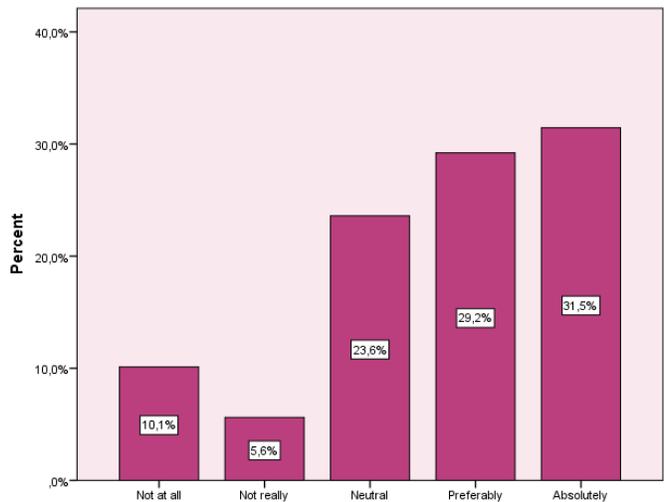


Learning methods existence event - Suggestions colleagues

Learning methods existence event -

Suggestions family and/or friends

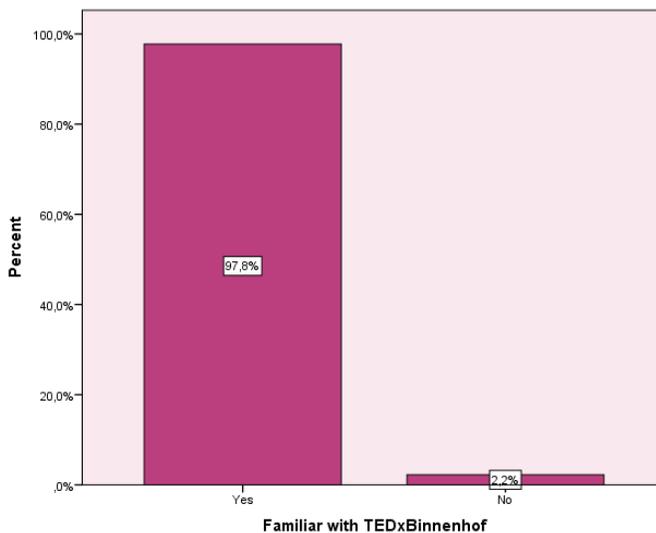
	Frequency	Percent
Not at all	9	10,1
Not really	5	5,6
Neutral	21	23,6
Preferably	26	29,2
Absolutely	28	31,5
Total	89	100,0



Learning methods existence event - Suggestions family and/or friends

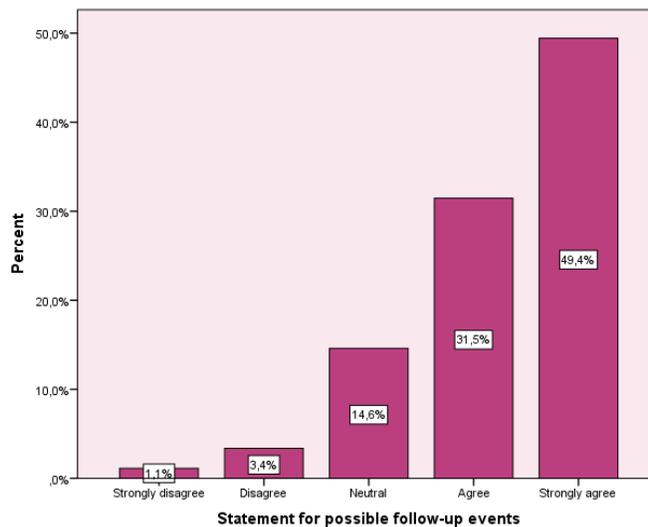
Familiar with TEDxBinnenhof

	Frequency	Percent
Yes	87	97,8
No	2	2,2
Total	89	100,0



Statement for possible follow-up events

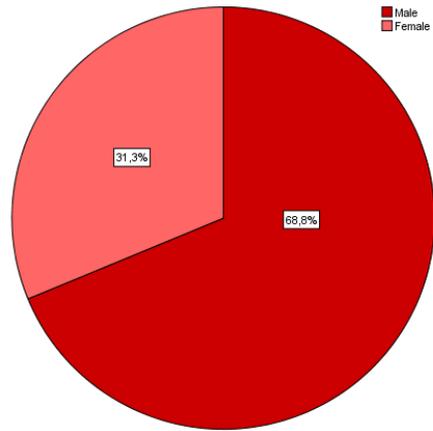
	Frequency	Percent
Strongly disagree	1	1,1
Disagree	3	3,4
Neutral	13	14,6
Agree	28	31,5
Strongly agree	44	49,4
Total	89	100,0



Appendix IV: Results Quantitative Research technical students

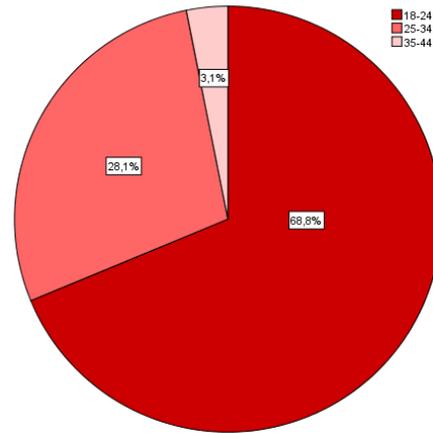
Gender

	Frequency	Percent
Male	44	68,8
Female	20	31,3
Total	64	100,0



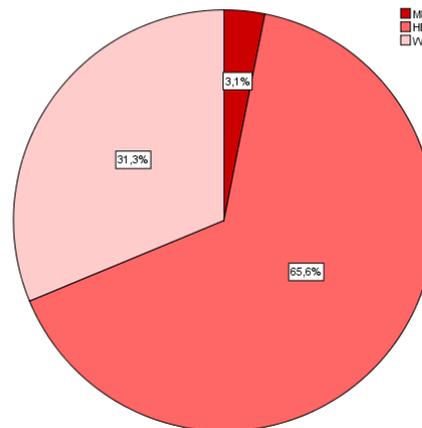
Age

	Frequency	Percent
18-24	44	68,8
25-34	18	28,1
35-44	2	3,1
Total	64	100,0



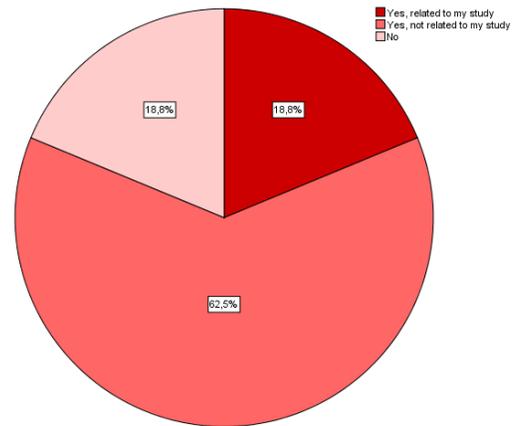
Education

	Frequency	Percent
MBO	2	3,1
HBO	42	65,6
WO	20	31,3
Total	64	100,0



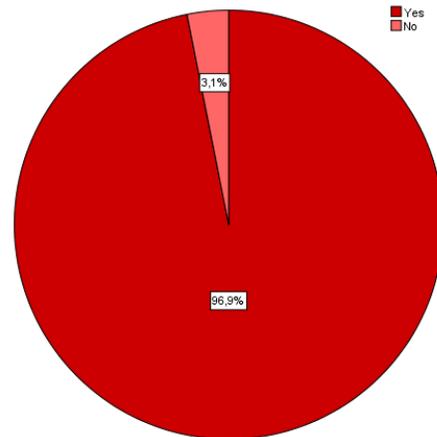
Additional job

	Frequency	Percent
Yes, related to my study	12	18,8
Yes, not related to my study	40	62,5
No	12	18,8
Total	64	100,0

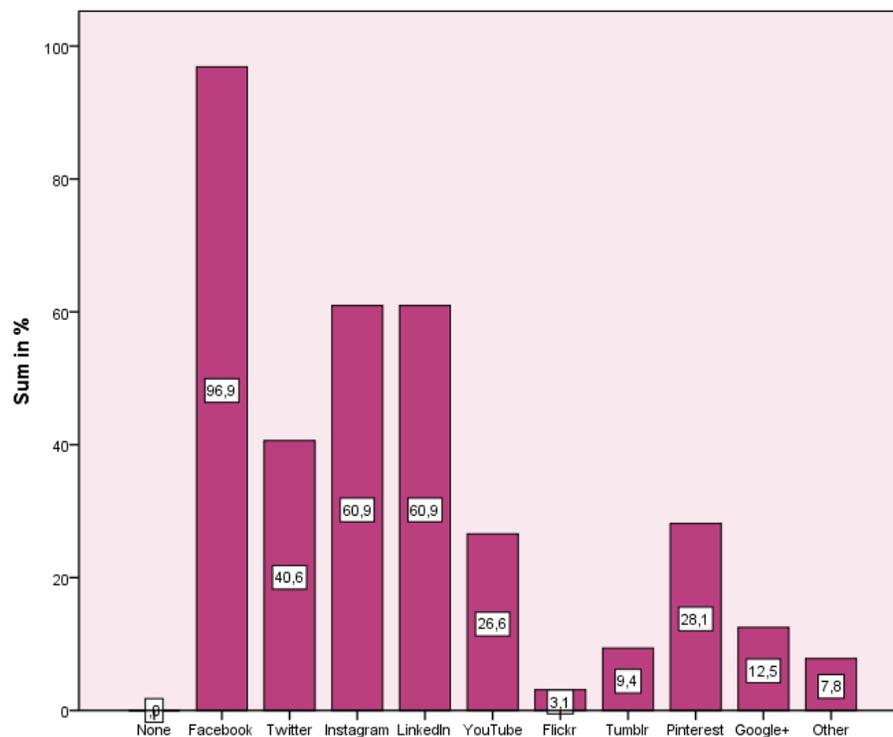


Possession of smartphone

	Frequency	Percent
Yes	62	96,9
No	2	3,1
Total	64	100,0

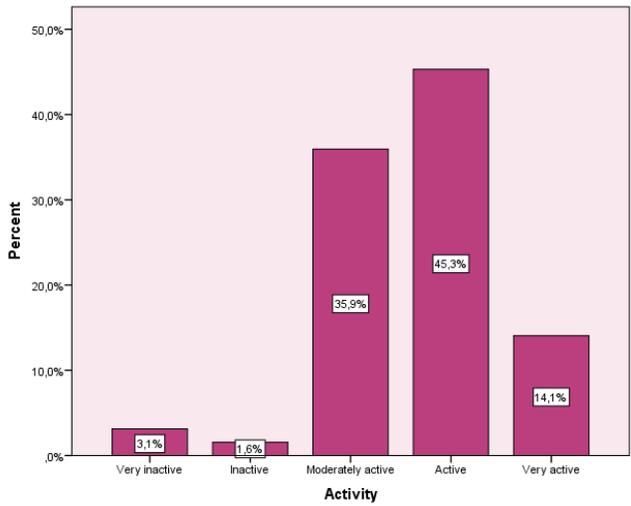


Social media use		Count	Column N %
None	No	64	100,0%
	Yes	0	0,0%
Facebook	No	2	3,1%
	Yes	62	96,9%
Twitter	No	38	59,4%
	Yes	26	40,6%
Instagram	No	25	39,1%
	Yes	39	60,9%
LinkedIn	No	25	39,1%
	Yes	39	60,9%
YouTube	No	47	73,4%
	Yes	17	26,6%
Flickr	No	62	96,9%
	Yes	2	3,1%
Tumblr	No	58	90,6%
	Yes	6	9,4%
Pinterest	No	46	71,9%
	Yes	18	28,1%
Google+	No	56	87,5%
	Yes	8	12,5%
Other	No	59	92,2%
	Yes	5	7,8%



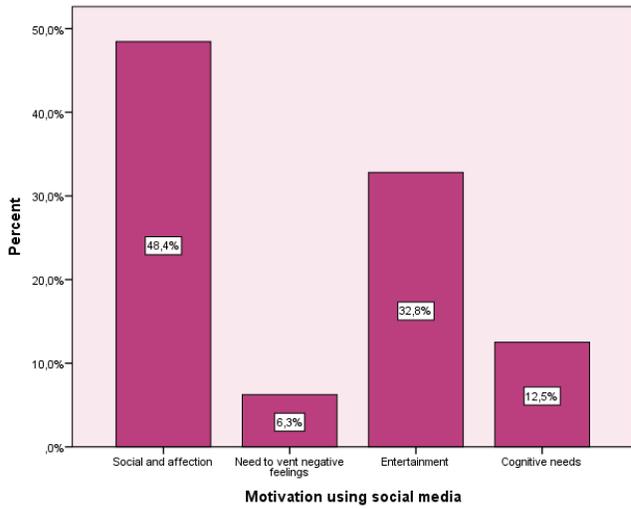
Social media activity

	Frequency	Percent
Very inactive	2	3,1
Inactive	1	1,6
Moderately active	23	35,9
Active	29	45,3
Very active	9	14,1
Total	64	100,0

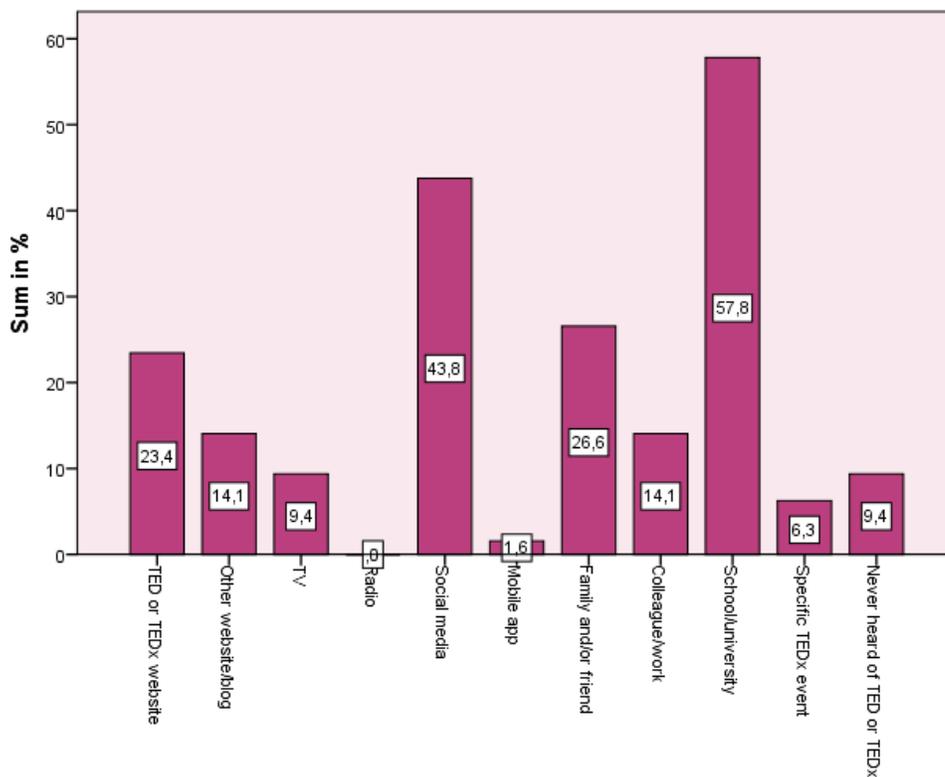


Most important aspect social media

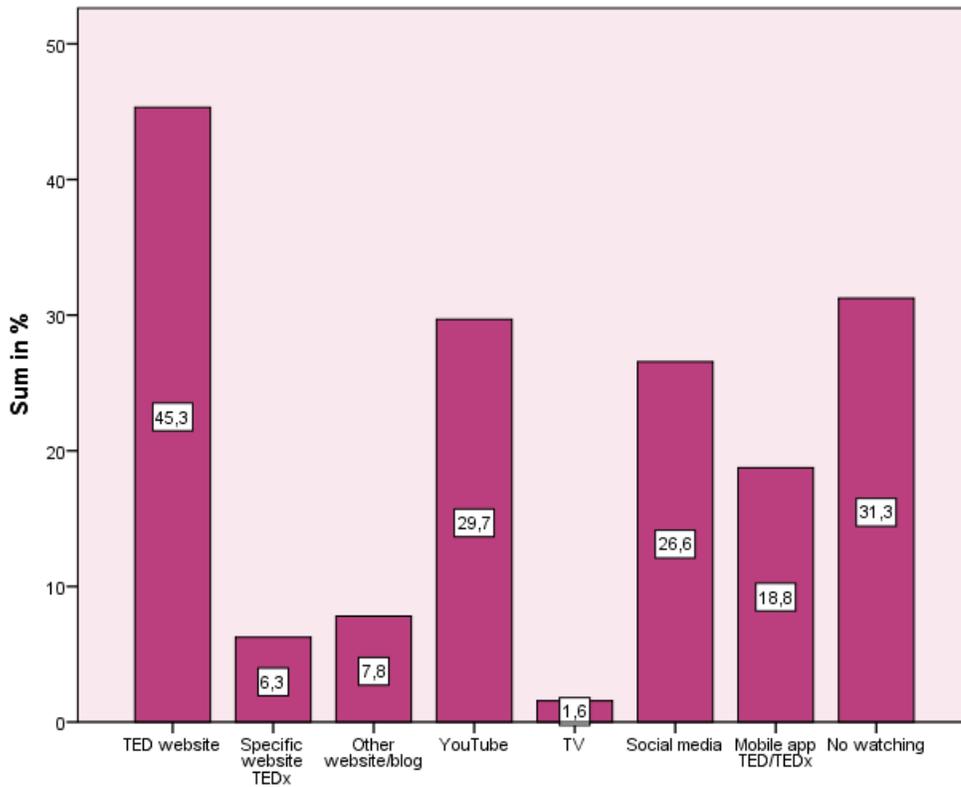
	Frequency	Percent
Social and affection	31	48,4
Vent negative feelings	4	6,3
Entertainment	21	32,8
Cognitive needs	8	12,5
Total	64	100,0



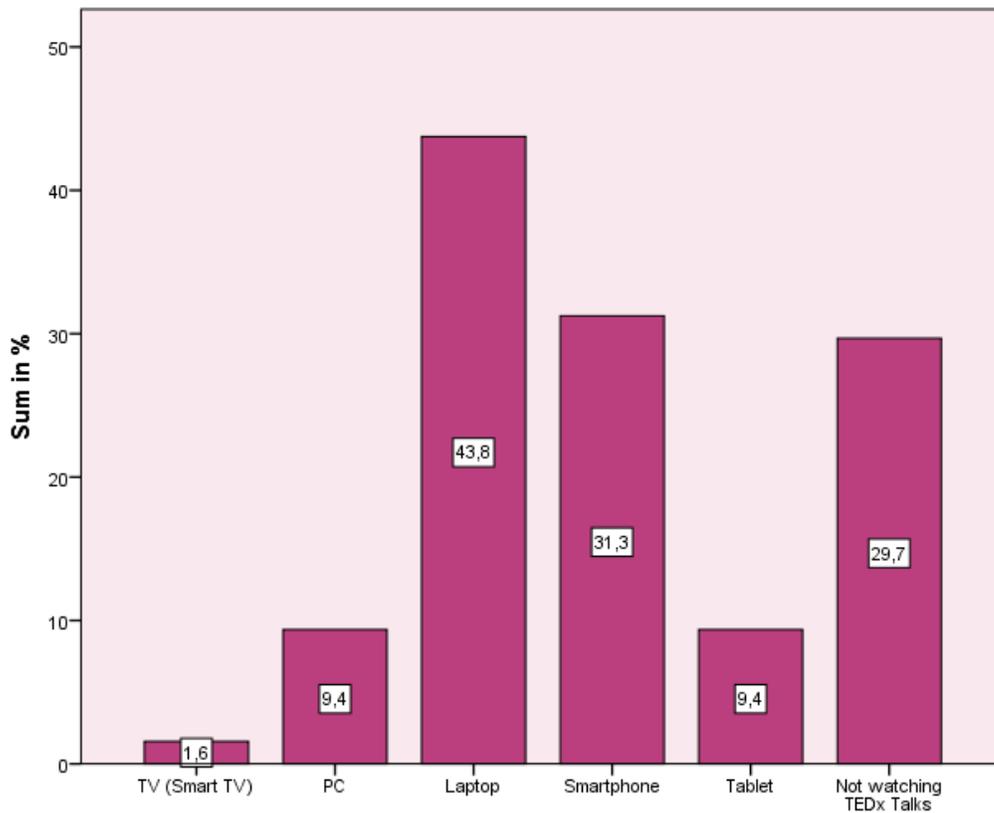
First contact with TED or TEDx		Count	Column N %
TED or TEDx website	No	49	76,6%
	Yes	15	23,4%
Other website/blog	No	55	85,9%
	Yes	9	14,1%
TV	No	58	90,6%
	Yes	6	9,4%
Radio	No	64	100,0%
	Yes	0	0,0%
Social media	No	36	56,2%
	Yes	28	43,8%
Mobile app	No	63	98,4%
	Yes	1	1,6%
Family and/or friend	No	47	73,4%
	Yes	17	26,6%
Colleague/work	No	55	85,9%
	Yes	9	14,1%
School/university	No	27	42,2%
	Yes	37	57,8%
Specific TEDx event	No	60	93,8%
	Yes	4	6,2%
Never heard of TED or TEDx	No	58	90,6%
	Yes	6	9,4%



Media channel for TEDx Talks		Count	Column N %
TED website	No	35	54,7%
	Yes	29	45,3%
Specific website TEDx	No	60	93,8%
	Yes	4	6,2%
Other website/blog	No	59	92,2%
	Yes	5	7,8%
YouTube	No	45	70,3%
	Yes	19	29,7%
TV	No	63	98,4%
	Yes	1	1,6%
Social media	No	47	73,4%
	Yes	17	26,6%
Mobile app TED/TEDx	No	52	81,2%
	Yes	12	18,8%
No watching	No	44	68,8%
	Yes	20	31,2%

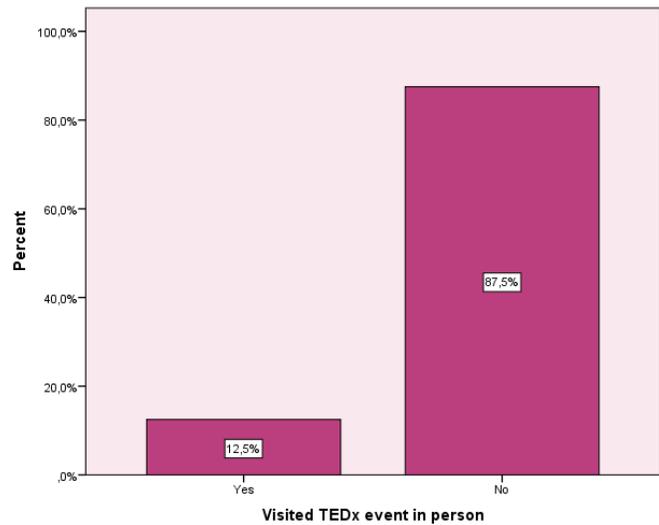


Media device for TEDx Talks		Count	Column N %
TV (Smart TV)	No	63	98,4%
	Yes	1	1,6%
PC	No	58	90,6%
	Yes	6	9,4%
Laptop	No	36	56,2%
	Yes	28	43,8%
Smartphone	No	44	68,8%
	Yes	20	31,2%
Tablet	No	58	90,6%
	Yes	6	9,4%
Not watching TEDx Talks	No	45	70,3%
	Yes	19	29,7%



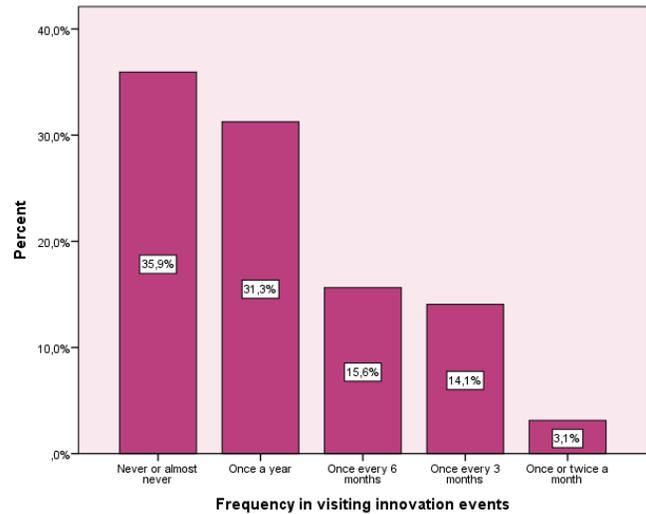
Visited TEDx event in person

	Frequency	Percent
Yes	8	12,5
No	56	87,5
Total	64	100,0



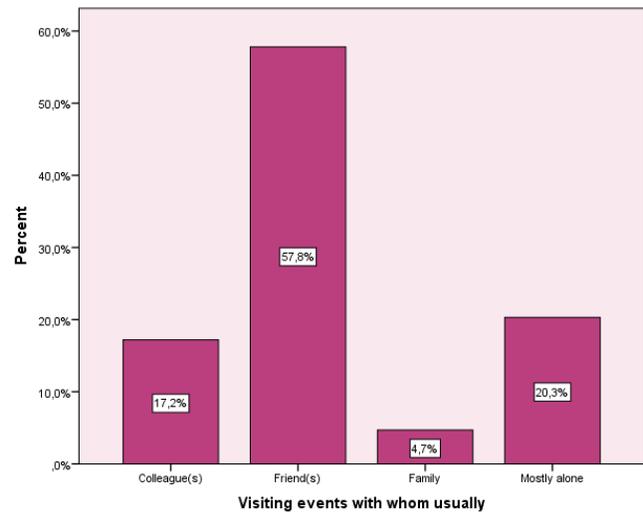
Frequency in visiting innovation events

	Frequency	Percent
Never or almost never	23	35,9
Once a year	20	31,3
Once every 6 months	10	15,6
Once every 3 months	9	14,1
Once or twice a month	2	3,1
Total	64	100,0



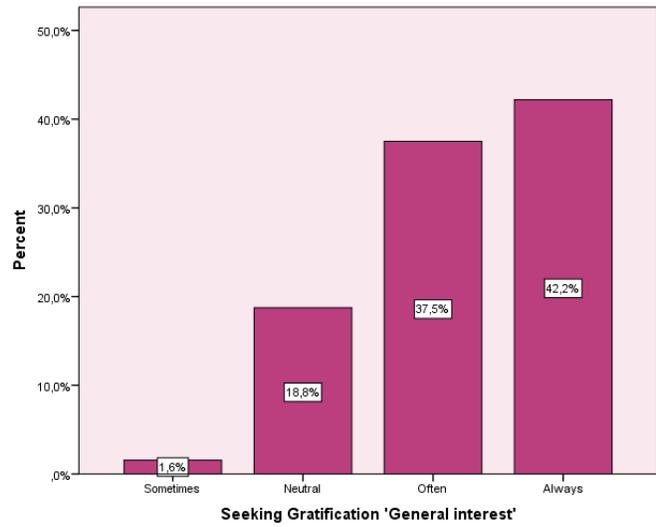
Visiting events with whom usually

	Frequency	Percent
Colleague(s)	11	17,2
Friend(s)	37	57,8
Family	3	4,7
Mostly alone	13	20,3
Total	64	100,0



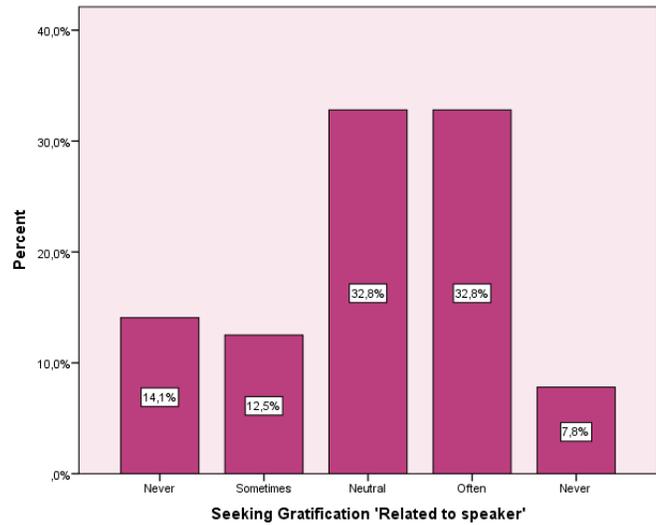
Gratification 'General interest'

	Frequency	Percent
Sometimes	1	1,6
Neutral	12	18,8
Often	24	37,5
Always	27	42,2
Total	64	100,0



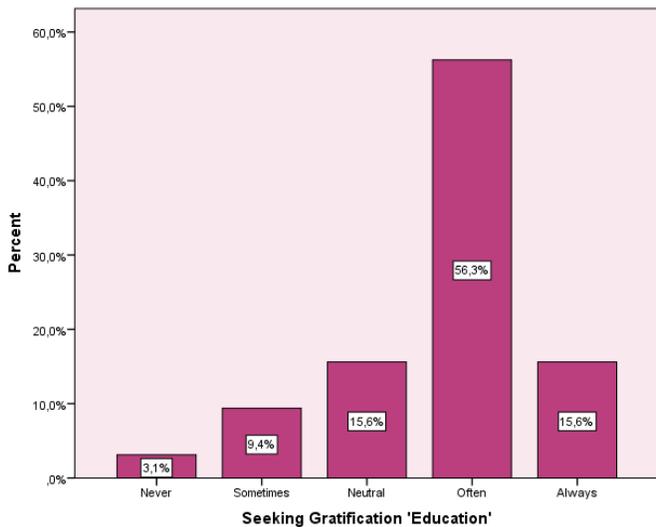
Gratification 'Related to speaker'

	Frequency	Percent
Never	9	14,1
Sometimes	8	12,5
Neutral	21	32,8
Often	21	32,8
Always	5	7,8
Total	64	100,0



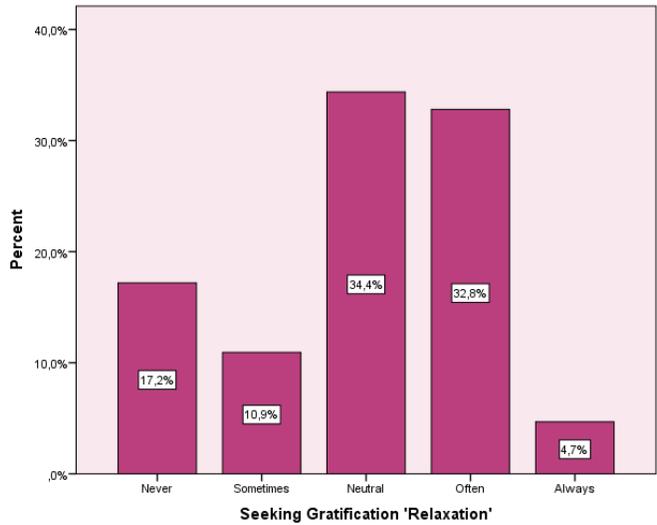
Gratification 'Education'

	Frequency	Percent
Never	2	3,1
Sometimes	6	9,4
Neutral	10	15,6
Often	36	56,3
Always	10	15,6
Total	64	100,0



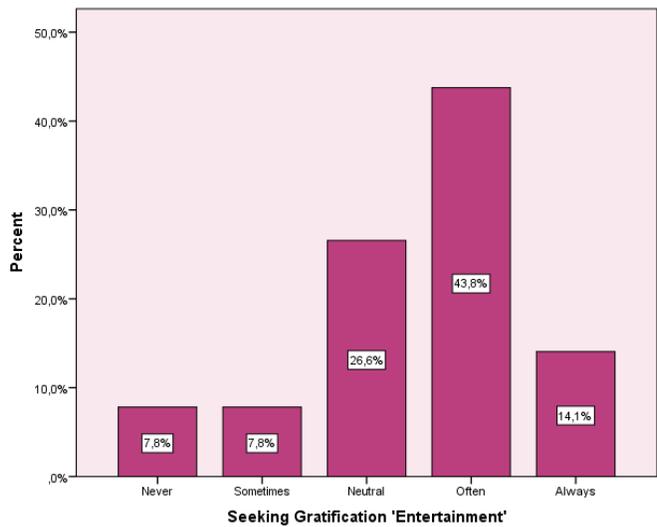
Gratification 'Relaxation'

	Frequency	Percent
Never	11	17,2
Sometimes	7	10,9
Neutral	22	34,4
Often	21	32,8
Always	3	4,7
Total	64	100,0



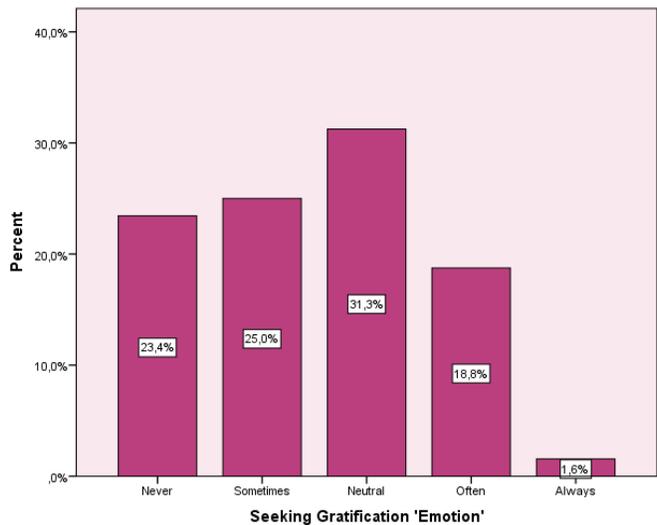
Gratification 'Entertainment'

	Frequency	Percent
Never	5	7,8
Sometimes	5	7,8
Neutral	17	26,6
Often	28	43,8
Always	9	14,1
Total	64	100,0



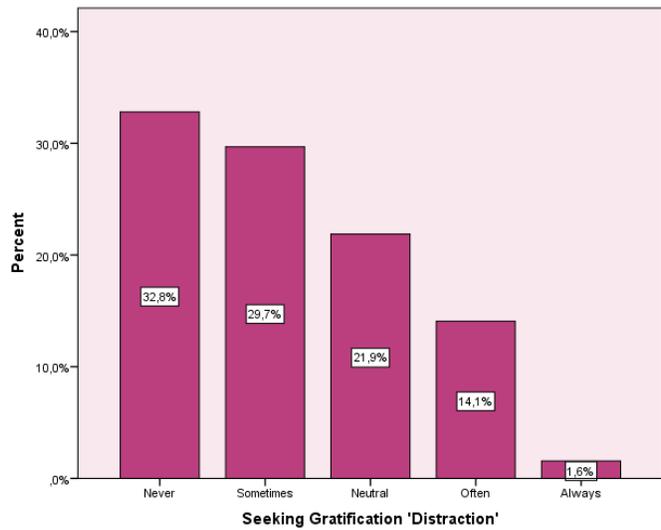
Gratification 'Emotional release'

	Frequency	Percent
Never	15	23,4
Sometimes	16	25,0
Neutral	20	31,3
Often	12	18,8
Always	1	1,6
Total	64	100,0



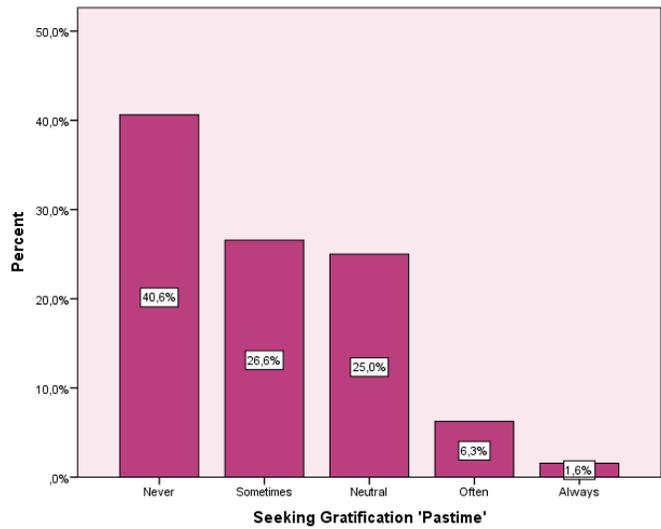
Gratification 'Distraction and escape'

	Frequency	Percent
Never	21	32,8
Sometimes	19	29,7
Neutral	14	21,9
Often	9	14,1
Always	1	1,6
Total	64	100,0



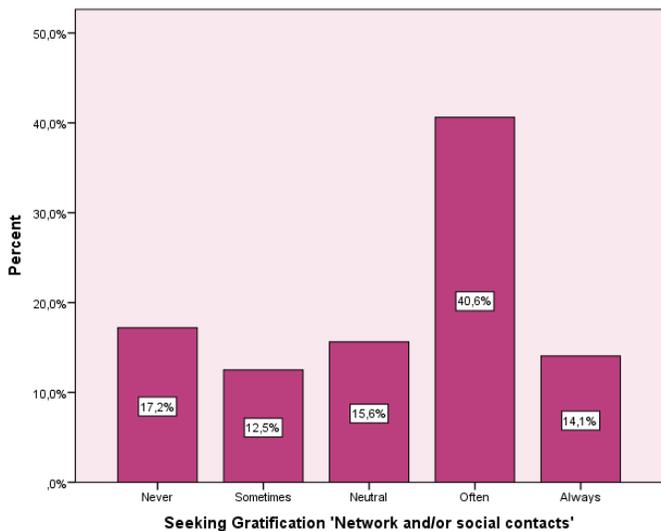
Gratification 'Pastime'

	Frequency	Percent
Never	26	40,6
Sometimes	17	26,6
Neutral	16	25,0
Often	4	6,3
Always	1	1,6
Total	64	100,0



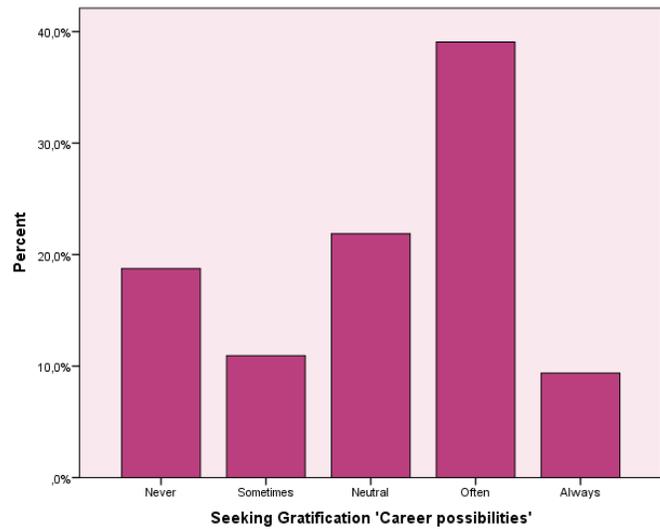
Gratification 'Network/social contacts'

	Frequency	Percent
Never	11	17,2
Sometimes	8	12,5
Neutral	10	15,6
Often	26	40,6
Always	9	14,1
Total	64	100,0



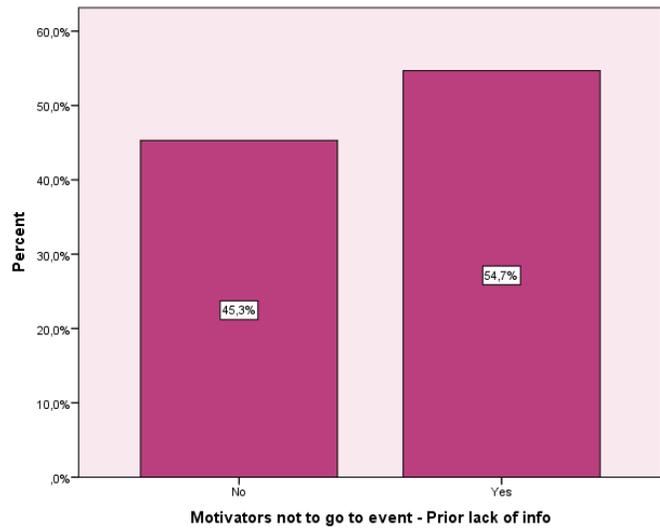
Gratification 'Career possibilities'

	Frequency	Percent
Never	12	18,8
Sometimes	7	10,9
Neutral	14	21,9
Often	25	39,1
Always	6	9,4
Total	64	100,0



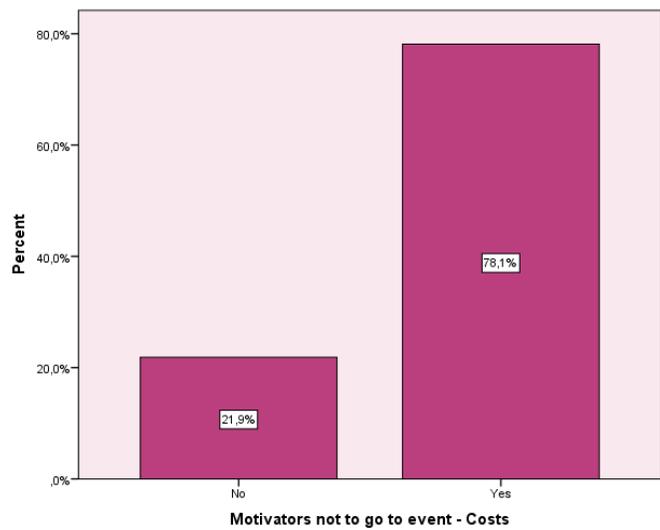
**Motivators not to go to event -
Prior lack of information**

	Frequency	Percent
No	29	45,3
Yes	35	54,7
Total	64	100,0



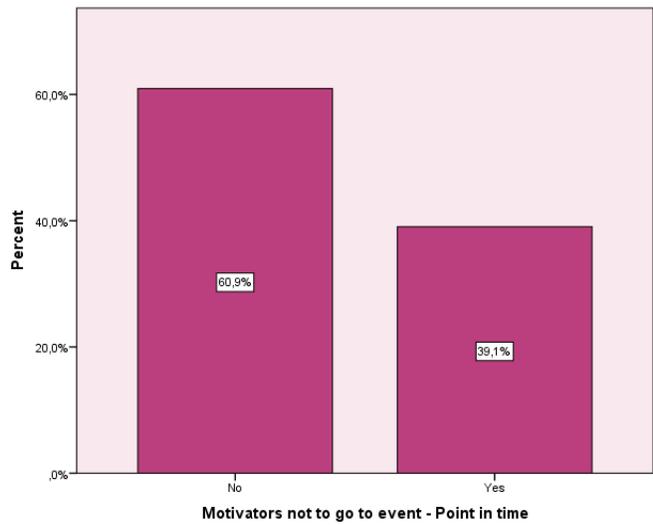
Motivators not to go to event - Costs

	Frequency	Percent
No	14	21,9
Yes	50	78,1
Total	64	100,0



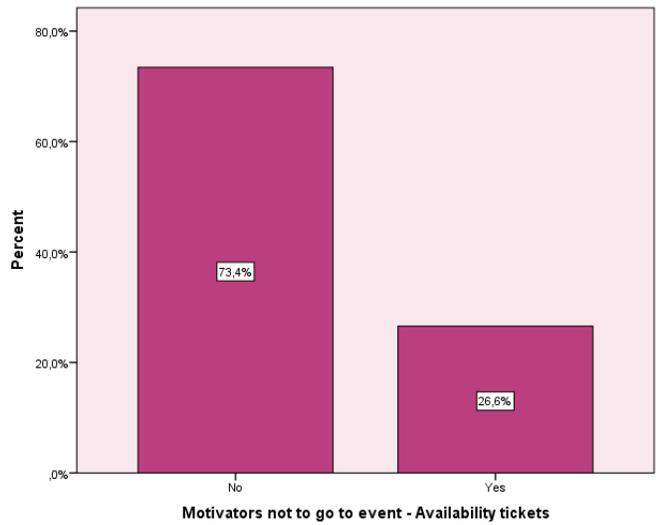
Motivators not to go to event - Point in time

	Frequency	Percent
No	39	60,9
Yes	25	39,1
Total	64	100,0



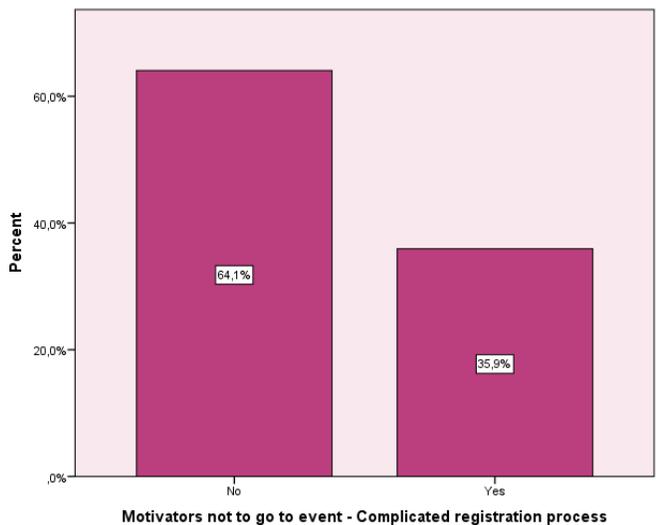
Motivators not to go to event - Availability tickets

	Frequency	Percent
No	47	73,4
Yes	17	26,6
Total	64	100,0



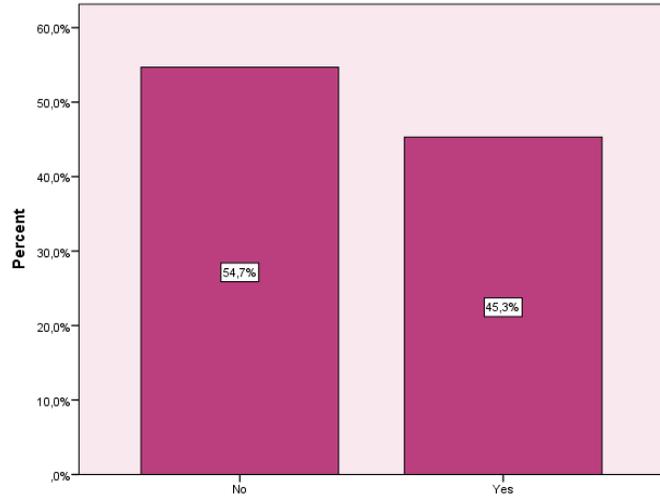
Motivators not to go to event - Complicated registration process

	Frequency	Percent
No	41	64,1
Yes	23	35,9
Total	64	100,0



Motivators not to go to event - Idea not belonging to target group

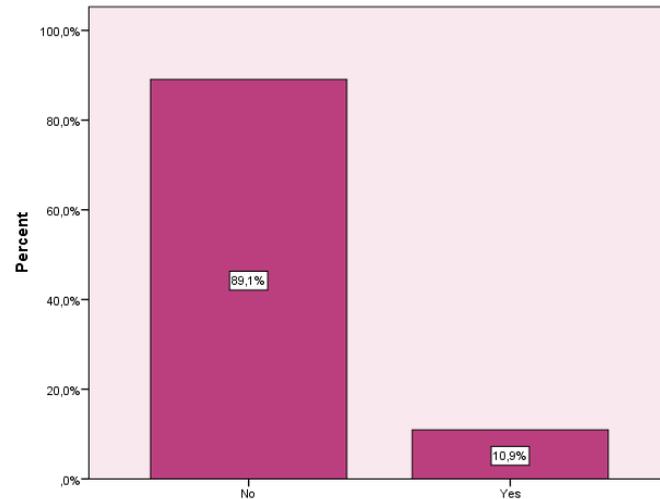
	Frequency	Percent
No	35	54,7
Yes	29	45,3
Total	64	100,0



Motivators not to go to event - Idea not belonging to target group

Motivators not to go to event - Watch registrations online later

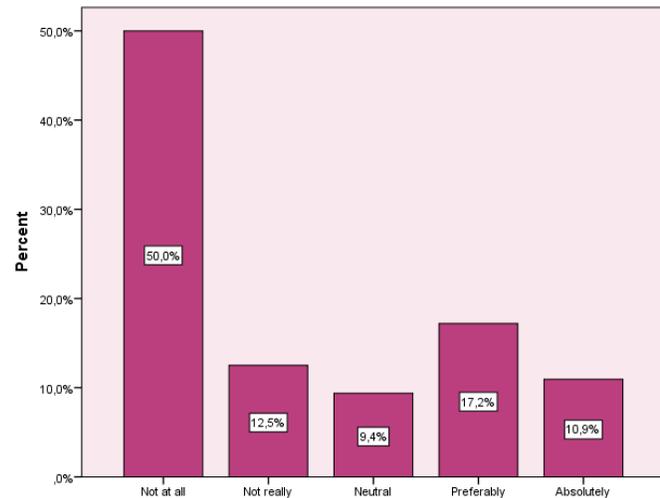
	Frequency	Percent
No	57	89,1
Yes	7	10,9
Total	64	100,0



Motivators not to go to event - Watch registrations online later

Learning methods existence event - Telephone

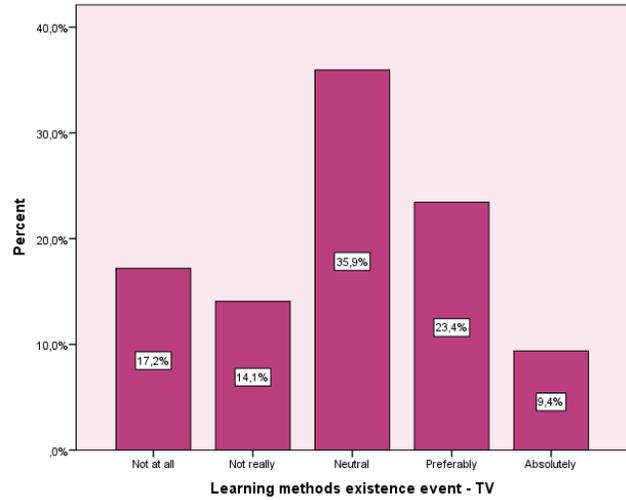
	Frequency	Percent
Not at all	32	50,0
Not really	8	12,5
Neutral	6	9,4
Preferably	11	17,2
Absolutely	7	10,9
Total	64	100,0



Learning methods existence event - Telephone

Learning methods existence event - TV

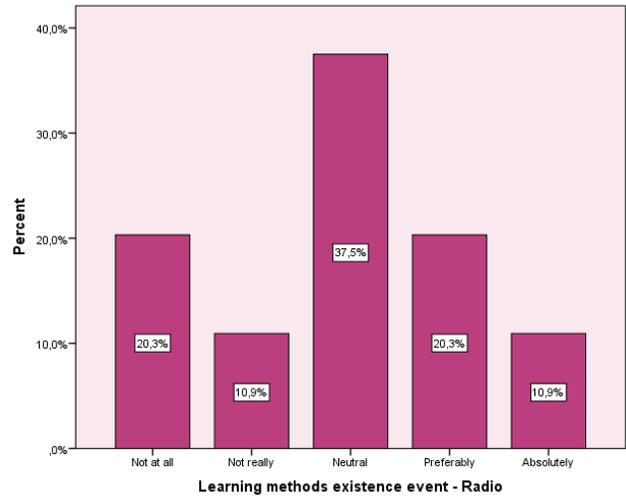
	Frequency	Percent
Not at all	11	17,2
Not really	9	14,1
Neutral	23	35,9
Preferably	15	23,4
Absolutely	6	9,4
Total	64	100,0



Learning methods existence event

Radio

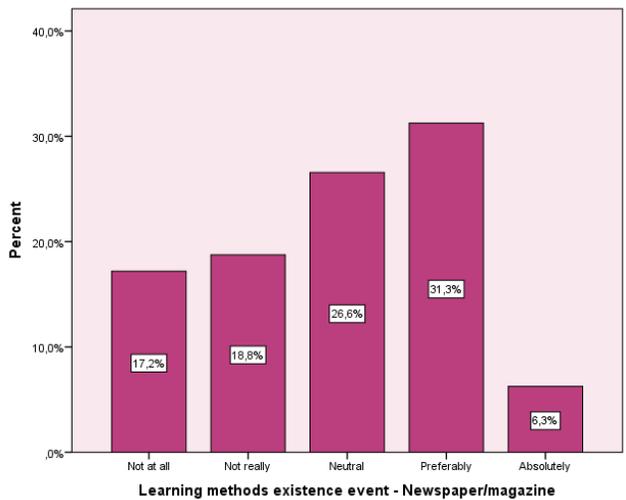
	Frequency	Percent
Not at all	13	20,3
Not really	7	10,9
Neutral	24	37,5
Preferably	13	20,3
Absolutely	7	10,9
Total	64	100,0



Learning methods existence event

Newspaper/magazine

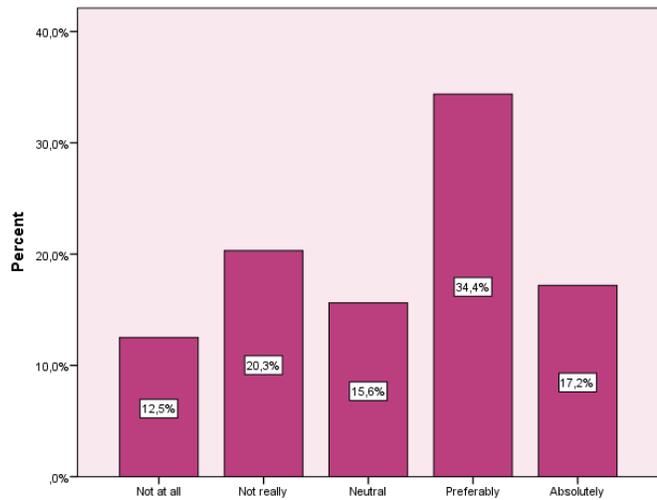
	Frequency	Percent
Not at all	11	17,2
Not really	12	18,8
Neutral	17	26,6
Preferably	20	31,3
Absolutely	4	6,3
Total	64	100,0



Learning methods existence event

E-mail

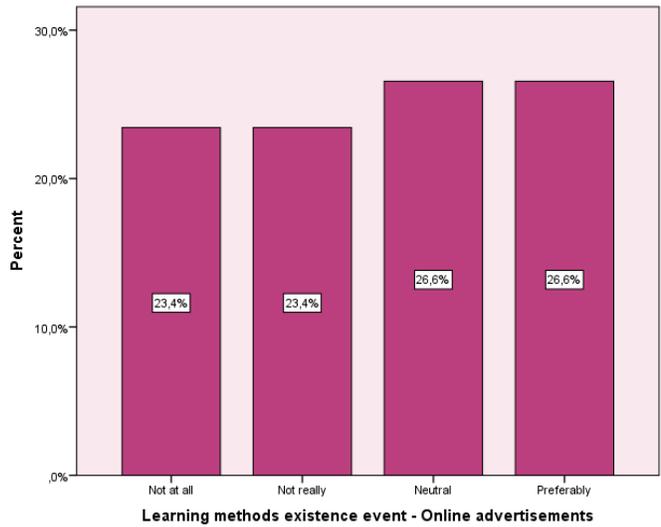
	Frequency	Percent
Not at all	8	12,5
Not really	13	20,3
Neutral	10	15,6
Preferably	22	34,4
Absolutely	11	17,2
Total	64	100,0



Learning methods existence event

Online advertisements

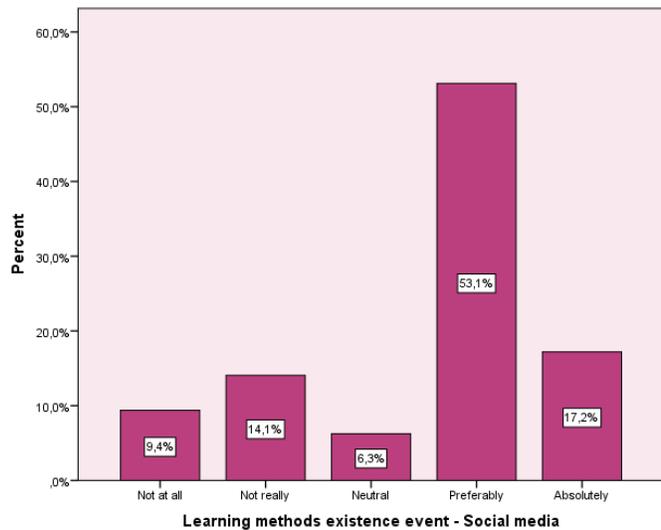
	Frequency	Percent
Not at all	15	23,4
Not really	15	23,4
Neutral	17	26,6
Preferably	17	26,6
Total	64	100,0



Learning methods existence event

Social media

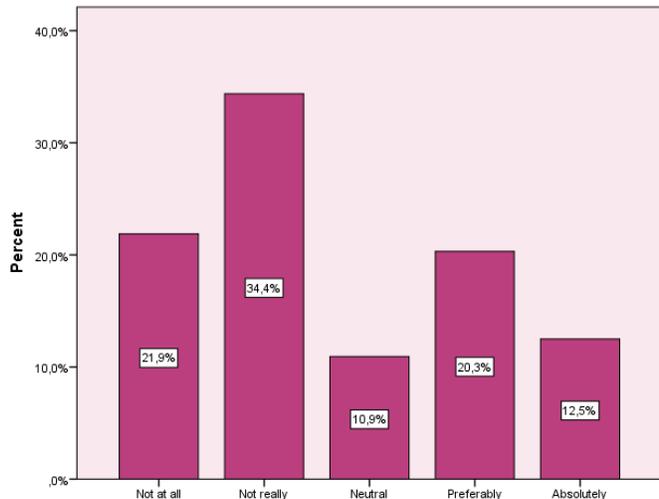
	Frequency	Percent
Not at all	6	9,4
Not really	9	14,1
Neutral	4	6,3
Preferably	34	53,1
Absolutely	11	17,2
Total	64	100,0



Learning methods existence event

Intranet from work

	Frequency	Percent
Not at all	14	21,9
Not really	22	34,4
Neutral	7	10,9
Preferably	13	20,3
Absolutely	8	12,5
Total	64	100,0

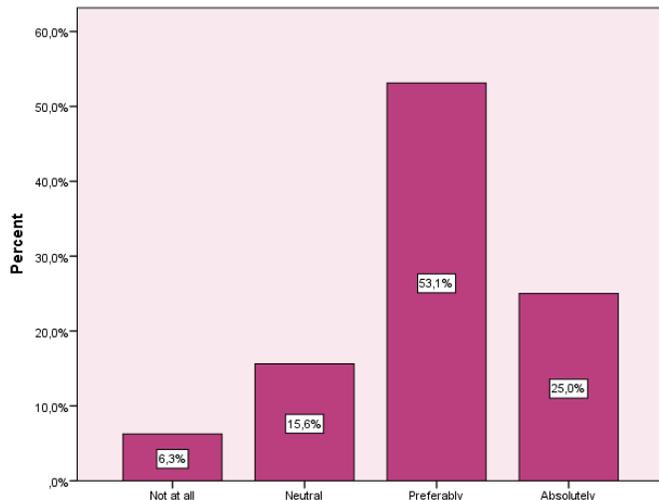


Learning methods existence event - Intranet from work

Learning methods existence event

Suggestions colleagues

	Frequency	Percent
Not at all	4	6,3
Neutral	10	15,6
Preferably	34	53,1
Absolutely	16	25,0
Total	64	100,0

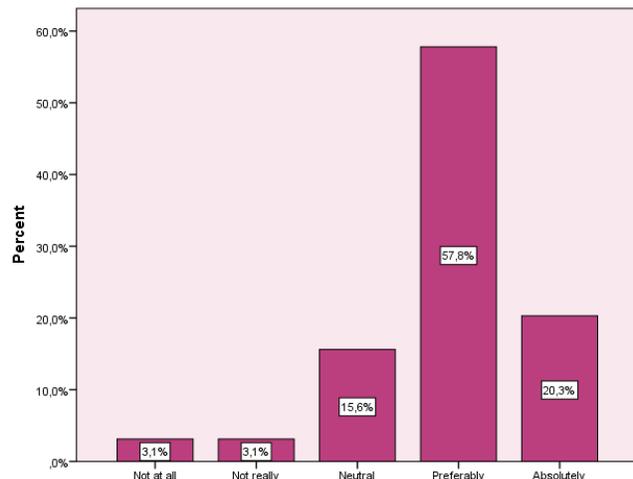


Learning methods existence event - Suggestions colleagues

Learning methods existence of event

Suggestions family and/or friends

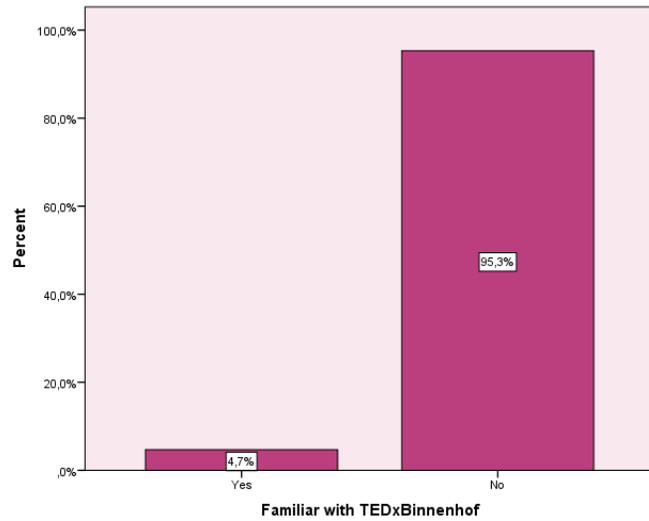
	Frequency	Percent
Not at all	2	3,1
Not really	2	3,1
Neutral	10	15,6
Preferably	37	57,8
Absolutely	13	20,3
Total	64	100,0



Learning methods existence of event - Suggestions family and/or friends

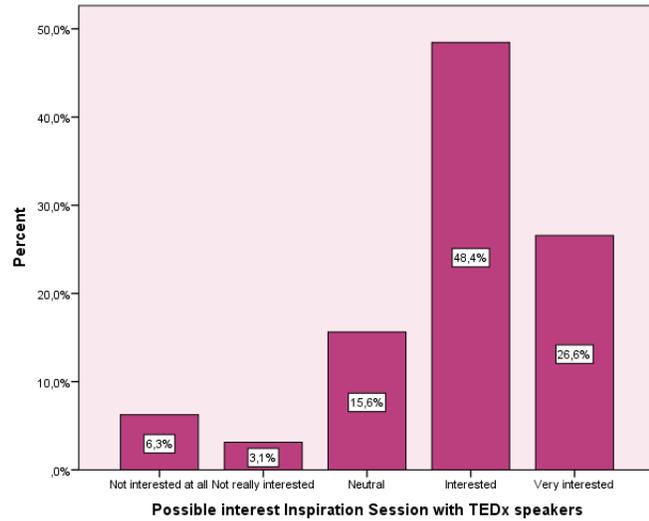
Familiar with TEDxBinnenhof

	Frequency	Percent
Yes	3	4,7
No	61	95,3
Total	64	100,0



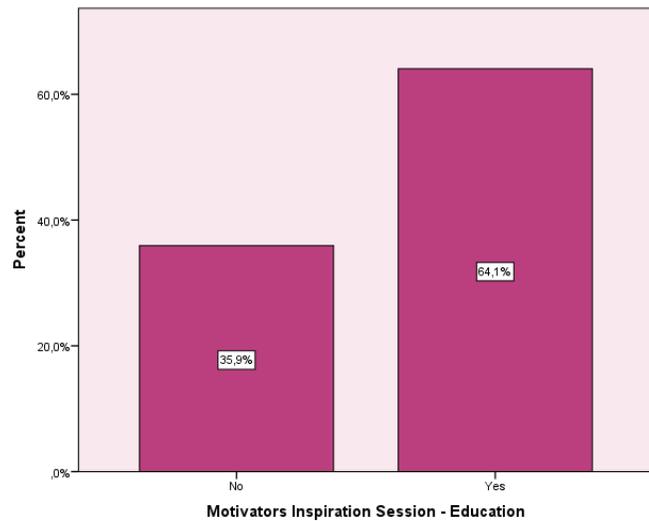
Interest Inspiration Session with TEDx speakers

	Frequency	Percent
Not interested at all	4	6,3
Not really interested	2	3,1
Neutral	10	15,6
Interested	31	48,4
Very interested	17	26,6
Total	64	100,0



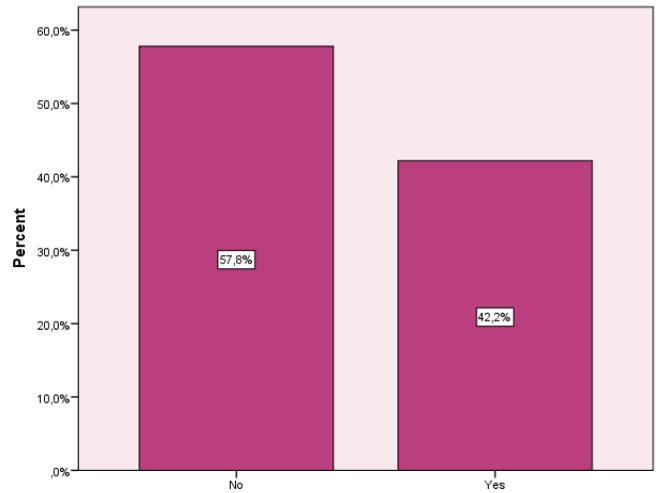
Motivators Inspiration Session Education

	Frequency	Percent
No	23	35,9
Yes	41	64,1
Total	64	100,0



**Motivators Inspiration Session
New and/or expanding network**

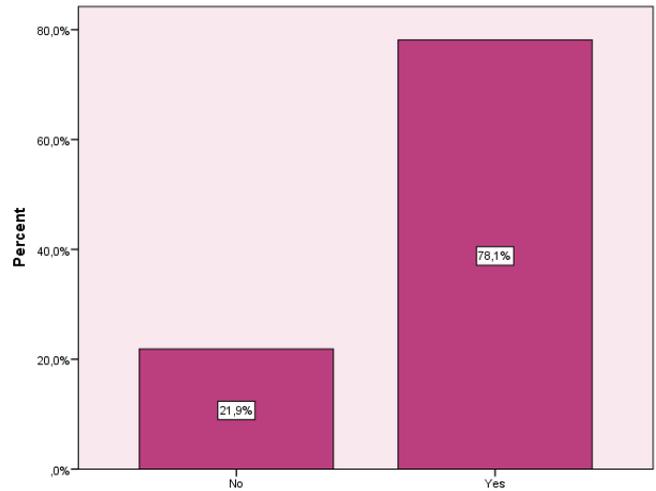
	Frequency	Percent
No	37	57,8
Yes	27	42,2
Total	64	100,0



Motivators Inspiration Session - New and/or expanding network

**Motivators Inspiration Session
Personal interest**

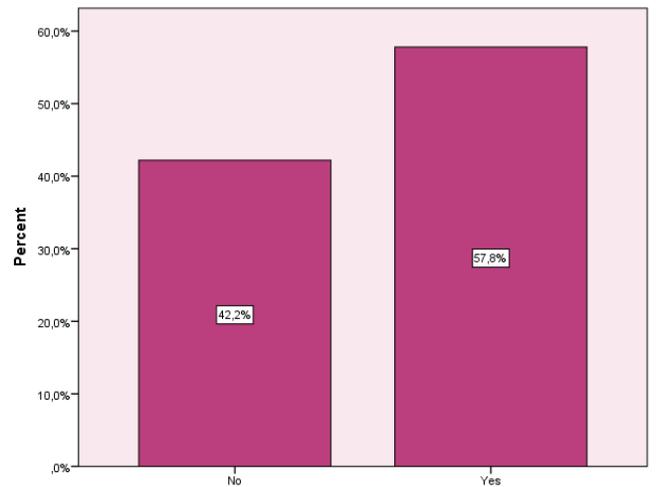
	Frequency	Percent
No	14	21,9
Yes	50	78,1
Total	64	100,0



Motivators Inspiration Session - Personal interest

**Motivators Inspiration Session
Interest in TEDx speakers**

	Frequency	Percent
No	27	42,2
Yes	37	57,8
Total	64	100,0

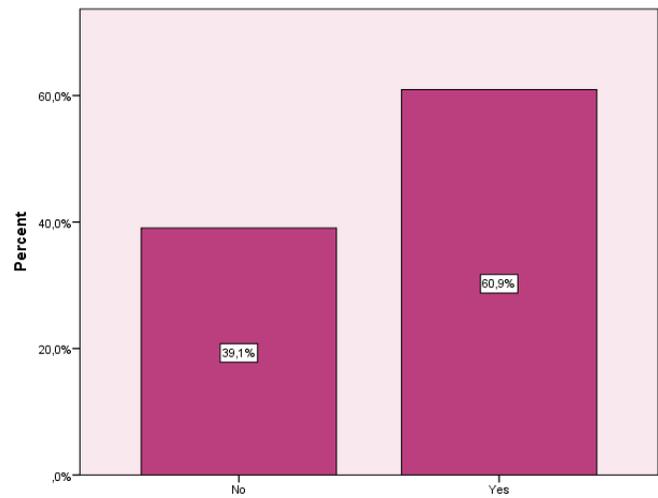


Motivators Inspiration Session - Interest in TEDx speakers

Motivators Inspiration Session

Intensification study

	Frequency	Percent
No	25	39,1
Yes	39	60,9
Total	64	100,0

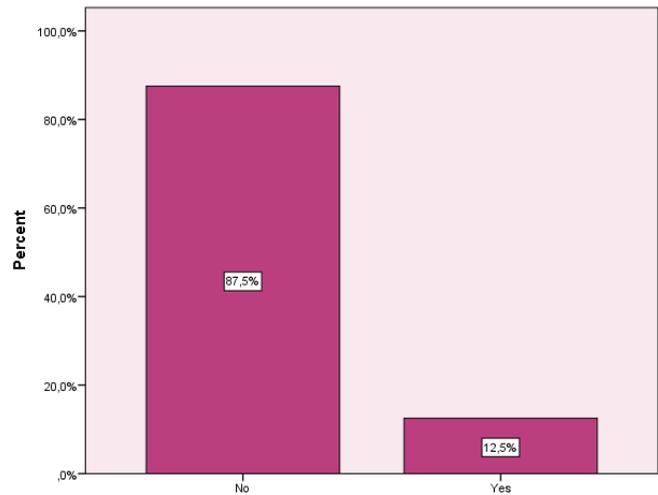


Motivators Inspiration Session - Intensification study

Motivators Inspiration Session

Wanting to share own ideas

	Frequency	Percent
No	56	87,5
Yes	8	12,5
Total	64	100,0



Motivators Inspiration Session - Wanting to share own ideas

Appendix V: Results Qualitative Research

Peter Koll

Holland Branding Group and its connection to TEDxBinnenhof

'The Rijksoverheid is doing different tasks for different Ministries. One of these assignments is Holland Branding Group, organized from the Ministry of Foreign Affairs. Holland Branding is the message that The Netherlands has solutions for problems that occur worldwide, like floods, irrigation projects etc. Holland Branding wants to demonstrate the knowledge and ability of The Netherlands. We want to convince people of foreign countries that The Netherlands is the means for foreign issues. We have the goal to affect this atmosphere, increase the positive thinking about The Netherlands, the Dutch values and the Dutch entrepreneur. Through this, more contracts are concluded so Dutch companies can do business abroad. The Netherlands is most often too modest; they do not realize what they possess. We need to show how innovative we are and that we are very able to collaborate. We make products that can be used on various factors. Important in the promotion is to introduce ourselves as being prepared to trade our products and product knowledge. Positive about the Dutch entrepreneur is that he can give solutions from A to Z, with the knowledge to implement it.

'Holland Branding only works on economical related business. We were already involved in the first edition of TEDxBinnenhof. For the last edition, we produced a two-minute promotional video for TEDxBinnenhof. At this moment we are making a new video for the 2014 edition. What is going to happen in 2015? It is not sure yet that TEDxBinnenhof will be kept financed by the Ministry of Economic Affairs. Minister Kamps has the idea to accommodate it under the Ministry of Foreign Affairs. A positive element of being financed by the one of the Ministries is that the eloquence has more effect when it is disseminated to the world'.

Importance of TEDxBinnenhof for the innovative image of The Netherlands

'The collaborating embassies and consulates are the intermediaries for Dutch innovations. I manage the budget that Dutch embassies and consulates can demand for to initiate projects. For example, an embassy or consulate notices in a foreign country that there is a need for bicycles, or infrastructure. We are good in this. It is very important that these initiated projects get a lot of attention from the press. The media attention is essential for Holland Branding.'

Platform of Holland Branding and collaboration with TEDxBinnenhof

On the website of Holland Branding (www.hollandtrade.com), a lot of products and Dutch innovations are promoted. This is executed by the editorial team of Holland Branding. The website is in English and focuses on the whole world. The website will be changed within a half year, more adjusted to the altered vision of Holland Branding. A market research institute held Holland Branding against the light and discovered that we need to focus more on the Dutch entrepreneurs and their ability to do business. Previously, The Netherlands itself was the focus of promotion. Are Holland Branding and TEDxBinnenhof poaching on each other's territory concerning innovation promotion? I would advice for TEDxBinnenhof to stay in contact with Holland Branding. Maybe it is useful to post promotions under the website of the Ministry of Foreign Affairs. I see a lot of similarities between us and TEDxBinnenhof so collaboration would be a positive option. Reinforcing each other is more important than poaching on each other's territory. Each Dutch embassy or consulate has its own website; it might be an idea to incorporate TEDxBinnenhof news and updates on their websites as well. DMNI (also part of Rijksoverheid) has an editorial team that takes care of the Holland Branding website and all the digital communications.'

Important target audiences

'Intermediaries, people who have direct contact with foreign audiences like Dutch people at the embassies and consulates over the world. Here in The Netherlands at industry associations that have a lot of contact with foreign countries, like trade fairs etc. You need to spot Dutch influentials that have a knowledge network in certain sectors on business level, and trade journalists. If you want to reach people, you have to start thinking in detail. Universities in Holland also have a proper network on scientific level. The combination of students and young entrepreneurs with the already existing innovative ideas of TEDxBinnenhof is a beautiful combination. You combine the present with the future. Show them that everyone can be an ambassador of Dutch innovation.'

Important elements in promotion

'I think just a website is way too passive. Social media is very important! You have to convey information actively to influential, deposit certain innovative ideas at particular media groups. Trade journalists and the press are an important part of the promotion; make sure they want to join. I would advise create a target audience per theme and be specific in what you want to achieve. Activity and participation are the most important things.'

Closure

Holland Branding has the goal to close business deals abroad. TEDxBinnenhof platform could be a stimulus for this. Show the creativity and knowledge capital of Holland. Technological companies here are afraid to miss innovative news and find action and buzz very interesting. They like to come together so you might want to think about holding events. Everyone will write about it on social media. Groups can come in contact with each other.'

Erika Gradenwitz-Koehler

Impact Program and activity Rijksoverheid

'The societal challenge is the starting point of the impact program. The Ministry of Economic affairs streamline all the activities around it, so that it will not become a commercial interest or that certain trade sectors will be favored. Horizon 2020 is a generally accepted policy. It includes seven themes and seven Rijksoverheid employees are connected to these themes. They have extensive knowledge of the sector they work for; they are very passionate and have a large network. Per theme they are also the sounding board for the negotiations in Brussels, in which the entire work field (knowledge institutions and the trade industry) can express their interests. These employees go to Brussels regularly and are the point of mutual interest in The Netherlands at the same time. They are networked the best.

I think you cannot overcome a certain dip among the target audience. Entrepreneurs and partners do not want to be busy with TEDxBinnenhof permanently. Furthermore there is a small allergy against the government, which has an effect on many people. You are unable to commit partners permanently. Use the power of TEDxBinnenhof for what it's worth; getting people excited for Dutch innovations and give them a sense of belonging. In terms of networking the event is very strong. Several trade sectors come together for one subject, which is received very positively.'

Competition

'A lot of Dutch consultancy companies currently fight with each other in the area of innovation. The 'fat' years are over, so now they fully throw themselves on innovation. They all want to be the king in the area of innovation. You can involve them but you do not want to create tension. Everyone has its own power.'

Possible TEDxEurope

'It is important to try to create a movement. The Dutch Innovation Relay with the theme 'Smart City' starts in 2016. The relay will be a big fair where Dutch innovations are shown and where the goal is for people and entrepreneurs to network. If I take chairmanship for this relay, we are thinking about including a TEDxBinnenhof part where Sonja van Meerbeek can take on the role of project manager. I see this relay as a place where all kinds of initiatives are brought together. In between those events we need to make sure that chairmen and presidents actually undertake action, like the Ministry of Economic Affairs is now developing the Smart City policy interdepartmentally. It is a really big challenge as well as opportunity for The Netherlands to sell Smart City to the world. This year's relay theme is also Smart City.

There are a lot of innovation initiatives, like the FME Association, VNO-NCW, TNO and in June there will be a World Science Festival in Amsterdam.'

TEDxBinnenhof and other initiatives

'There is a chance that TEDxBinnenhof will not exist in the same form in the future. The name itself creates enthusiasm; TEDxBinnenhof has a strong business rank and file. But bringing together different target groups is the core. The AcTI innovation conference this November is the place to be when looking for influential people. All engineers, CEOs and chairmen of boards of colleges and universities are present there. These are the people we win over if we want to be of value during our EU presidency in 2016. There is a jury for this AcTI conference, so already six months before something is happening. Then in November influentials and the audience decide about ambitions concerning innovation for 2020. It is about creating something together and using everyone's energy.

You need to alternate target audiences with events in order to keep their interest and enthusiasm.'

Important target audiences

Dutch embassies and consulates are the first link for the promotion of Dutch innovations through their enormous network. It is mostly important for SMEs. I think that retrieving enthusiasm and willingness, bringing people together and creating a flow of ambition is most important for your target audience. As you said, it is essential to bring it to attention among schools and universities, since the education is sometimes quite dazed. It would be a good idea to have more cross-fertilization between the Ministry of Education and of Economic Affairs, to hear from each other what is necessary. 'Techniekpact' is an initiative that wants to create interaction between education and the trading industry. It is aimed at high school students to try convincing them to choose a technical continuation of schooling. It is very interesting to also target high school students, MBO and HBO students to bring them in contact with the actual technical business. Innovators can be of a great inspiration.

I do not think that the employees from the ministries of Economic and Foreign Affairs are the most important target audience. They are, because of their function, mostly not so active on social media and will therefore not be very active in participating on any media platform or reflect their opinions. I would also not create something totally 'new', since the community is already familiar with the current media channels. Though it is necessary to keep them updated once in a while.

I experience complexity around this development at the moment. Who are your target audiences and how do you moderate this. I think the moderation is to bring together this flow and energy of the trading industry in different sectors and initiatives around innovation. There are more platforms concerned with innovation.'

Mark Terberg

Side event reflection

'The audiences that visited the side event contained relations of the speakers, certain NGOs and companies that are currently active with the same theme as the themes of the impact program. Speakers of TEDxBinnenhof have passed on their parties, and also partners that have most knowledge about one of the seven themes were present. RVO assisted in finding important partners in the field. Furthermore there were business-relations of Accenture, young executives, engineers from Royal HaskoningDHV, and relations from the Ministry of Economic Affairs. In total, five hundred business-relations were present in the Royal Theatre. The day was facilitated by the seven moderators of the RVO who are related to the seven Horizon 2020 innovation themes.

Innovation in The Netherlands and European cooperation

'TEDxBinnenhof differs much from other initiatives because it is grounded on private cooperation and the role of the government in addressing social issues. We want to create social movement, and it is an exploration to find the role of the government in this. The Ministry of Economic Affairs is quite cautious in this. Accenture will be a new partner and since The Netherlands has EU chairmanship in 2016, we need to promote The Netherlands as connector where everything comes together. The idea would be: European Solutions for Global Challenges, stimulating the cooperation between different EU countries. First each country invents national solutions, and then we should select the best and be the host of this big event. Therefore we need to intensify the relations with Brussels. Utilize each other's strengths between countries in Europe. Now every country is trying to do this for themselves. It would be great to be able to extend the success of the 2014 TEDxBinnenhof event with the Horizon 2020 goals in mind.'

TEDxBinnenhof partners

'Within a few months, we should let all partners come together again to discuss business around TEDxBinnenhof. We now have the seven impact circles, with seven RVO employees dedicated to these themes. These RVO moderators will create a LinkedIn group where the whole network can participate and is able to invite additional people to this group to evoke discussion. Everyone that could mean anything should be in this group to be triggered.

I see every circle program as a snowball that is rolling down the mountain; the bigger it gets the more people will get involved. This is the key thought! Additionally we are making plans for an impact investment circle, where we are bridging the gap between people with brilliant innovative ideas and investors. This is done from a social enterprise perspective, wealthy people who can invest in social and societal innovations. Besides this social factor, it will also result in income for them.

Every partner has certain issues such as organizational culture, paralysis of consultation and reclaim, budgeting. Partners are not just sponsors of the event but more of the movement, the collaboration is ongoing. Therefore it is important to determine as fast as possible what will be the next steps for the next edition. During the AcTI innovation conference, space is reserved for some of the success stories of TEDxBinnenhof. If the future event might not be a TEDxBinnenhof anymore, the theme of the grand challenges stays subject. Dutch solutions in global challenges will stay subject in the Horizon 2020 goals!

The collaborations with the partners are actually made till now with a small follow-up. Actually April should be used to look ahead with them to the next edition. If a partner would no longer be interested I hope they would be willing to help in finding replacement. All partnerships that are in place now should be well utilized.'

Important target audiences

'Banks and businesses are all independently working with and on innovative ideas, but I want to connect them. Connecting is much required, everyone is working separately too much.'

Try to incorporate YES!Delft and Brainport Eindhoven when you want to target on students. These are initiatives where the best innovative ideas are linked to big companies. It would be really fun to take this into consideration for the platform.

Concerning the embassies and consulates: their activity differs per theme. It depends to which market the ideas belong. Dutch embassies have a view on the problems in their respective countries. Thanks to the embassies the innovative ideas are put forward in other countries. I see the embassy as a sort of showroom where foreign cities and countries can 'order' innovations. Without actively involving the embassies we are not going to achieve anything.'

Future needs

'How can we devise a structure and incubator to realize the innovative ideas of TEDxBinnenhof? It must be a device on itself, the components are present but there is no cooperation. The components are not linked together. Some initiatives isolate themselves or are paralyzed because they have no capacity. They are paralyzed by democratic requirements. Since components are not linked together, the competitive advantage will be increased. If you are partnering up with other initiatives and innovation competitions you can regard them as preliminary rounds for a much bigger event.'

Concerning TEDxBinnenhof, we need to keep on involving the audience and give regular feedback to those who are involved. Also, finding an owner per theme of the impact program to set up a consortium, looking forward to a new edition you can create movement. We need to find out who has the greatest interest to facilitate this.'

Liselotte van Dijk

Innovation Lab

'At the Amsterdam University of Applied Sciences, I am responsible for the Innovation Lab. In this Innovation Lab, second year students execute assignments that are given by businesses and companies. They work on it during two sessions of six months, a day and a half per week. Next school year, we are going to expand this Innovation Lab for Industrial Engineering and we are creating a program for entrepreneurial students. The fun part of the Innovation Lab is that they contain relevant topics to the studies. Businesses have cases but do not have the time or tools to further develop them. Companies present those cases to second year technical students during pitches and sketch market situations. Then students have the ability to choose between various assignments, they are extremely varied. Then groups of four students are created to work on these assignments.

The Innovation Lab already exists for seven years now and is continually expanding. We are still searching in which study year this lab fits best; it is always part of the curriculum. We would like to achieve having different study years working together. I am searching for the right companies and cases that fit the studies best. I tune the expectations with the companies and the teachers look at the cases content wise. Companies sometimes offer themselves but I also use my own network and I approach companies. Often companies do not know of the existence of the Innovation Lab, but often have ideas or cases that they would like to be further developed.

Currently, about 100 students of the study Engineering, Design and Innovation work in the Innovation Lab. Next year another 130 students will be added from the Electrical Engineering study.'

Working method

'In the Innovation Lab, the students are expected to apply the theory they have learned during their theoretical part of their studies. Every Thursday they have the whole day to work on their specific assignment. Every group is supervised by a teacher. They get a morning kick-off with process information, such as lectures and workshops. Then teachers decide further on the needs of the students. Students can also indicate themselves which experts they need of the teaching staff.'

TEDxBinnenhof sessions for students

'If we could organize these sorts of sessions for students, this would be really fun and welcome for the Innovation Lab! But also for minors such as Entrepreneurship, which would be really fun for third and fourth year students. The Amsterdam University of Applied Sciences has a lot of different programs which means it could also be interesting for other disciplines than just technical studies. People from the 'real world' are somehow always more interesting to students than stories from a teacher. They have another status. We already have guest speakers in some minors, and those sessions are seen by students as highlights of the program. If these sessions are related to their topic of studies, you can get really cool collaborations out of it. Profitable for students as well as the innovators. In September we start again with the minor Entrepreneurship and I would like the students to be active with the topic 'making the city smarter'. What kind of solutions are already happening now locally in the city and what can they scale up further. I always see this in combination with existing technologies that they can apply to easy access the techniques and companies they would like to partner with. I would be very interested in this type of inspiration sessions as you explain now. Maybe we can already start with this in September. It would also be interesting for graduating students since they have a lot of ideas concerning innovation. The minor Entrepreneurship likes fun activities so certain campaigns work well. The inspiration sessions could be promoted via the screens that are hanging in the corridors of the faculties. Furthermore we use Facebook and Twitter but I think a face-to-face approach works even better.'