



# 25 years .nl



16 March 2011

ICANN

Sieger Springer



- Why celebrate?
- The Proces
- The Tools





2011: A very special year for SIDN

- **25 years of .nl**
- **15 years SIDN**
- **SIDN is moving to a brand new office this fall**

**In short: a unique occasion for SIDN to celebrate these events**





## 25 years .nl

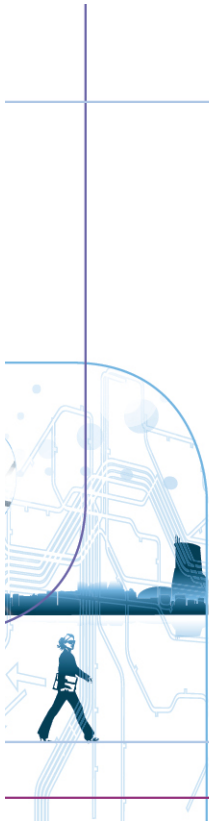
- **A success unheard of..**
  - Very successful domain in size, security and reliability, but...
  - Few people are aware of this
- **Goal of the festivities**
  - Share this success, .nl is all about you!
  - Create awareness
  - Secondary: show them the company behind .nl and our unique position in Holland
- **How**



## Process

- Started thinking of activities in early 2010
- Hired an external specialist for 2 days per week in October 2010
- Communications department in the lead, whole company involved to make things happen
- Activities spread all over the year
- Official kick-off February 7th by the Dutch Secretary for Economic Affairs

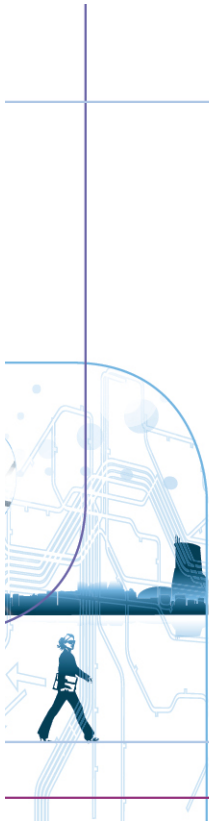
**So what did we come up with?**



## Tools

5 major activities

- Website with interactive Dutch internet history
- .NL-magazine
- NEMO Exhibition: sponsorship of Scientific 2011
- Internet Festival
- Sponsoring of internet-related charity
  
- PR



Tools: website [de25jaarvan.nl](http://de25jaarvan.nl)

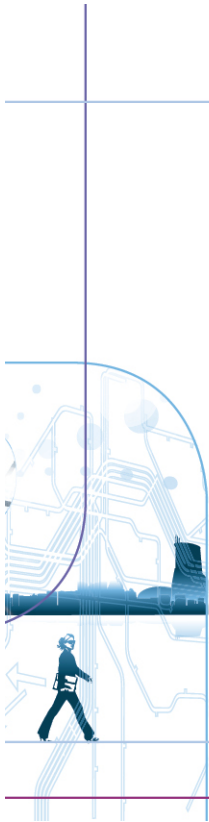
### Goal

- To create a written history
- To motivate as many people as possible to contribute
- To create 'buzz' and generate media attention
- To make it available as course material for schools

### How

- Interactive history of .nl in text, photo, video
- UGC, for and by the people of Holland
- Images link .nl with typical Dutch identity
- Story telling contest
- Relevant input may be used for .NL magazine

[Take a look](#)



## Tools: .NL Magazine

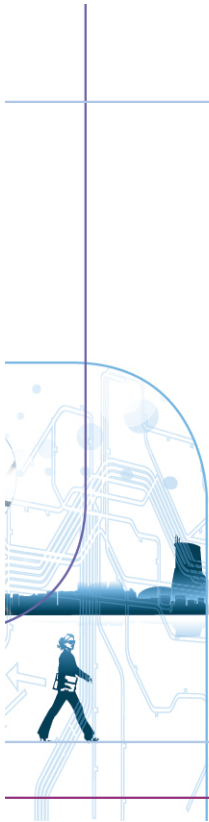
### Goal

- To create a collectors item
- Business gift for SIDN and registrars
- If possible nationwide distribution

### How

- Glossy magazine:
  - The story of 25 years based on interviews with (dutch) internet pioneers and stakeholders
  - Background articles (.nl millionaires, internet crime, technology, future developments etc.)
  - Columns by Dutch celebrities (sport, government, business)
  - .nl facts and figures





## Tools: Nemo Science Center & Museum

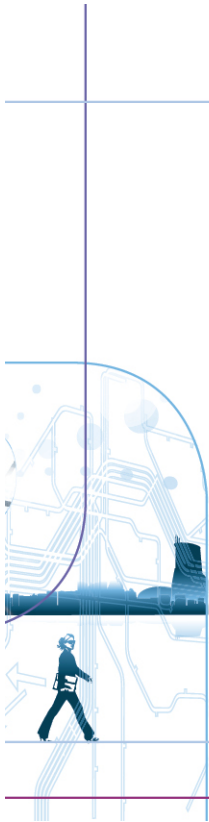
### Goal

- To make the internet 'tangible' for children (and their parents) age 6-14
- To generate media attention for the (importance) of the internet

### How

- Annual weekend in October with free access to the museum
- This years theme is 'Connecting'
- SIDN will be main sponsor and (25 years of Dutch) internet will be main subject of the exhibition





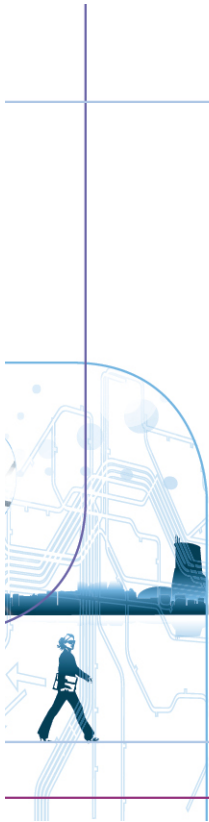
## Tools: Internet Festival

### Goal

- Combine business and pleasure to create a unique event people will remember for both its content as well as its party elements
- To put internet related subjects higher on people's agendas
- To generate media-attention

### How

- Afternoon program with various speakers and discussion formats
- Evening program to celebrate 25 years .nl



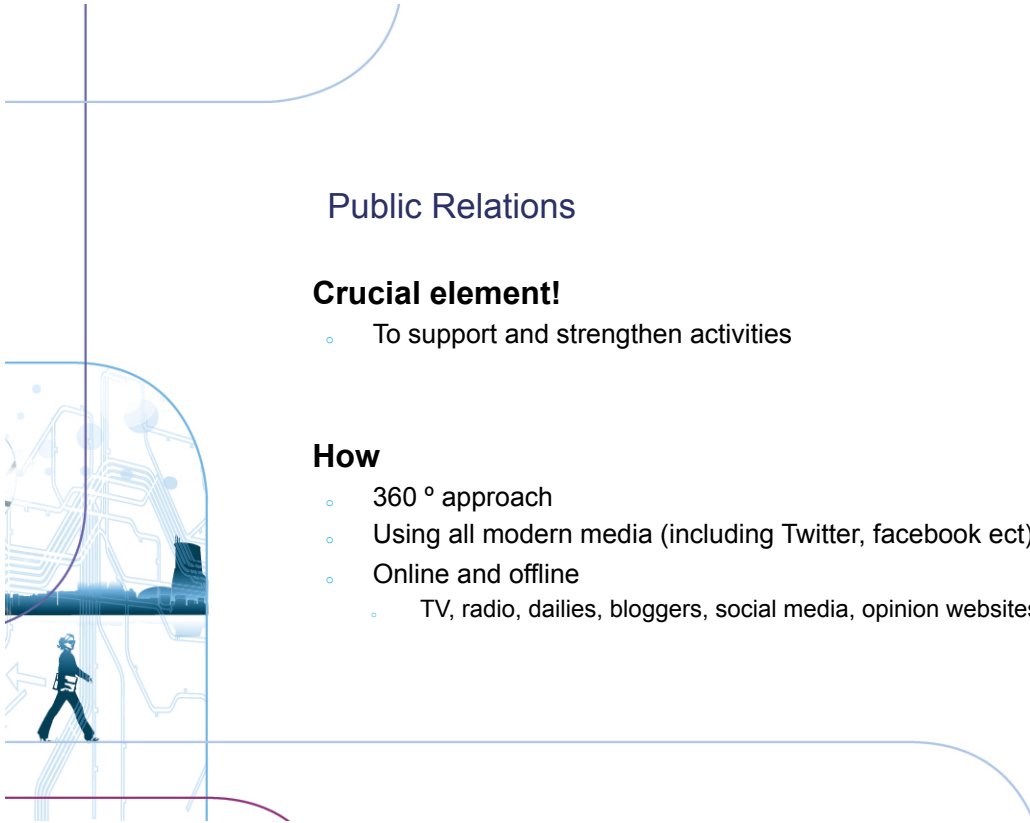
## Tools: Sponsorship of internet-related charity

### Goal

- To let other, less privileged, benefit from in the success of .nl and internet in general

### How

- Financial (or material) support for internet-related charity
- Could be in Holland or abroad
- Involvement of stakeholders and especially SIDN employees,
  - You decide!



## Public Relations

### Crucial element!

- To support and strengthen activities

### How

- 360 ° approach
- Using all modern media (including Twitter, facebook ect)
- Online and offline
  - TV, radio, dailies, bloggers, social media, opinion websites

