

# The new approach

Geerte Udo

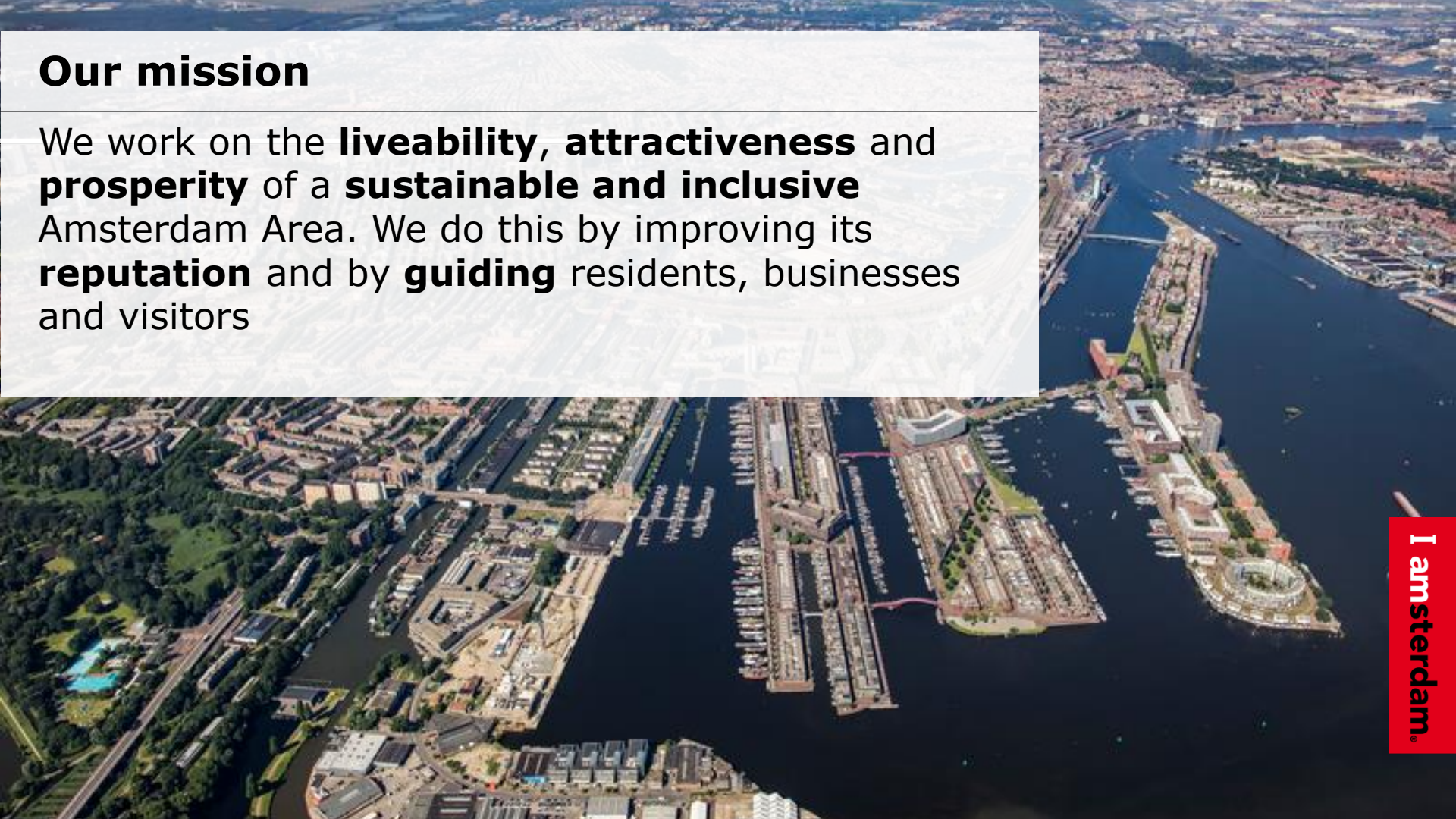


amsterdam &  
partners

I amsterdam.

# Our mission

We work on the **liveability, attractiveness** and **prosperity** of a **sustainable and inclusive** Amsterdam Area. We do this by improving its **reputation** and by **guiding** residents, businesses and visitors







## WHAT

Inform, inspire and engage people

## HOW

Storytelling, based on data and insights, via online and print media and through service points, events and activities

## BY

Telling the right story to the right person through the right channel at the right moment

# Target groups

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## **Inhabitants**

Amsterdammers, knowledge workers, new arrivals

## **Companies & Talent**

Corporates, startups,  
Social entrepreneurs,  
talent, MICE



## **Visitors**

National and international,  
first time and repeat  
Leisure and business

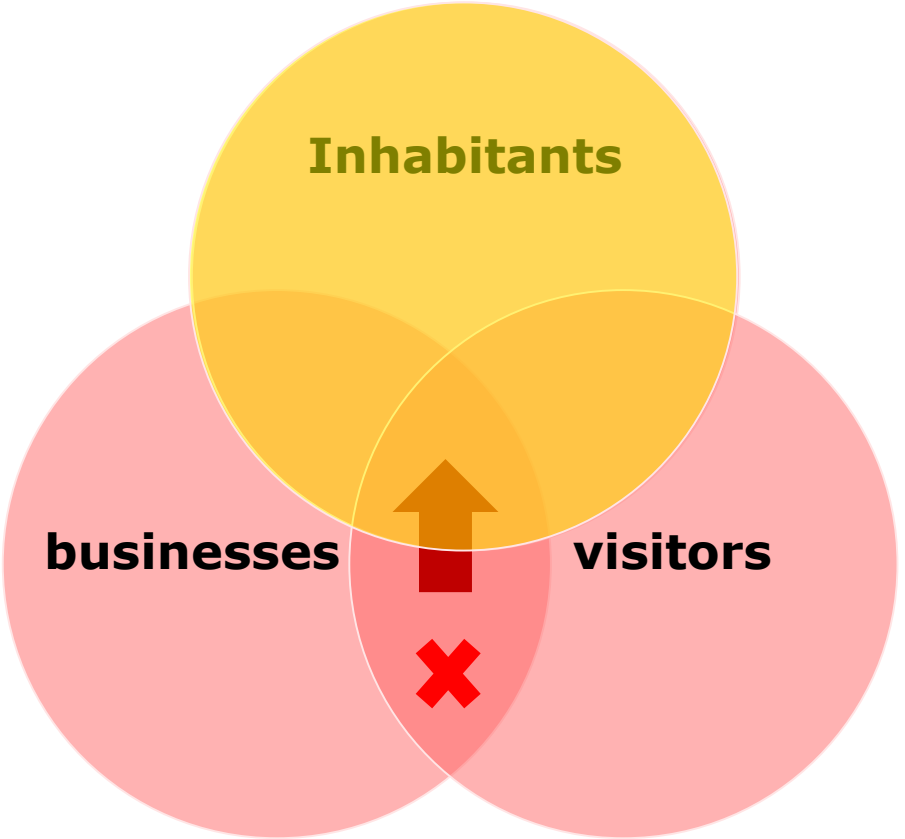


# New Strategy

- Residents are the priority
- Visitors, businesses and congresses are welcome
- Focus shifts from quantity to quality
- Work with and connect our partners
- Locally, nationally, internationally
- Use the I amsterdam motto



# Interests and needs













# AMSTERDAM 24H

**ZUIDOOST**

EVENT VAN AMSTERDAM  
MARKETING







I amsterdam.

Amsterdam welcomes you  
to AIDS 2018



I amsterdam.

Amsterdam loves  
your heart.

Welcome to the European Society  
of Cardiology congress 2020



amsterdam &  
partners

X Gemeente  
X Amsterdam  
X

I amsterdam.



Let me be myself

ZONE  
P  
Parking

CHAOS.

PIES





# **VISION FOR TOURISM**

**PASSIVE CONSUMPTION**



**JOYFUL CONTRIBUTION**





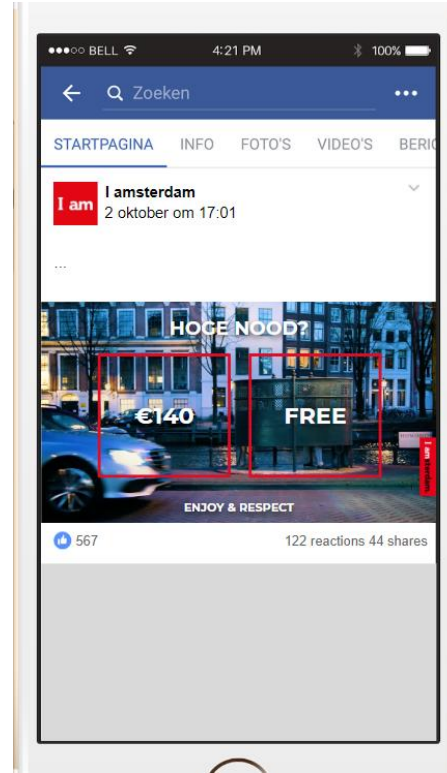


**MAKE STREET ART IN A GREY PART OF TOWN**



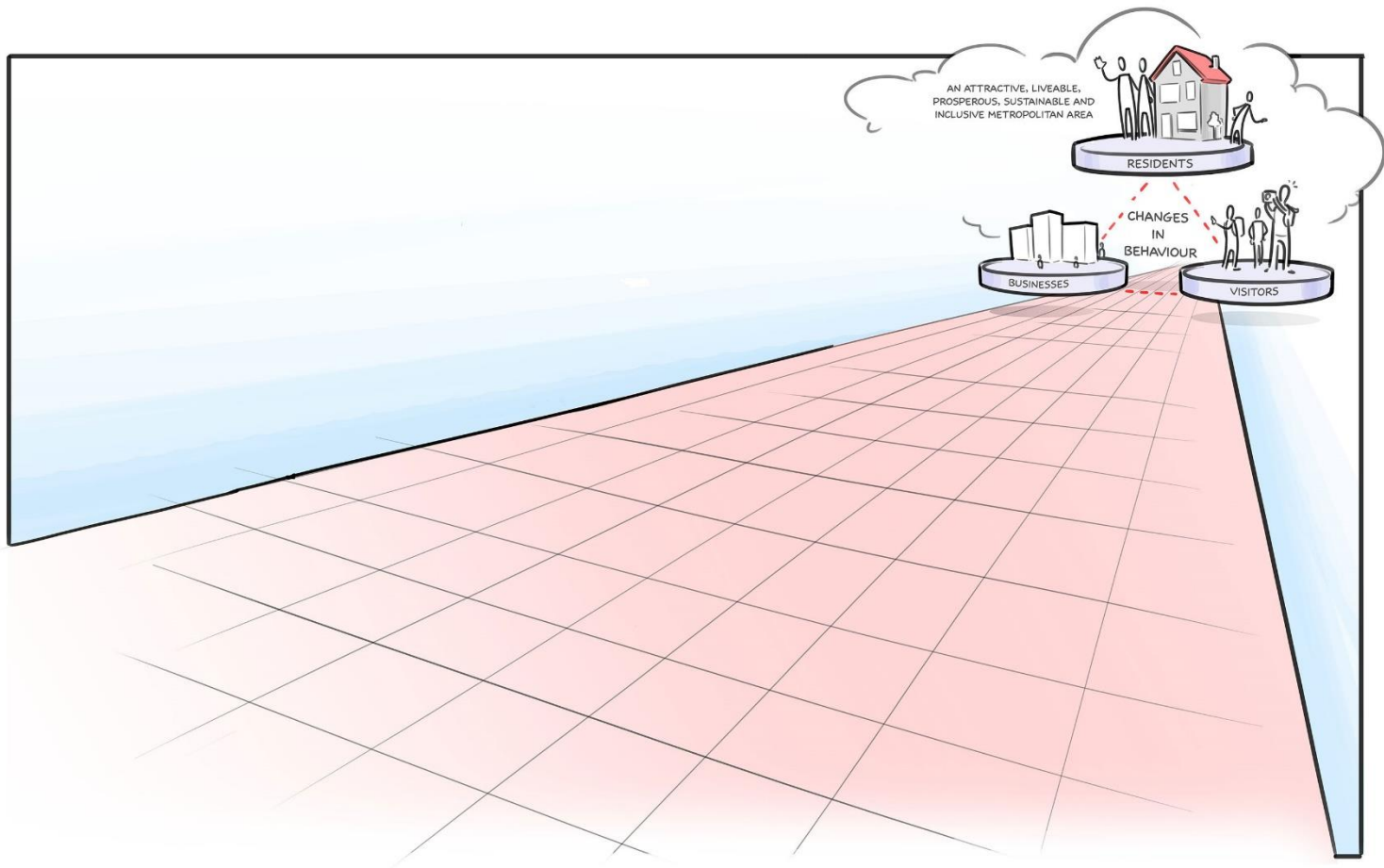


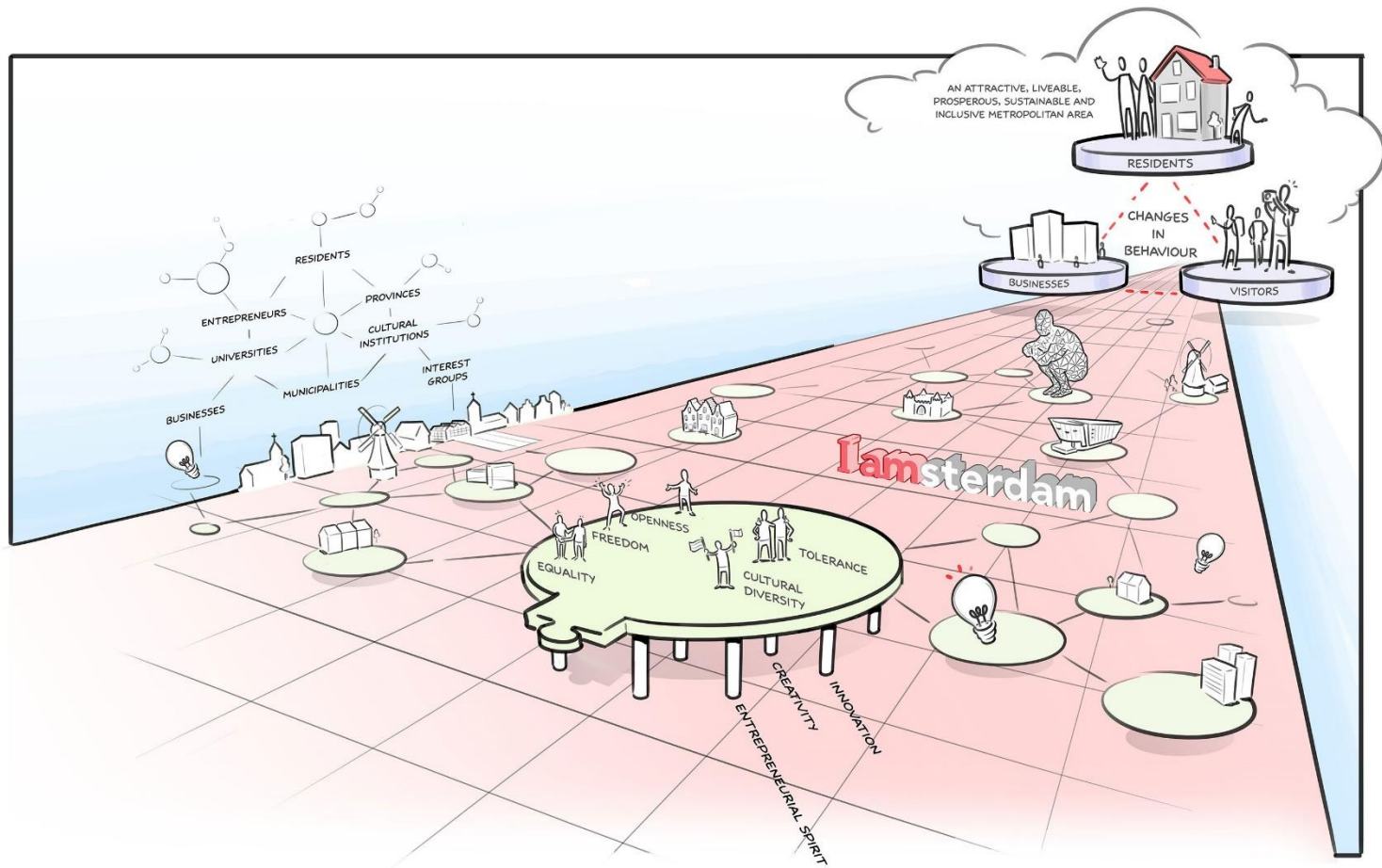
# Enjoy & Respect



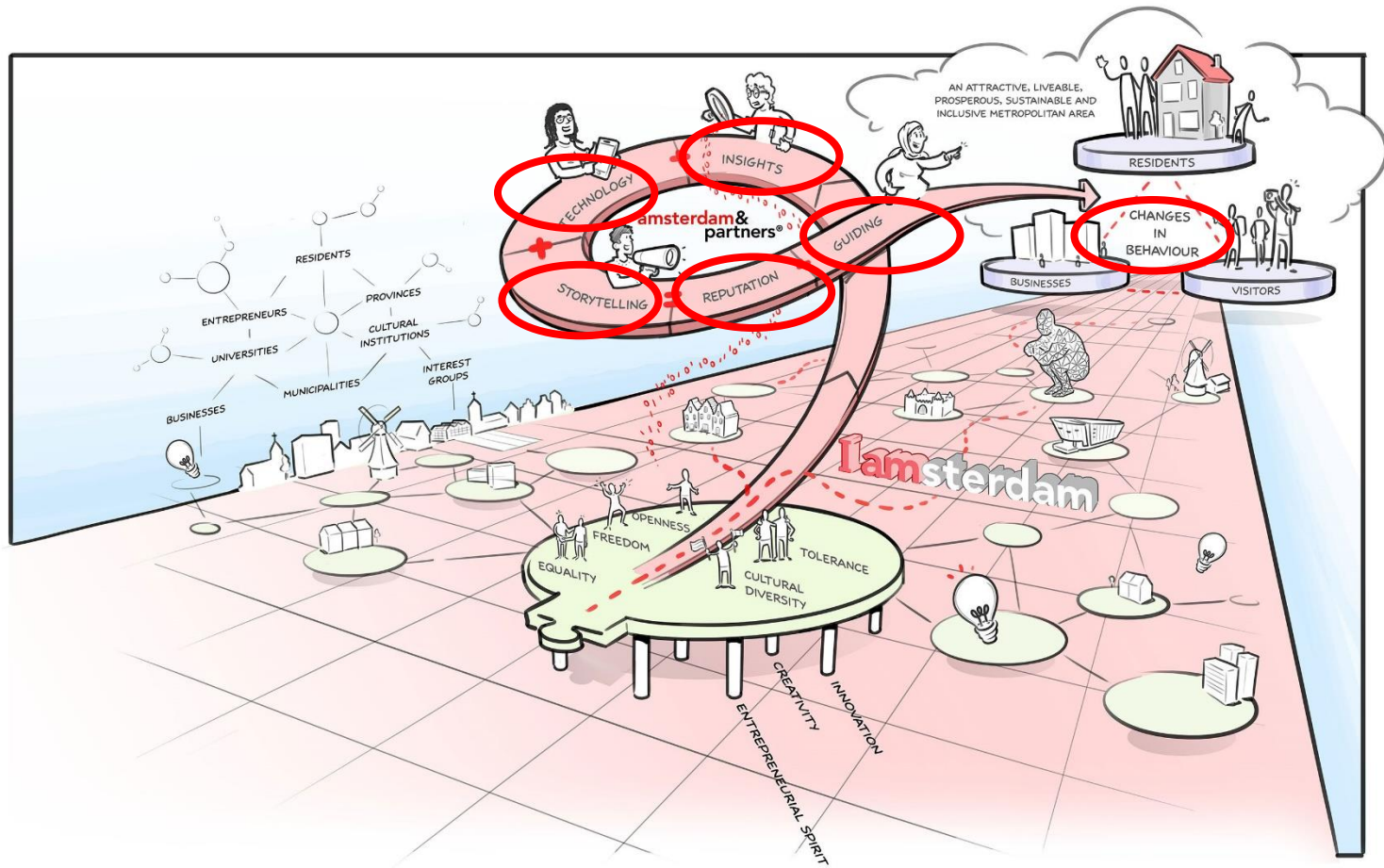


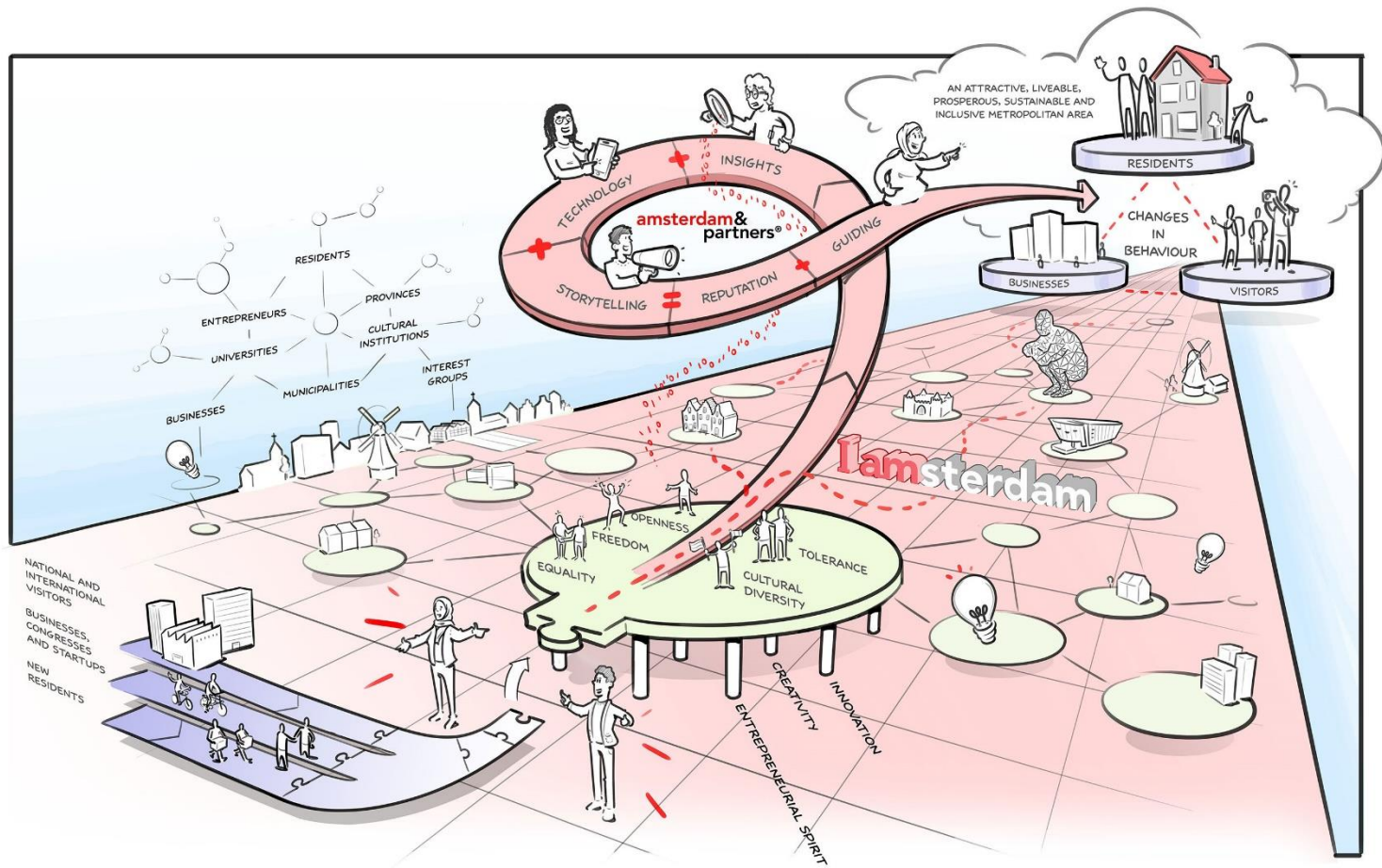














# Questions?



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