

NL Space Week Partner Guidelines

4-12 October, 2025

Welcome!

Thank you for considering hosting an event or activity during NL Space Week 2025. As a partner, you play a crucial role in connecting over 15,000 visitors with the reality of how space technology shapes their daily lives. This guide will help you create events that resonate with our diverse audiences and contribute to the broader mission of making space more accessible and relevant to everyone.

Your event isn't just another activity—it's an opportunity to bridge the gap between perception and reality about space technology. While many people still think of space as astronauts and distant galaxies, your event can help them discover how satellites guide their morning commute, monitor their local weather, and enable their evening entertainment. Every event, whether large or small, contributes to building a stronger, more visible Dutch space sector.

How you participate as Partner

We welcome all partners to join NL Space Week in ways that work best for your organization. You don't need to host a major event to make a meaningful contribution. Partners can participate by:

- Host an event, workshop, open day, or talk
 - Promote NL Space Week through your communication channels
 - Share stories of how your work connects to space and benefits society
 - Highlight the value of space in practical, relatable ways
-

Target audience of the NL Space Week

1. General Public - "No day without space"

Who they are: Families, curious individuals, and community members who use space technology daily without realizing it.

What motivates them: Curiosity, entertainment, and shareable "wow" moments they can discuss with friends and family.

How to engage them:

- Focus on relatable examples: "Your GPS navigation relies on satellites"
- Use visual, hands-on demonstrations
- Create Instagram-worthy moments that spark conversations
- Avoid technical jargon—emphasize everyday relevance
- Leverage children's enthusiasm to engage entire families

Event ideas: Interactive demonstrations, family-friendly workshops, "space in your pocket" smartphone apps showcase, weather satellite live feeds

2. Business Market - "Space technology drives innovation"

Who they are: Companies across sectors who could benefit from space technologies but may not realize the opportunities available.

What motivates them: Concrete ROI, practical applications, and competitive advantages.

How to engage them:

- Present clear business cases with quantifiable results
- Share peer success stories and testimonials
- Focus on business outcomes, not technical specifications
- Provide networking opportunities

Event ideas: Industry case study presentations, B2B networking sessions, "Space Tech for Supply Chain" workshops, lunch-and-learn sessions

3. Decision Makers - "Strategic autonomy through space capabilities"

Who they are: Government officials, policy makers, and senior executives who influence strategic space investments.

What motivates them: National competitiveness, security implications, and long-term strategic advantages.

How to engage them:

- Connect space activities to broader policy goals
- Highlight Dutch innovation and international partnerships
- Provide substantive, well-researched content
- Emphasize economic impact and strategic autonomy

Event ideas: Policy briefings, economic impact presentations, strategic roundtables, government liaison meetings

4. Talent - "Build your career in the final frontier"

Who they are: Students (MBO, HBO, University), recent graduates, and professionals considering space careers—across ALL disciplines, not just aerospace.

What motivates them: Meaningful work, career growth, and the opportunity to tackle global challenges.

How to engage them:

- Showcase diverse career paths beyond traditional aerospace roles
- Feature authentic employee stories and career journeys
- Emphasize that you don't need rocket science expertise
- Highlight opportunities to stay in the Netherlands

Event ideas: Workshops, career fairs, employee ambassador talks, "Day in the Life" workplace tours, skills, hackaton, challenges

Practical Tips for Success

Key Info



4 to 12 October 2025



www.nlspaceweek.eu



Contact: To register your event or request support, contact Manon Douwes – spaceweek@nlspacecampus.eu

Before Your Event

- Define your primary audience but welcome all visitors
- Prepare materials for different knowledge levels
- Plan photo/video opportunities for social sharing
- Coordinate with NL Space Week communication team
- Test any technology or demonstrations beforehand

During Your Event

- Encourage questions and interaction
- Capture content for social media
- Collect contact information for follow-up

After Your Event

- Share photos and stories with NL Space Week organizers
- Follow up with interested participants
- Document lessons learned for future events
- Measure impact where possible (attendance, leads, social engagement)

Platform Strategies

- **Instagram:** Visual, shareable content for general public and talent
- **LinkedIn:** Professional content for business and decision makers
- **Traditional media:** For reaching decision makers and broader awareness

Support available

Every partner will receive a marketing toolkit. This isn't just a collection of logos and templates; it's a complete package that enables you to execute professional marketing activities even if you don't have dedicated marketing resources.

The toolkit includes

1. **Introduction:** an overview of the campaign and how to get involved.
2. **[Communication Text Templates](#):** suggested messages for newsletters, websites, and social media.
3. **[Social Media Guidelines](#):** tags, tips, and tone-of-voice guidance to align your outreach with the campaign.

4. **Visual Assets**: ready-to-use visuals and templates to support clear and consistent promotion.

Remember: Every event or activity matters

Whether you're hosting 10 people or 1,000, your event contributes to a larger mission. You're not just sharing information—you're changing perceptions, inspiring careers, enabling business growth, and supporting strategic decisions that will shape the Dutch space sector's future.

The space industry needs diverse perspectives, skills, and support from across society. Your event is an opportunity to show someone that space isn't just "out there"—it's right here, making their life better every day, and offering them opportunities they may never have imagined.

Welcome to NL Space Week 2025. Let's make space accessible to everyone.

For questions, additional support, or to discuss your event ideas, please contact Manon Douwes – spaceweek@nl-space-campus.eu. We're here to help make your event a success.