«HELP» CAMPAIGN – 2005 ROAD SHOW

THE HAGUE (THE NEDERLANDS) PRESS CONFERENCE
ACTIVITIES REPORT

Date: 19 April 2005 (9:30 – 12:00)
Location: Press Centre Nieuwspoort, Lange Poten 10, Den Haag.
Worldcom Correspondent: Wisse Kommunikatie: Hubert Wisse and Barbara van Stijn

Press Conference Schedule:

* 9:30: Welcome coffee
* 10:00: Press conference

Speakers:

- **Mr. Hans de Goeij**, General Director VWS (Public Health)
- **Mr. Jules Maaten**, European Parliaments member and Commission member Public Health, Environment and Food Safety.
- **Mr. Grieto Zeeman**, Head of the Dutch National Coalition for Tobacco Control, STIVORO.
- **Mrs Klasja van den Ridder**, Head of PR of the European Commission in the Netherlands.

Also present:

- STIVORO: Marieke Wiebing, Head of project “stop smoking”, Mr. Cleton, member of the board, and other representatives
- Ministerie of VWS (Public Health) Mr. Rob Kuiten, Mr. Pieter de Coninck, Mr. Roeland Storm and Mrs. Jngrid Zweeb, all officials concerning ‘tobacco control’
- Mr. Ricco Kroon RTV Director from Carat Nederland
- Mrs Noortje van Rijssen, assistant to Jules Maaten
- Hubert Wisse and Barbara van Stijn from Wisse Kommunikatie
- Nathalie Sterckx, B&S
- Photographer and 2 persons promotion team

*11.00: Photo shooting* in front of the module installed on Het Plein in Den Haag with Mr. Jules Maaten and Mr. Grieto Zeeman.

**Media** attending the press conference: 1

- **Press agency:**
  - ANP (National news agency) is the most important news supplier in The Netherlands. It provides news coverage for the Dutch daily newspapers, radio, television and the internet.
- **TV Channel:**
  - None but BNN wants an interview in front of the module.
- **Radio stations**
  - Mr. Jules Maaten gave an interview to the ‘Wereld Omroep’ in the morning just before the press conference.
  - Mr Grieto Zeeman of the ENSP Stivoro had an interview on the national Dutch radio in the morning before the conference.

**Module:**

- **Date:** from April 18 till April 22 2005
- **Place:** Het Plein in Den Haag, next to the Binnenhof (the location of the Parlement)
- **Time schedule for the distribution of the promotional material:**
  - April 19: from 13:00 – 17:00
  - April 21: from 10:00 – 15:00 (during a second hands books market)