*We would like to cordially invite you to ’Social Engineering: How to Change and Activate Civilians’, a conference organised by the Dutch Kennemerland Security Region. Please forward this invitation to your colleagues. For planning purposes, we are currently anticipating around ten participants from your department. If you expect to attend the conference with a different number of participants, we kindly request you to contact us through* [*dutchmiracleconference@gmail.com*](mailto:dutchmiracleconference@gmail.com)*. Thank you very much for your cooperation.*

**Dutch Miracle Project: Kennemerland Security Region Conference**

**Crisis management means network management. Government institutions and emergency services are usually the first to respond when an incident or disaster occurs. But what if a major crisis occurs that spans several days or even weeks? Such a disaster will have an important impact on society, as well as on government and emergency services. But we are all aware that such services cannot overcome all problems, which means we will have to properly utilise the strengths and capacities present within society, such as in companies, sports clubs, churches, social and humanitarian organisations, and amongst civilians. But how familiar are we with such societal networks? Do we know what they are able to deliver in terms of assistance? Do we keep in good and regular connection with them in ‘times of peace’ when there is no direct need for their assistance? And what can we learn from other sectors in this respect?**

On October 30 and 31 and November 1, the Kennemerland Security Region will organize the conference **‘Social Engineering: How to Change and Activate Civilians?’** as part of the European Miracle Project.Through presentations and parallel sessions, participants from various countries will discuss a wide range of topics, such as utilising social structures, facilitating collaborative partnerships, and creating engagement and resilience within society at large. The proven best practices will be discussed, but consideration will also be directed to the future and where we can go from here.

**Day one**

The central topic of the first conference day will be: what is the current situation? How do we get organised if a crisis were to occur? What structures, collaborations and connections could be involved? What are the current risks and what is the structure of our risk profile? Following brief introductions into the various topics, participants will gain hands-on experience of the issues at hand in interactive activities. The programme will start at 14.00 (2 p.m.) in Madurodam —the ideal location for a bird’s eye view of Dutch cities and society.

**Day two**

This day will focus on business engagement and public-private partnerships. The day will start with an interactive exchange involving a number of essential infrastructure partners, with whom we will discuss resilience. How can we best prepare ourselves collaboratively? In the afternoon, participants will visit Tata Steel and the evening will be spent at Schiphol. The Kennemerland Security Region is actively involved in the European Disaster Project. Within the framework of this project, a large-scale crisis-simulation exercise is scheduled to take place at Schiphol. Participants will have the unique opportunity to attend the exercise and discuss it afterwards.

**Day three**

The last day of the conference will take place at ‘Het Cultuurgebouw’ in Haarlemmermeer, and will focus on the future: how will we expand social engineering? What social structures and communities will we engage and in what way? Today’s keywords are ‘nearby’ and ‘within society’. The afternoon will feature round-table discussions organised by experienced experts in the field. Participants will get together for the official closing of the conference around 17.00 (5 p.m.), followed by an informal gathering over a drink.

These three days offer ample opportunity to meet other guests and to exchange experiences and expertise.

You are cordially invited to attend this three-day conference. You may register through this link (<https://docs.google.com/forms/d/1PX3K8ZYqgIYT_vKUiaXPi9uq9FNshI1Ab4hDPpDRpbo/viewform>) . Please be aware that you are responsible for booking and paying for your own flight and accommodation. Participants are kindly requested to book a room in the Van der Valk Hotel Schiphol A4 in Hoofddorp (<http://www.hotelschiphol.nl/en/>). Please mention this reservation number: **SCH-GF58491** and your credit card number**.** At the start and end of each conference day, a coach service will run respectively from and to this hotel.

Registrations are open up to and including September 1. You will receive the full programme in September.

We are looking forward to welcoming you in the Kennemerland Security Region, located near Amsterdam.

Should you have any questions, please contact the conference organisation through [dutchmiracleconference@gmail.com](mailto:dutchmiracleconference@gmail.com).

Kind regards,

Frans Schippers

Bert van de Velden

Eveline Rutten-Teuben

(Kennemerland Security Region Board)