



Presents...

**HAPPY
HAPPENINGS**

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A young girl with long brown hair is crying and being comforted by two women. One woman is holding her from behind, and another is leaning in to hug her. The girl is wearing a pink and blue striped shirt. The background is a blurred outdoor setting with a building and a window.

**Ben jij ook al die nare verhalen
zat in het nieuws?**

A photograph of three runners participating in a race on a bridge. They are wearing traditional hula skirts and leis. The runner on the left is a man with a floral crown and a lei of orange flowers. The runner in the middle is a woman with a lei of orange flowers. The runner on the right is a man with a lei of orange flowers. They are all smiling and looking towards the camera. The background shows a city skyline and the bridge's structure.

**Moet Rotterdam niet meer
positiviteit uitstralen?**

ALOHA
JORAM
20553
ROTTERDAM 2015

Aloha
EEFA
FR507

ALOHA
ANNE

HAPPY HAPPENINGS



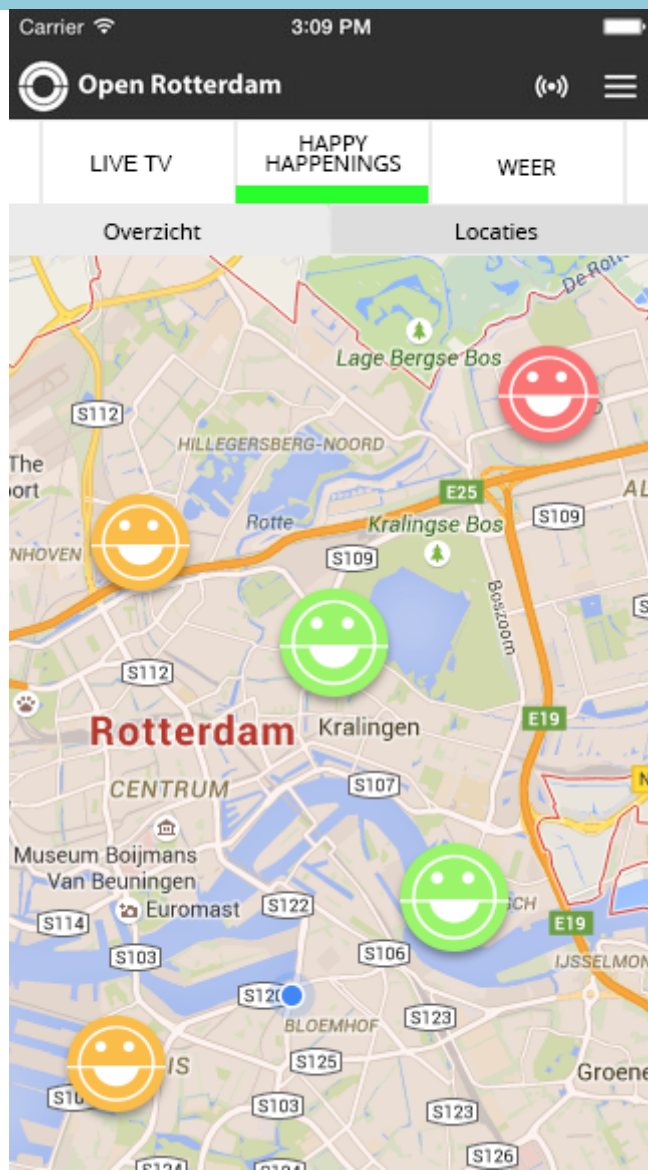
HAPPENED
HAPPENING
WILL HAPPEN

ROTTERDAM

THE HAPPY PLACE TO BE



Locaties



Overzicht



Carrier 3:09 PM

Open Rotterdam

LIVE TV HAPPY HAPPENINGS WEER

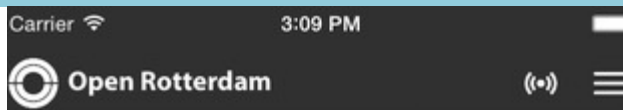
Overzicht Locaties

| | |
|--|--|
| <p>COLOR RUN</p> <p>Happened</p> | <p>GEWELDIGE STRAATMUZIKANT</p> <p>Happening</p> |
| <p>ONTHULLING BEELD: LEE TOWERS</p> <p>Will happen</p> | <p>VINTAGE MARKT</p> <p>Happening</p> |

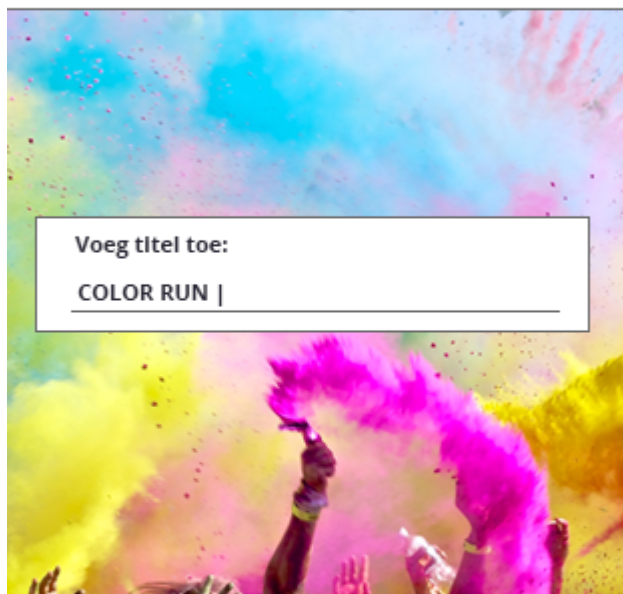
VOEG ZELF EEN HAPPY HAPPENING TOE



Happy Happening toevoegen

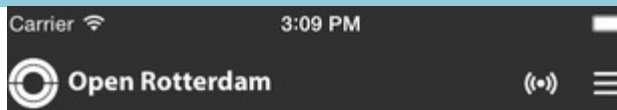
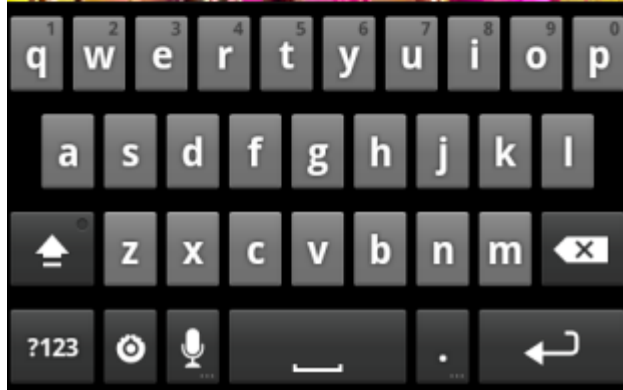


Voeg Happy Happening toe



Voeg titel toe:

COLOR RUN |



Voeg Happy Happening toe



Detail pagina



Reactie plaatsen



Eigen profiel



Smiley punten



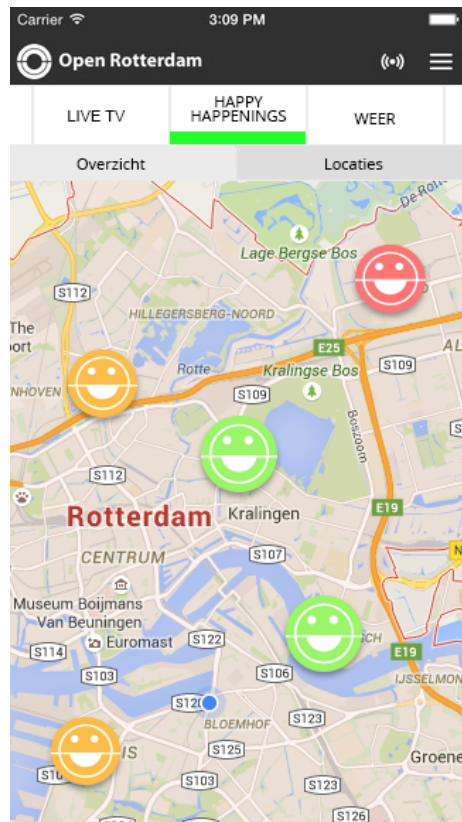
Smiley punten



Prototype - demo



- <http://happyhappenings.ariECK.nl/>



Professionals (burgerjournalist en betaalde kracht)



- Controleren en plaatsen
- Beslissen welk punt
- Happening 'Nu' gerapporteerd

OPEN
Rotterdam

openrotterdam.nl



Communicatieplan - stakeholders



- Nieuwe samenwerking: Winkels in Rotterdam



Communicatieplan - Marketing

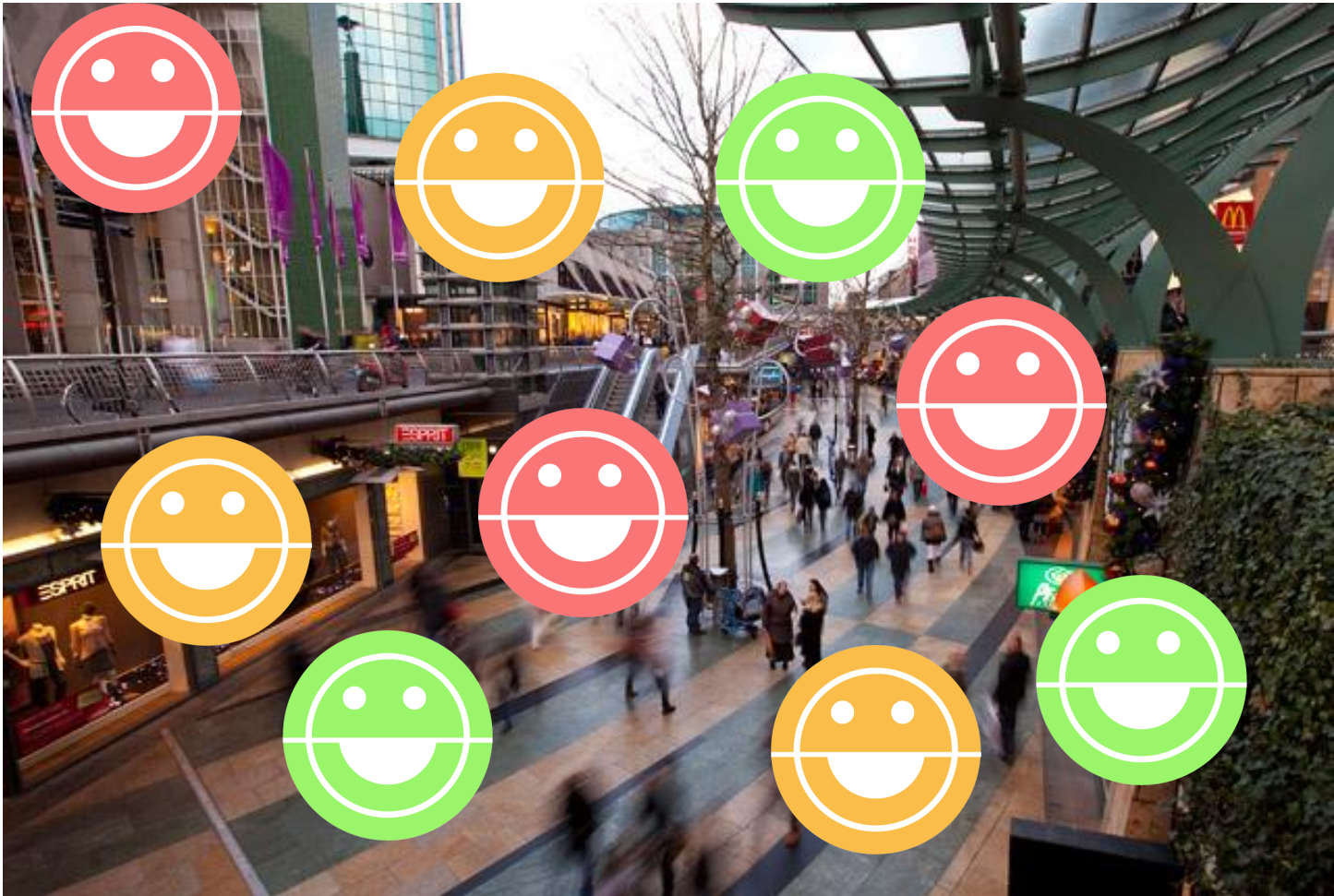


- Eerste 50 downloads krijgen meteen 10% kortingsbon



Guerilla Marketing

Team
Juicy



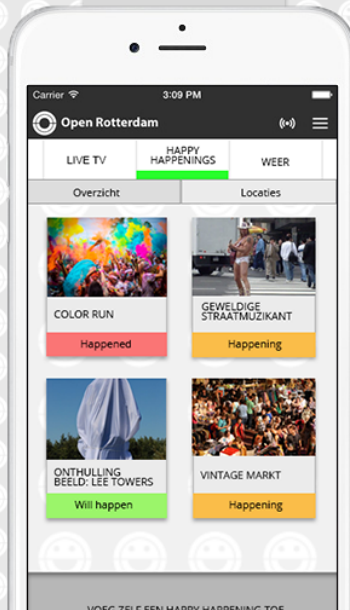
HAPPY HAPPENINGS



HAPPENED
HAPPENING
WILL HAPPEN

ROTTERDAM

THE HAPPY PLACE TO BE



Waarom deze applicatie?



HAPPY HAPPENINGS



HAPPENED
HAPPENING
WILL HAPPEN

THE HAPPY PLACE TO BE



Meer info? http://project.cmd.hr.nl/2014_2015/mlab2_open_t3/