



2nd Call for Papers (Update 24th June, 2010) – 2nd International Place Branding Conference

Branding Cities: The search for place identity



20th-22nd January, 2011
Cámara de Comercio de Bogotá
Chapinero Venue
Bogotá, Colombia



Theme of the conference

The 1st International Place Branding conference in Berlin in 2008 brought together a variety of academicians and practitioners and triggered a lively discussion that has been kept very much alive ever since. Yet, theoretical and methodological approaches on the one hand as well as case studies of implementation on the other, opened a vast range of unanswered issues; and with it, a vague promise of the community that we shall 'meet again' to share experiences, doubts or ideas. There is still little consensus on the exact nature of place branding, its relations to product branding or marketing, visual branding, promotion, advertising as well as its interaction with other forms of local development. At the same time, a growing number of consultancies claim to specialise on place branding exhibiting, however, an arguably limited understanding of the scope of the activity. In particular critical theorization of the issue has led us to a series of unanswered questions: How do we define a place identity which is not static or essentialist, which both respects the internal contradictions of places and yet grasps their distinctiveness? How does branding places involve local communities without being imposed upon them by external consultants? Is there a way of

understanding place branding in the context of the interdependence of places and not always against a background of competition?

In this 2nd International Place Branding Conference we hope to get closer to developing a 'common language' among the different disciplines involved. Also, the conference aims at enriching the dialogue between academics, practitioners and city representatives who often approach very similar issues from different angles. Therefore, the conference adopts an interdisciplinary and international perspective aiming to address the theme in its full complexity.

Bogotá, Colombia is a city of contrasts, one of the most vibrant metropolises in Latin America, a lively hub of economic and cultural life. The city has recently designed a place branding strategy to bridge the gap between reality and image, so that placing the conference there seemed like the natural thing to do.

Contributions

Contributions by scholars, researchers, doctoral students, practitioners, consultants and local/regional authorities are invited that address the general conference theme in divergent places, at different scales and in varied contexts. Empirical work and case studies that can offer new insights and best practice guidance are particularly encouraged. Contributions will preferably (but not exclusively) focus on one or more of the following conference sub-themes:

- Theoretical and methodological issues of place branding/marketing
- Conceptualization of place identity
- Involving local communities in place branding/marketing
- Place branding/marketing as a tool of urban and regional development
- Experiential Place Branding
- Assessment methods: how to measure place branding/marketing success
- Place branding and management of tourism destinations
- Branding the cultural and creative city
- Branding the green city
- International networks and place branding
- Place Branding through storytelling

Abstract Submission

Abstracts of no less than 250 and no more than 400 words should be sent as email attachments to: conference@inpolis.com, until 30th June 2010. Abstracts should clearly state the purpose and conclusions of the work to be described in the full paper and outline the relation of the paper to the conference theme and sub-themes. Abstracts should be written in English.

Timetable

Deadline for abstract submission:	30th June 2010
Notification of acceptance:	15 th July 2010
Early registration starts:	16 th July 2010
Early registration ends:	31 st August 2010
Late registration starts:	1 st September 2010
Full paper submission:	30 th November 2010

Fees*

	Early	Late
OECD Countries**		
Full conference registration 20th-22nd January		
Academic community/Government officials	350,00 €	450,00 €
Corporate rate	500,00 €	600,00 €
Student***	250,00 €	250,00 €
One day conference		
Academic community/Government officials	200,00 €	250,00 €
Corporate	250,00 €	300,00 €
Student***	100,00 €	150,00 €
Non OECD Countries		
Full conference registration 20th-22nd January		
Academic community/Government officials	300,00 €	400,00 €
Corporate	500,00 €	600,00 €
Student***	200,00 €	200,00 €
One day conference		
Academic community/Government officials	150,00 €	200,00 €
Corporate	250,00 €	250,00 €
Student***	75,00 €	100,00 €

Notes:

*Extra costs for technical tours and optional dinners to be announced.

**Australia, Austria, Belgium, Canada, Chile, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Japan, Korea, Luxembourg, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Slovak Republic, Spain, Sweden, Switzerland, Turkey, United Kingdom, United States.

***There is a limited amount of places for students.

Conference Information

The conference will be held in the city of Bogotá, Colombia between Thursday 20th and Saturday 22nd January 2008. The conference programme will include keynote lectures, paper sessions and panel discussions. Delegates will have the opportunity to follow a technical tour of various interesting sites in the city demonstrating a range of relevant issues. A social programme will also be devised to foster interaction and networking opportunities.

Scientific Committee

- Gregory Ashworth (University of Groningen, The Netherlands).
- Andres Coca-Stefaniak (Journal of Town and City Management).
- Ares Kalandides (INPOLIS GmbH, Germany/National Technical University of Athens, Greece).
- Mihalis Kavaratzis (INPOLIS GmbH, Germany).
- Johannes Novy (Technical University Berlin/University of Columbia New York)
- Cathy Parker (Institute of Place Management UK/Manchester Metropolitan University).
- Gareth Roberts (Institute of Place Management UK).
- Edna Esperanza Rozo Bellón (Universidad Externado de Colombia).

Conference Organisers

- in:polis | urbanism
(http://www.inpolis.de/inpolis_en.html)
- Georg Simmel Center for Metropolitan Studies - Humboldt University Berlin
(<http://www.g-s-zentrum.de/php/index.php?lang=en>).

Conference Partners

- Cámara de Comercio de Bogotá (CCB)
(<http://camara.ccb.org.co/ingles/portal/default.aspx>)
- Institute of Place Management
(<http://www.placemanagement.org/default.asp>)
- Association for Place Branding & Public Diplomacy
(<http://www.nationbranding.de/>)
- Universidad Externado de Colombia | Facultad de Administración de Empresas Turísticas y Hoteleras
(http://portal.uexternado.edu.co/iri/portal/anonymous?quest_user=inicial_h)

Conference Secretariat

- Ignacio Castillo Ulloa
in:projectis | project management
email: conference@inpolis.com

Conference website

- 2nd International Place Branding Conference
(http://www.inpolis.de/inpolis-projektdetail_35_2nd-Place-Branding-Conference_en.html).
- Follow us on Facebook
(<http://www.facebook.com/photo.php?pid=266594&id=1694874992#!/event.php?eid=121685167842248&ref=ts>).
- Follow us on LinkedIn
(<http://events.linkedin.com/2nd-International-Place-Branding/pub/305106>).

Further information

- Selected papers from this event will appear in a Special Issue of the Journal of Place Management & Development — The official journal of the Institute of Place Management.
- The conference has a CPD Accreditation.
- Accommodation arrangements will be provided soon.

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Berlin/Budapest, 16th June 2010

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PROGRAMME (Update 16th June, 2010)

Thursday January 20th

08:00	Registration desk opens
09:00	Welcome address and presentation of the conference
10:00	Key note lecture
10:30	Key note lecture
11:00	Coffee Break
11:30	Panel discussion
13:00	Lunch
15:00	Technical tours
18:00	Dinner

Friday January 21st

08:30	Parallel sessions (4 papers + discussion)
10:30	Coffee Break
11:00	Parallel sessions (4 papers + discussion)
13:00	Lunch break
14:00	Parallel sessions (4 papers + discussion)
16:00	Coffee Break
16:30	Key note lecture and discussion
18:00	End of Programme
20:30	Dinner (Optional)

Saturday January 22nd

09:00	Parallel sessions (4 papers + discussion)
11:00	Coffee break
11:30	Parallel sessions (4 papers + discussion)
13:30	Lunch
14:30	Key note lecture
15:00	Closing Panel
17:00	End of Conference
20:30	Dinner (Optional)

Sunday January 23rd

09:00	Technical Tours (optional)
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