



International Conference
Marketing Cities: Place Branding in Perspective
4th-6th December 2008
Berlin, City Hall

Theme of the conference

Place marketing and place branding techniques are believed to provide valuable tools for cities, regions and even nations to effectively manage their internal and external opportunities and transform them into competitive advantages. Place branding is steadily growing into an industry, which attracts significant amounts of investment. However, little consensus has been achieved as yet on the exact nature of place branding, its relation to other forms of local development efforts and its efficient implementation. Furthermore, the governance of place branding, specifically the management of the process of participation in place branding initiatives and the way in which these initiatives are planned, managed and directed towards concrete goals is often a matter of tension and dispute.

This international conference sets place branding theory and practice in these wider perspectives and addresses several issues surrounding place marketing and place branding conceptualization and implementation in an effort to contribute towards a more efficient practice and sounder theoretical base for this field of inquiry.

A distinct gap, with severe implications for place branding implementation, exists particularly between theory and practice, as communication between the two is not straightforward and no 'common language' has been developed. The conference intends to promote dialogue among professionals from the academic, political and consultancy sectors about the relations between place marketing, place branding and urban and regional development and their significance for contemporary places. The conference adopts a multi-disciplinary approach and specifically aims to foster greater understanding and collaboration between scientists, practitioners and policy makers, while at the same time encouraging critical approaches. It takes a broad view of this complex activity and will critically examine a wide range of issues from global trends through to small-scale local initiatives.

The city of Berlin provides the ideal setting for further 'field' exploration of the issues raised in the conference as it has redefined itself many times in the past, most recently since 1990 and exhibits a surfeit of relevant re-development examples.

Sub-themes

- Theoretical approaches to place branding
- Critical conceptualisation of place branding
- Bridging the gap between place branding theory and the needs of practice
- Place identity and branding
- Culture and its use in place marketing and branding
- Iconic structures (buildings, skylines etc.) and place image
- Governance of place branding
- Place marketing and branding as tools of urban and regional development
- Involving local communities in place marketing and branding
- The future issues in the implementation of place branding

Conference Information

The conference takes place in the Berlin City Hall between Thursday 4th of December and Saturday 6th of December 2008. The conference programme includes keynote lectures, paper sessions and panel discussions. Delegates have the opportunity to follow carefully selected 'technical tours' of various interesting sites in the city demonstrating a range of relevant issues.

Scientific Committee

Prof. Gregory Ashworth (University of Groningen, The Netherlands)
Prof. Harald Mieg (Georg Simmel Center for Metropolitan Studies at the Humboldt University Berlin, Germany)
Dr. Henry Werner (Association of Place Branding and Public Diplomacy)
Prof. Jochen Pläcking (kleinundpläcking, Germany)
Prof. Birgit Stöber (Copenhagen Business School, Denmark)
Dr. Bastian Lange (Leibniz-Institut für Länderkunde, Leipzig, Germany)
Dr. Mihalis Kavaratzis (University of Groningen, The Netherlands)
Ares Kalandides (INPOLIS GmbH, Germany/National Technical University of Athens, Greece)

Conference Organisers

- [Georg Simmel Center for Metropolitan Studies - Humboldt University Berlin](#)
- [Association for Place Branding & Public Diplomacy](#)
Initiated by [INPOLIS UCE GmbH](#) and [kleinundpläcking](#)

PROGRAMME (DRAFT 10th September 2008)

Thursday December 4th

Location:

*Berlin City Hall
Rathausstraße 15
10178 Berlin*

- 16:00 Registration desk opens
- 17:00 Welcome address and presentation of the conference programme
- 17:30 Key Note Speech I
Topic: "What City Logos and Claims Reveal: A Graphic Designer's Approach"
Speaker: Anja Rosendahl (Rosendahl Grafikdesign)
- 18:15 Key Note Speech II
Topic: "BeBerlin: The new Berlin Image Campaign"
Speaker: Björn Böhning (Office of the Governing Mayor of Berlin) (tbc.)
- 19:00 Panel Discussion I
Topic: "BeBerlin: The new Berlin Image Campaign"
Speakers:
 - Harald Mieg (Georg Simmel Center for Metropolitan Studies at the Humboldt University Berlin, Germany),
 - Birgit Stöber (Copenhagen Business School, Denmark),
 - Claire Colombe (The Bartlett School of Planning University College London),
 - Mihalis Kavaratzis (University of Groningen, the Netherlands)Chair: Ares Kalandides (INPOLIS GmbH, Germany/National Technical University of Athens, Greece)
- 20:30 Reception

Friday December 5th

Location:

*Berlin City Hall
Rathausstraße 15
10178 Berlin*

- 09:00 Parallel Sessions I (2 sessions of 4 papers)
 Session Ia: *Strategies and Methods 1*
 Session Ib: *Culture/ Industry*
- 11:00 Coffee break
- 11:30 Parallel Sessions II (2 sessions of 4 papers)
 Session IIa:
 Session IIb: *Creative Cities/Urban Design 1*
- 13:30 Lunch break
- 15:00 Parallel Sessions III (2 sessions of 4 papers)
 Session IIIa:
 Session IIIb: *Tourism Destination*
- 17:00 Break – Change of Location

Location:

*Humboldt-University Berlin
Senatssaal
Unter den Linden 6
10099 Berlin*

- 18:00 Key Note Speech III
 Topic: "The Future of Place Branding"

 Speaker: Greg J. Ashworth (University of Groningen, The Netherlands)
- 18:45 Panel Discussion II
 Topic: "The Future of Place Branding"

 Speakers:
 - Jochen Pläcking (kleinundpläcking, Markenberatung GmbH)
 - Henry Werner (Association for Place Branding and Public Diplomacy)
 - Roland Koppensteiner (Asset One) (tbc.)
 - NN
- Chair: Inga Wellmann (Einstein Forum)
- 20:30 Dinner

Saturday December 6th

Location:

*Berlin City Hall
Rathausstraße 15
10178 Berlin*

- 09:00 Field Trip
Theme: Place Branding in Berlin.
This tour will show the practice of place branding and city marketing in Berlin, focussing on projects of urban development. Relevant issues include new construction projects, the creative industries, ethnic neighbourhoods and gentrification.
- 12:00 Lunch break
- 13:00 Parallel Sessions IV (2 sessions of 4 papers)
Session IVa:
Session IVb: *Cities Between the Local and the Global*
- 15:00 Coffee break
- 15:30 Parallel Sessions V (2 sessions of 4 papers)
Session Va: *Strategies and Methods 2*
Session Vb: *Creative Cities/Urban Design 2*
- 17:30 Key note speech IV
Topic: Governing Multipl:cities - Urban Branding 2.0

Speaker: Bastian Lange (Leibniz-Institute for Regional Geography Leipzig / Georg- Simmel-Center for Metropolitan Studies HU Berlin)
- 18:30 Closing lecture
Speakers:
Ares Kalandides (INPOLIS GmbH, Germany/National Technical University of Athens, Greece)
Mihalis Kavaratzis (University of Groningen, the Netherlands)
- 19:30 End of conference

Parallel Sessions I, 5th December, 09:00 am – 11:00 am

Session Ia – Strategies and Methods 1	Session Ib – Culture/ Industry
<p>Sebastian Zenker / Andreas Aholt (Germany) "Who's Your Target? Profiling of Target Groups in City Branding"</p>	<p>Jan Brown (UK) "In My Liverpool Home: Experiences of a City"</p>
<p>David Bennison / Dominic Medway / Gary Warnaby (UK) "The Wall and the City: Fragmentation and Coalescence of the Place Product"</p>	<p>Bernhard Seyringer (Austria) "Linz The City of Steel – Place Branding between Heavy Steel and Cultural Production"</p>
<p>Annette Dücker (UK) "Filmic Representation as a Form of Counter-Discourse to Place Branding"</p>	<p>Henrik Halkier / Anette Therkelsen (Denmark) "Branding Cultural and Industrial Cities - Exploring Similarities and Differences in Challenges and Strategies"</p>
<p>Matteo Caroli (Italy) "The Trentino's Brand: how to Develop and Manage successfully a Place Brand"</p>	<p>Achim Prosek (Germany) "A hot Place to be? The Ruhr Area on the Way to Cultural Capital of Europe 2010"</p>

Parallel Sessions II, 5th December, 11:30 am- 01:30 pm

Session IIa –	Session IIb – <i>Creative Cities/Urban Design 1</i>
<p>Sofia Gaio / Prof. Luís Borges Gouveia / Prof. Joaquim Borges Gouveia (Portugal) "Network Based Branding: A collaborative Model for the Development of Place Brands"</p>	<p>Asko Kauppinen (Sweden) "Scripts and Flagship Building Projects: Branding Malmö"</p>
<p>Meike Eitel / Gero Grandisch / Anna Schwan (Germany) "Strategic Communication abroad and Reputation Management: Analysing Place Branding from a Bird's Eye View"</p>	<p>Tom Bieling / Marc Bieling (Germany) "Competition of Cities: Contributions of Location-Specific Design of Street Furniture"</p>
<p>María Cristina Mateo / Gildo Seisdedos (Spain) "Different Branding Strategies from the Use of the Territory of Origin by commercial Brands: the Brand-Territory Matrix"</p>	<p>Bernd Hartmann (Germany) "Shaping the Creative City: Place Branding on Creativity"</p>
<p>Magdalena Florek (Poland) "How to Understand a Place Brand Loyalty? The Context of Place Brand Equity"</p>	<p>Kai Dolata (Germany) "Criteria of City Marketing in the Field of Urban Planning"</p>

Parallel Sessions III, 5th December, 03:00pm – 05:00pm

Session IIIa –

Vish Maheshwari / Ian Vandewalle, /
David Bamber (UK)

"Understanding the Importance of
Sustaining Place Branding: a Business
Perspective"

Alex Deffner / Theodore Metaxas
(Greece)

"Is 'One Size Fits All' Possible in City
Branding? Developing a City Marketing Pilot
Plan for Rostock"

Habib Fereshteh / Bilge Isik
(Turkey/Cyprus)

"The Role of Cultural Values in Developing
Place Marketing and Branding"

Andy Pike (UK)

"Contesting Branded City Identities in
Newcastle Upon Tyne"

Session IIIb – Tourism/Destination

Judit Sulyok (Hungary)

"Destination in the Destination – how
Different Segments Can Live together?
Case Study of the Lake Balaton, Hungary"

Johannes Novy (USA)

"Marketing Marginalized Inner-City
Neighbourhoods as Sites of Tourism and
Leisure Consumption"

Robert Kaspar (Austria)

"Designing an Event Strategy –
The Key to Destination Branding?"

Olivia Wagner / Dr. Mike Peters (Austria)

"Can Association Methods Reveal Effects of
Internal Branding Tourism Destination
Stakeholders?"

Parallel Sessions IV, 6th December, 01:00pm – 03:00pm

Session IVa –	Session IVb – <i>Cities Between The Local and The Global</i>
<p>Cagil Yurdakul / Eren Cigdem (Turkey) "Meta<4>; Who Is the Owner, Who Is the User?"</p>	<p>Stefan Carsten (Germany) "The Urban Dilemma of Being a City. Or: Trends and Contents of Place Branding in the Post-Automobile Era."</p>
<p>Martin Boisen (Netherlands) "Cities Are not Products, so Stop Trying to Sell them as Such..."</p>	<p>Linda Lees (USA) "Cities Live! Vision and Implementation"</p>
<p>Thomas Kovári (Switzerland) "The City as a Brand - Framing a Strategic Urban Device; the Role of Branding in the Transformation of Baltimore, Bilbao and Zurich"</p>	<p>Ceyda Bakbasa (France) "Between Metropolisation and Globalistaion via Urban Marketing Strategies: the Case of Istanbul"</p>
<p>Nicola Bellini / Anna Loffredo / Cecilia Pasquinelli (Italy) "The Political Economy of Regional Images: the Case of Tuscany"</p>	<p>Paolo Rizzi / Ilaria Dioli (Italy) "From Strategic Planning to Place Branding: Re-Defining the Patterns of some Italian Cities"</p>

Parallel Sessions V, 6th December, 03:30pm – 05:30pm

**Session Va - Strategies and
Methods 2**

Andreas Müller (Germany)
"Identity Based City Branding – Potentials
and Limitations of the Gap-Analysis as
Instrument to Identify Internal and External
Target Group's Perception of a City – Case
Study: City of Bremen"

Roberto Bilotti (Italy)
"The Role of Metropolitan Area Florence-
Prato-Pistoia"

Marcus Andersson / Per Ekman (Sweden)
"Brand Ambassador Networks and Place
Branding"

Margarita Pérez Segrete (Mexico)
"Santa Fe: a "Global Enclave" as a Case
Study of Place Branding Practice in Mexico
City"

**Session Vb – Creative Cities/ Urban
Design 2**

Björn P. Jacobsen (UK)
"City Place Brands and Creative Industries
Location:
A Theoretical Framework for Measuring
Place Brand Equity"

Steve Bainbridge / Anna Wallace (UK)
"Culture and Creativity – the Bedrock of
Place Marketing?"

Robert Marijnissen / Lenna Lee
(Netherlands)
"Managing a Creative City: City Branding
System"

Peter Matthews / Madhu Satsangi
(UK)
"Planners, Developers and Power: a Critical
Discourse Analysis of the Redevelopment of
Leith Docks, Scotland"

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[Further information](#)

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Rooms have been pre-booked for your convenience in the following hotels. Please note that there are limited capacities in all of them. Hotel costs are not covered by the conference fee:

Hotel	Price/ single room	Price/ double room	Breakfast	Category	Reservation deadline	Code word (reservation)
Radisson SAS	149,00 €	149,00 €	24,00 €	*****	30-Sep-08	1045509
Park Inn	109,00 €	109,00 €	17,00 €	****	30-Sep-08	Branding-Conference
Hotel Arena	62,00 €	-	included	***	30-Sep-08	19609

Hotel	Website
Radisson SAS	www.berlin.radissonsas.com
Park Inn	www.parkinn-berlin.com
Hotel Arena	www.hotel-arena-berlin.de

Please note that shops will be open from Thursday till Saturday (09am till 8pm/10pm) and also on Sunday (1pm till 8 pm)
The famous Berlin Christmas markets will be open during the whole conference as well.

For any further organizational information please contact office@inpolis.de.

A conference website has been developed where further information is accessible.
http://www.nationbranding.de/site_english/news/081204_marketing-cities.php

You can also check the INPOLIS site www.inpolis.de for the conference brochure.

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Mihalis Kavaratzis
m.kavaratzis@rug.nl

Berlin/Budapest, 9th September 2008

REGISTRATION FORM

REGISTRATION INFORMATION

Name, Surname

Company/ Institution

Position

Address

Postal Code/ City/ Country

Fax

Email Address

Signature

MARKETING CITIES: PLACE BRANDING IN PERSPECTIVE

International Conference
Berlin, 4th – 6th December 2008

Please, send by FAX! INPOLIS UCE GmbH

Fax Number:
+49 (0)30 4050 5929

Dunckerstr. 90A
10437 Berlin
Germany

All amounts are in EURO and include
19 % VAT.
Upon payment of the amount below
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Phone: +49 (0)30 4050 590
Email: office@inpolis.de

Registration ends: 14th November 2008

FEES (Please check the appropriate box and add the total amount.)

Full conference registration 4th-6th December	fee
Academic community	<input type="checkbox"/> 350 €
Corporate rate	<input type="checkbox"/> 500 €
*Student	<input type="checkbox"/> 150 €
One day registration 4th, 5th or 6th December	
Academic community	<input type="checkbox"/> 200 €
Corporate rate	<input type="checkbox"/> 250 €
*Student	<input type="checkbox"/> 80 €
Members AP&P 4th-6th December	
Academic community	<input type="checkbox"/> 250 €
Corporate rate	<input type="checkbox"/> 400 €
*Student	<input type="checkbox"/> 150 €
Field Trip Saturday, 6th December	<input type="checkbox"/> 35 €
Dinner Friday, 5th December	<input type="checkbox"/> 40 €
Transaction fee for payment by credit card	<input type="checkbox"/> 5 €
TOTAL AMOUNT:	

* special student rate sponsored by the Association for Place Branding and Public Diplomacy

REGISTRATION FORM

PAYMENT BY CREDIT CARD

I will pay the amount by Master Card
 Visa

Credit card no.:

Expiry date:

Name cardholder:

Security code (CVV2 or CVC2)*:

**Please note that you need to fill in your security code as well. This is a 3-figure code on the back of your credit card following the credit card number.*

PAYMENT DETAILS

Please acknowledge that registration can only be accepted if this form is **sent by FAX**. Your program registration will be confirmed not later than 2 days after receipt of the registration form. The total amount will be charged in EURO (€) to your credit card. A transaction fee of 5 EURO will be applied when you pay by credit card.

RECONFIRMATION

By sending this registration form, I accept that the conference fee will be charged to my credit card. I have taken notice of the additional instructions. I acknowledge that the registration form is only accepted if it is **sent by FAX**.

Date:

Signature (cardholder):

PAYMENT BY BANK TRANSFER

Please transfer the total sum to the following bank account:

INPOLIS UCE GmbH
Bank: Deutsche Bank
Account No.: 7270002 01
Bank code: 100 700 24
IBAN: DE48 100 700 240 7270002 01
BIC (SWIFT): DEUT DE DBBER

RE: Place Branding Conference

PAYMENT DETAILS

Please send this registration form by **FAX**. Your registration is valid as soon as the amount is transferred to our bank account.

ADDITIONAL INSTRUCTIONS

Transmission of registration form: The registration form has to be sent by FAX in order to assure the safety of your credit card data. Any other transmission cannot be accepted by INPOLIS UCE GmbH.

Confirmation: Valid registrations will be confirmed by fax or e-mail not later than 2 days after receipt of your registration form.

Cancellation: INPOLIS UCE GmbH reserves the right to cancel the conference if the minimum number of participants is not reached. In this case paid sums will be reimbursed in total.

Modification of registry: Please note that all bookings are registered under the name and surname. Therefore, in case of registry modifications please refer to the registration name.

Refund policy: No refund possible after payment.