



## International Conference

# Marketing Cities: Place Branding in Perspective

4<sup>th</sup> – 6<sup>th</sup> 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 4<sup>th</sup> of December and Saturday 6<sup>th</sup> 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, NL)
- Prof. Harald Mieg (Georg Simmel Center for Metropolitan Studies at the Humboldt University Berlin, D)
- Dr. Henry Werner (Association of Place Branding and Public Diplomacy)
- Prof. Jochen Pläcking (kleinundpläcking, D)
- Prof. Birgit Stöber (Copenhagen Business School, DK)
- Dr. Bastian Lange (Leibniz-Institut für Länderkunde, Leipzig, D)
- Dr. Mihalīs Kavaratzīs (University of Groningen, NL)
- Ares Kalandides (INPOLIS, Germany/National Technical University of Athens, GR)

## Conference Organisers

- Georg Simmel Center for Metropolitan Studies – Humboldt University Berlin
- Association for Place Branding & Public Diplomacy
- in cooperation with the Berlin Senate Chancellery
- Initiated by INPOLIS and kleinundpläcking

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# Programme

Thursday December 4th

## Location:

Berlin City Hall  
Rathausstraße 15  
10178 Berlin

- 04:00 pm** Registration desk opens
- 05:00 pm** Welcome address by **Barbara Kisseler** (Head of the Senate Chancellery Berlin) and **Ares Kalandides** (INPOLIS, Germany/National Technical University of Athens, GR)
- 05:30 pm** **Key Note Speech I**  
  
Topic: “What City Logos and Claims Reveal: A Graphic Designer’s Approach”  
Speaker: **Anja Rosendahl** (Rosendahl Grafikdesign)
- 06:15 pm** **Key Note Speech II**  
  
Topic: “BeBerlin: The new Berlin Image Campaign”  
Speaker: **Björn Böhning** (policy planning staff of the governing mayor of Berlin)
- 07:00 pm** **Panel Discussion I**  
  
Topic: “BeBerlin: The new Berlin Image Campaign”  
Speakers:  
**Henry Werner** (Association of Place Branding and Public Diplomacy),  
**Birgit Stöber** (Copenhagen Business School, DK),  
**Claire Colomb** (The Bartlett School of Planning University College London, UK),  
**Mihalis Kavaratzis** (University of Groningen, NL)  
  
Chair: **Ares Kalandides** (INPOLIS, Germany/National Technical University of Athens, GR)
- 08:30 pm** Walk to dinner location
- 09:00 pm** Opening dinner
- 10:30 pm** End of opening dinner

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# Programme

## Friday December 5th

Location:  
Berlin City Hall  
Rathausstraße 15  
10178 Berlin

- 08:30 am Registration desk opens
- 09:00 am Parallel Sessions I  
Session Ia: Strategies and Methods 1  
Session Ib: Culture/Industry
- 11:00 am Break
- 11:30 am Parallel Sessions II  
Session IIa  
Session IIb: Creative Cities/Urban Design 1
- 01:30 pm Lunch break
- 03:00 pm Parallel Sessions III  
Session IIIa  
Session IIIb: Tourism Destination
- 05:00 pm Coffee Break
- 05:30 pm Key Note Speech III  
Topic: “Can we, do we, should we brand places?  
Or are we doing what we say we are doing?”  
Speaker: **Greg J. Ashworth** (University of Groningen, NL)
- 06:15 pm Panel Discussion II  
Topic: “The Future of Place Branding”  
Speakers:  
**Jochen Pläcking** (kleinundpläcking, Markenberatung GmbH)  
**Elena Wiezorek** (Leibniz Institute of Ecological and Regional Development)  
**Roland Koppensteiner** (Asset One AG, Graz)  
**Angela Knewitz** (Meta Design)  
Chair: **Inga Wellmann** (Einstein Forum)
- 08:00 pm Walk to dinner location
- 08:30 pm Dinner (only for those registered)

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# Programme

## Saturday December 6<sup>th</sup>

Location:  
Berlin City Hall  
Rathausstraße 15  
10178 Berlin

- 09:00 am**      **Field Trip (only for those registered)**
- 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.
- 11:30 am**      Registration desk opens
- 12:00 am**      Lunch break
- 01:00 pm**      **Parallel Sessions IV**
- Session IVa  
Session IVb: Cities Between the Local and the Global
- 03:00 pm**      Coffee break
- 03:30 pm**      **Parallel Sessions V**
- Session Va: Strategies and Methods 2  
Session Vb: Creative Cities/Urban Design 2
- 05:30 pm**      **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)
- 06:30 pm**      **Closing lecture**
- Speakers:  
**Ares Kalandides** (INPOLIS, Germany/ National Technical University of Athens, GR)  
**Mihalis Kavaratzis** (University of Groningen, NL)
- 07:30 pm**      End of conference

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# Parallel Sessions I

Friday December 5<sup>th</sup>

09:00 am – 11:00 am

<b>Session Ia</b> Strategies and Methods 1	<b>Session Ib</b> Culture/Industry
<p>Sebastian Zenker / Andreas Aholt (Germany)</p> <p>“Who’s Your Target? Profiling of Target Groups in City Branding”</p>	<p>Jan Brown (UK)</p> <p>“In My Liverpool Home: Experiences of a City”</p>
<p>David Bennison / Dominic Medway / Gary Warnaby (UK)</p> <p>“The Wall and the City: Fragmentation and Coalescence of the Place Product”</p>	<p>Bernhard Seyringer (Austria)</p> <p>“Linz The City of Steel – Place Branding between Heavy Steel and Cultural Production”</p>
<p>Silvia Canali / Annette Pritchard / Nigel Morgan / Manuela De Carlo (Italy)</p> <p>“Moving Milan towards EXPO 2015: designing culture into a city brand”</p>	<p>Henrik Halkier / Anette Therkelsen (Denmark)</p> <p>“Branding Cultural and Industrial Cities - Exploring Similarities and Differences in Challenges and Strategies”</p>
<p>Matteo Caroli (Italy)</p> <p>“The Trentino’s Brand: how to Develop and Manage successfully a Place Brand”</p>	<p>Achim Prosek (Germany)</p> <p>“A hot Place to be? The Ruhr Area on the Way to Cultural Capital of Europe 2010”</p>

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# Parallel Sessions II

Friday December 5<sup>th</sup>

11:30 am – 01:30 pm

Session IIa	Session IIb Creative Cities / Urban Design 1
<p><b>Sofia Gaio</b> / Prof. Luís Borges Gouveia / Prof. Joaquim Borges Gouveia (Portugal)</p> <p>“Network Based Branding: A collaborative Model for the Development of Place Brands”</p>	<p><b>Asko Kauppinen</b> (Sweden)</p> <p>“Scripts and Flagship Building Projects: Branding Malmö”</p>
<p><b>Meike Eitel</b> / Gero Grandisch / Anna Schwan (Germany)</p> <p>“Strategic Communication abroad and Reputation Management: Analysing Place Branding from a Bird’s Eye View”</p>	<p><b>Marc Bieling</b> / Tom Bieling (Germany)</p> <p>“Competition of Cities: Contributions of Location- Specific Design of Street Furniture”</p>
<p><b>María Cristina Mateo</b> / Gildo Seisdedos (Spain)</p> <p>“Different Branding Strategies from the Use of the Territory of Origin by commercial Brands: the Brand-Territory Matrix”</p>	<p><b>Bernd Hartmann</b> (Germany)</p> <p>“Shaping the Creative City: Place Branding on Creativity”</p>
<p><b>Magdalena Florek</b> (Poland)</p> <p>“Loyalty across time and space - the concept and application of place attachment.”</p>	<p><b>Kai Dolata</b> (Germany)</p> <p>“Criteria of City Marketing in the Field of Urban Planning”</p>
<p><b>Marcella Daye</b> (UK)</p> <p>“Communicating the Caribbean Brand Image: Challenges and Prospects”</p>	

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## Parallel Sessions III

Friday December 5<sup>th</sup>

03:00 pm – 05:00 pm

Session IIIa	Session IIIb
<p>Vish Maheshwari / Ian Vandewalle / David Bamber (UK)</p> <p>“Understanding the Importance of Sustaining Place Branding: a Business Perspective”</p>	<p>Judit Sulyok (Hungary)</p> <p>“Destination in the Destination – how Different Segments Can Live together? Case Study of the Lake Balaton, Hungary”</p>
<p>Alex Deffner / Theodore Metaxas (Greece)</p> <p>“Is ‘One Size Fits All’ Possible in City Branding? Developing a City Marketing Pilot Plan for Rostock”</p>	<p>Johannes Novy (USA)</p> <p>“Marketing Marginalized Inner-City Neighbourhoods as Sites of Tourism and Leisure Consumption”</p>
<p>Feresteh Habib / Bilge Isik (Turkey/Cyprus)</p> <p>“The Role of Cultural Values in Developing Place Marketing and Branding”</p>	<p>Robert Kaspar (Austria)</p> <p>“Designing an Event Strategy - The Key to Destination Branding?”</p>
<p>Assumpico Huertas Roig / Nigel Morgan / Annette Pritchard (Spain/UK)</p> <p>“Place Making or Place Branding? Case Studies of Catalonia and Wales”</p>	<p>Olivia Wagner / Dr. Mike Peters (Austria)</p> <p>“Can Association Methods Reveal Effects of Internal Branding Tourism Destination Stakeholders?”</p>

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## Parallel Sessions IV

Saturday December 6<sup>th</sup>

01:00 pm – 03:00 pm

Session IVa	Session IVb Cities Between The Local and The Global
<p>Cagil Yurdakul / Cigdem Eren (Turkey)</p> <p>“Meta&lt;4&gt; Who Is the Owner? Who Is the User?”</p>	<p>Stefan Carsten (Germany)</p> <p>“The Urban Dilemma of Being a City. Or: Trends and Contents of Place Branding in the Post-Automobile Era.”</p>
<p>Martin Boisen (Netherlands)</p> <p>“Cities Are not Products, so Stop Trying to Sell them as Such ...”</p>	<p>Linda Lees (USA)</p> <p>“Cities Live! Vision and Implementation”</p>
<p>Andy Pike (UK)</p> <p>“Contesting Branded City Identities in Newcastle Upon Tyne”</p>	<p>Ceyda Bakbasa (France)</p> <p>“Between Metropolisation and Globalistaion via Urban Marketing Strategies: the Case of Istanbul”</p>
<p>Nicola Bellini / Anna Loffredo / Cecilia Pasquinelli (Italy)</p> <p>“The Political Economy of Regional Images: the Case of Tuscany”</p>	<p>Paolo Rizzi / Ilaria Dioli (Italy)</p> <p>“From Strategic Planning to Place Branding: Re-Defining the Patterns of some Italian Cities”</p>

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# Parallel Sessions V

Saturday December 6<sup>th</sup>

03:30 pm – 05:30 pm

<b>Session Va</b> Strategies and Methods 2	<b>Session Vb</b> Creative Cities / Urban Design 2
<p><b>Andreas Müller</b> (Germany)</p> <p>“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”</p>	<p><b>Björn P. Jacobsen</b> (UK)</p> <p>“City Place Brands and Creative Industries Location: A Theoretical Framework for Measuring Place Brand Equity”</p>
<p><b>Roberto Bilotti</b> (Italy)</p> <p>“The Role of Metropolitan Area Florence-Prato-Pistoia”</p>	<p><b>Steve Bainbridge / Anna Wallace</b> (UK)</p> <p>“Culture and Creativity - the Bedrock of Place Marketing?”</p>
<p><b>Marcus Andersson / Per Ekman</b> (Sweden)</p> <p>“Brand Ambassador Networks and Place Branding”</p>	<p><b>Kyung-Mi (Lenna) Lee / Robert Marijnissen</b> (Netherlands)</p> <p>“Managing a Creative City: City Branding System”</p>
<p><b>Margarita Pérez Negrete</b> (Mexico)</p> <p>“Santa Fe: a “Global Enclave” as a Case Study of Place Branding Practice in Mexico City”</p>	<p><b>Peter Matthews / Madhu Satsangi</b> (UK)</p> <p>“Planners, Developers and Power: a Critical Discourse Analysis of the Redevelopment of Leith Docks, Scotland”</p>

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