



PROGRAMME (Update 8<sup>th</sup> October, 2010)  
2<sup>nd</sup> International Place Branding Conference

Branding Cities: The search for place identity

20<sup>th</sup>-22<sup>nd</sup> January, 2011  
Cámara de Comercio de Bogotá  
Chapinero Venue  
Bogotá, Colombia



(Programme is subject to changes)

**Thursday, January 20<sup>th</sup>**  
**(simultaneous translation/traducción simultánea English/Español)**

- 07:30 am Registration desk opens
- 08:30 am Welcome address by the Mayor of Bogotá **Samuel Moreno Rojas** (*tbc*)
- 08:45 am Welcome address by the President of the Bogotá Chamber of Commerce **Consuelo Caldas Cano**
- 09:00 am Presentation of the conference by Ares Kalandides (INPOLIS, Germany)
- 09:15 am **Key note lecture I**  
Working Title: "Place Branding, Identity and Image: Disambiguation of concepts"  
Speakers: **Mihalis Kavartzis** (University of Leicester, UK)  
**Ares Kalandides** (INPOLIS, Germany)
- 10:15 am Coffee break
- 10:45 am **Key note lecture II**  
Working Title: "Learning by doing: Experiences in designing a City Marketing strategy"  
Speaker: **Virgilio Barco Isakson** (Invest in Bogotá, Colombia)
- 11:30 am **Case Study I**  
Working Title: "Design Sells: The importance of visual communication in Place Branding"  
Speakers: **Nicole Srock** and **Kieran Stanley** (dan pearlman, Germany)
- 12:15 pm Lunch



## Thursday, January 20<sup>th</sup> (continued)

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01:15 pm     **Case Study II**

Introduction to "Tourism Marketing, Bogota" by **Nohora Vargas**  
(Instituto Distrital de Turismo Bogotá, Colombia)

01:45 pm     **Panel discussion**

Speakers: **Jorge Orlando Melo** (Historian, Colombia)

**Cathy Parker** (Institute of Place Management/ Manchester Metropolitan University, UK)

**Mihalis Kavartzis** (University of Leicester, UK)

**Ares Kalandides** (INPOLIS, Germany)

**Virgilio Barco Isakson** (Invest in Bogotá, Colombia)

03:15 pm     Coffee break

03:45 pm     **Session I**

Author(s)	Title of presentation
Andrea Lucarelli & Per Olof Berg (Sweden)	City Branding – A State of the Art Review of Current Research
Cathy Parker, Gareth Roberts & John Byrom (UK/Australia)	Place Branding: A Tautology
Martin Boisen, Kees Terlouw & Bouke van Gorp (The Netherlands)	The selective nature of place branding and the layering of spatial identities
Erik Braun & Sebastian Zenker (The Netherlands/Germany)	"We got Places all Over the Place" – A Conceptual Framework for Place Brand Management Strategies

06:00 pm     End of Programme

07:00 pm     Official Opening Dinner

## Friday, January 21<sup>st</sup> (English/Inglés)

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08:00 am Registration desk opens

08:30 am **Session II**

Author(s)	Title of presentation
Mikael Andéhn & Per Olof Berg (Sweden)	Measuring City of Origin Effects – Current Issues and a Model
Jeremy Hildreth (UK)	Branding a megacity (London, UK)
Irina Shafranskaya (Russia)	City image as the basis for strategic planning of city development (Perm, Russia)
Jessica Baxter & Greg Kerr (Australia)	A Case of Place Identity

10:30 am Coffee break

11:00 am **Sessions III**

Author(s)	Title of presentation
Massimo Giovanardi (Italy)	Raphael and Urbino: Production and Consumption of an Urban Marketing Event
Dennis Vizgalov (Russia)	Place branding: from the practice to the theory – Russian context
Jaime Hernández & Celia López Mozo (UK)	Is There a Role of Informal Settlements in Branding Cities?: In Search for Place Identity of Latin American Cities
Rômulo Castilho (Brazil)	Branding São Paulo – Building a New Identity

01:00 pm Lunch break

02:00 pm **Sessions IV**

Author(s)	Title of presentation
Sebastian Zenker (Germany)	How to Catch a City? The Concept and Measurement of Place Brands
H. Efe Sevin & Gizem Salcigil (USA)	Turkayfe.org: Share Your Türksperience
Marinda Scaramanga (Greece)	The use of contemporary culture in place branding – a brief review of Athens
Steve Cranford (USA)	Cities Addicted to “The List”

04:00 pm Coffee break

04:30 pm **Key note lecture III + discussion**

Working Title: “Imaginaries, notations of citizen recognition”

Speaker: **Armando Silva Tellez** (Universidad Externado de Colombia)

06:00 pm End of Programme

08:30 pm Dinner (Optional)

## Saturday, January 22<sup>nd</sup> (English/Inglés)

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08:00 am Registration desk opens

08:30 am **Sessions V**

Author(s)	Title of presentation
Jeremy Tamanini (USA)	Perceptions of National Green Leadership
Gerhard Mahnken (Germany)	Beyond Province and Metropolis: Internal Place Branding in the Metropolitan Region Berlin-Brandenburg
Fereshteh Habib (Cyprus)	The mission of greenway planning in branding cities and place identity (Nicosia)
Delphine Vialle & Veronique Seel (France)	Involving local communities in Place branding: a city sketched or narrated by its residents and tourists (La Rochelle, France)

10:30 pm Coffee break

11:00 pm **Sessions VI**

Author(s)	Title of presentation
Mariana Gómez Schettini & Claudia Alejandra Troncoso (Argentina)	The Role of Culture in Tourism City Marketing: The Case of Buenos Aires City, Argentina
Dominik Wanner & Anne-Katrin Kirchner (UK)	Displaying involvement of local communities in the course of educational events – a new joint approach to place branding
Markus Andersson & Peer Ekman (Sweden)	Business Incentives in Place Branding
Gildo Seisedos (Spain)	- to be announced -

01:00 pm Lunch break

02:00 pm **Sessions VII**

Author(s)	Title of presentation
Enrique Johnson (Colombia)	How to Communicate a City Brand. Latin-American Cities vs. Latin Europe Cities
Ludmila Novacká (Slovakia)	Place branding and management of tourism destinations - Slovak Cities
H. Efe Sevin, J.Gregory Payne & Ada Renedo Navarro (USA)	Role of Consultants and Locals in Place Branding: The Case of RediscoverRosarito (Rosarito, Mexico)
Andy Pike & Rebecca Richardson (UK)	Place branding for urban development? Reflections from the rustbelt

04:00 pm Coffee break

04:30 pm **Closing panel + discussion**

Speakers: - to be announced -

07:00 pm End of Conference

## Sunday, January 23<sup>rd</sup>

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10:00 am      Technical Tour (optional): a guided visit to the city focusing on its architecture and urban development

01:00 pm      End of Technical Tour