3rd PLACE MANAGEMENT & BRANDING CONFERENCE
Sustainability, Liveability & Connectivity

DETAILLED PROGRAMME

6th-8th May 2015
Poznań, Poland
## Day 1 - 6th of May

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>10.00-10.30</td>
<td>Conference opening, Room: AULA</td>
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<tr>
<td>10.30-10.55</td>
<td>Opening speech, Room: AULA, Simon Quin “Sustainability, liveability and connectivity”</td>
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### Session 1
(11.00-12.00)

- **Chair person:** Dr. Eric Braun
- **1. A Review Of Epistemological Issues And Philosophical Positions For The Development Of Theory In Place Marketing**
  - Nikos Ntounis, Javier Lloveras, Cathy Parker
- **2. When The Place And Destination Brand Fight - The Fehmarnbelt Case**
  - Sebastian Zenker, Erik Braun, Jan-Jelle Witte
- **3. Ecosystems As Places: A Marketing And Branding Perspective**
  - Renate van der Meer, Gerrita van der Veen

### Session 2
(12.30-13.30)

- **Chair person:** Dr. Steve Millington
- **1. Stakeholder Engagement And Communication In UK Town Partnerships: An Empirical Study**
  - Nikos Ntounis, Cathy Parker, Simon Quin
- **2. NYC’s Times Square Walkability Improvements, Motivations, Designs And Expectations For A Rebranded Global Core**
  - Carlos JL Balsas
- **3. Designing A Place: Local Innovation Systems**
  - Robert Romanowski

### Session 3
(14.30-15.30)

- **Chair person:** Simon Quin
- **1. Constituents Of Place Attractiveness Among Young Inhabitants In Metropolitan Areas, Intermediate Cities, And Rural Areas**
  - Anders Parment, Sara Brorström
- **2. Portrait Of A Village: The Happy Valley Making Sense Of Place Development Through Reflecting On A Local History Of Bollington**
  - Cathy Parker, Dominic Medway, David Matthews
- **3. Requisite Variety On The High Street**
  - Alex Hough

### Session 4
(15.45-16.45)

- **Chair person:** Dr. Andrea Insch
- **1. The ‘Place’ Of Place Branding In Spatial Development Plans, Strategies And Policies For Portugal 2014-2020**
  - Eduardo Oliveira
- **2. Managing Destination Brand Architecture – The Case Of Cascais Municipality**
  - João Freire
- **3. A Potential For Synergy In The Multiplicity Of Place Image – The Case Of Messinia**
  - Mikael Andéhn, Anna-Felicia Ehnngård, Joel Hietanen, Maira Magalhães Lopes

### Coffee break

### Lunch

### Coffee break

<table>
<thead>
<tr>
<th>Time</th>
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<tr>
<td>19.00 -</td>
<td>Welcome cocktail, Venue: Blow up hall</td>
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### Session 1 (10.30-11.30)

**Chair person:** Dr. Massimo Giovanardi  
1. **Branding Romania – Between Empiric And Pioneering Approach**  
   - Gabriela Popescu  
2. **Branding The New City: Place Branding In Saudi Arabia**  
   - Turki Shoaib, Ramin Keivani  
3. **Terrorism And The Challenge Of Rebranding Nigeria**  
   - Ubadire Ague

**Chair person:** Prof. Hong Fan  
1. **Understanding Resident City Brand (Dis)Engagement**  
   - Menique Stuart, Andrea Insch  
2. **Residents’ Perception Of The City: The Interaction Between City And Life Satisfaction**  
   - Irina N. Shafranskaya, Anastasiya Bazyha-Volya, Dmitriy B. Potapov  
3. **Place Marketing And Rubbish: How Litter Reduces Place Attitude**  
   - Cathy Parker, Dominic Medway, Stuart Roper

#### Coffee break

### Session 2 (12.00-13.00)

**Chair person:** Martin Boisen  
1. **Challenges In Fostering A Public Debate On Strategic Place Brand Management: The Case Of Rio De Janeiro**  
   - Raquel Goulart, Massimo Giovanardi  
2. **When A Brand Is Transforming A Place: An Analysis Of Brand Regeneration Of Stockholm**  
   - Andrea Lucarelli  
3. **Product Concepts In Megacity Marketing**  
   - Kirill L. Rozhkov, Natalya I. Skryabin  
4. **Beijing Capitalness And Related Challenges**  
   - Hong Fan, Anastasia Poshinova

#### Lunch

### Session 3 (14.00-15.00)

**Chair person:** Dr. Mihalis Kavaratzis  
1. **The Relationship Between Media, Mega Events And How It Affects The Host Country’s Image: 2014 FIFA World Cup Case**  
   - Gabriela de Laurentis Cardoso, Paola Bastos Lohmann, Karina Virkki, Deborah Moraes Zouain, Maria Clara Tenório  
2. **Summit City: A Review Of The Impacts Of International Summits For Host Cities**  
   - Andrea Insch  
3. **Consumer Values Of City Festivals And Their Marketing Impact**  
   - Irina N. Shafranskaya

**Chair person:** Dr. Norberto Muñiz Martinez  
1. **The Proof Of Place Management And Development Is In The Eating. On The Development Of Culinary Places And Destinations**  
   - Tore Omholt  
2. **University Roles In Co-Creating Place Branding: The URBACT Gastronomic City Project Case**  
   - Chiara Rinaldi, Alessio Cavicchi, Richard N.S. Robinson, Cristina Frittelloni  
3. **Key Elements Of The Cultural Appeal Of A City Brand: The Urban Cultural Appeal Matrix Identifying Strengths And Weaknesses Of The Madrid City Brand**  
   - Olga Kolotouchkina Shvedova, Gildo Seisdedos

#### Coffee break

### Session 4 (15.15-16.15)

**Chair person:** Juan Carlos Belloso  
1. **Analysing The Relationship Between Place Branding And Business Branding. The Case Of Marketing Colombia’s Coffee Region “El Triangulo Del Café” (The Coffee Triangle)**  
   - Norberto Muñiz Martinez  
2. **The Role Of Traditional Products In Regions’ Development In Poland - Bayesian Approach**  
   - Magdalena Florek, Jakub Gazda  
3. **Urban Brandscape As Value Ecosystem: The ‘Cultural Destination Strategy’ Of Fashion Brands**  
   - Nicola Bellini, Cecilia Pasquinelli

**Chair person:** Dr. Joao Freire  
1. **Place Marketing By Public Administrations: The Case Of The Swiss Cantons And Their Potential Place Brands**  
   - Renaud Vuignier  
2. **Light Festivals And The Construction Of Place Identity**  
   - Tim Edensor, Steve Millington  
3. **Assessment Of The Effectiveness Of Marketing Certification Programs Addressed To Municipalities. Case Study Of “Poland Now” Contest**  
   - Jaroslaw Gorski

### 19.00-22.00 - Gala dinner, Venue: City Park Hotel & Residence
### Session 1
(10.00-11.00)

**Chair person: Prof. Gildo Seisdedos**

1. **Towards A Networked Brand Culture: An Examination Of Stockholm's Brand On Twitter** - Andrea Lucarelli, Efe Sevin
2. **Why Do People Like The Lublin Old Town? The Explication Of Meanings And Motivations From Instagram Images And Hashtags** - Kamila Węglarska
3. **Research On Forming Mechanism Of City Brand On Social Media: Stockholm In China As An Example** - Liu Xinxin

**Chair person: Dr. Sebastian Zenker**

1. **Restrictions On The Use Of The Aaker Model In The Measurement Of City Brand Personality - The Sender Perspective** - Oleg Gorbaniuk, Ewa Glińska
2. **From Strategic Objectives To Operational Indicators - The Challenges And Limitations Of Measuring The Effectiveness Of The City Brand Strategy. The Case Of The City Of Łódź** - Marta Hereźniak, Justyna Anders

### Coffee break

### Session 2
(11.30-12.30)

**Special session ‘Theory meets practice’, Room: 408A, Chair person: Dr. Massimo Giovanardi**

- Presentation 1: Mihalis Kavaratzis, Helen Donnelan, Rosa Roma
- Presentation 2: Cathy Parker, Simon Quinn
- Presentation 3: Magdalena Florek, Adam Mikołajczyk

**Open discussion**

**12.30 - 13.30**

**Conference closing, Room: 408A - Prof. Cathy Parker, Prof. Dominic Medway, Dr. hab. Magdalena Florek**

**Lunch**

**14.30 - Poznan Croissant Museum visit with live show**

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**Simon W. Quin**

Simon is a Director of the Institute of Place Management, the international professional body for people working to make places better. He has recently been directly involved in the Institute’s work with UK high streets and the future of public markets. He is also the Practitioner Editor of the Journal of Place Management and Development. He is a former economic development consultant and Town Centre Manager. He was co-author of the influential Vital and Viable Town Centres: Meeting the Challenge published by the UK Government in 1994. He is a former Chief Executive of the Association of Town Centre Management and Board Member of the Washington DC-based International Downtown Association and of Town Centre Management Europe.

Simon has an MA in Jurisprudence from the University of Oxford and an MSc in Place Management from Manchester Metropolitan University. He is a Fellow of the Royal Society for Arts and a Senior Fellow of the Institute of Place Management. He has spoken about place management in more than twenty countries.