Institute of Place Management 5th International Conference
Transforming Place, People, Processes and Practice
Adelaide and The Barossa Valley
3rd - 8th November 2019
Our Keynote Speakers

Dr Steve Millington is a Director of the Institute of Place Management at Manchester Metropolitan University. He has contributed to influential research projects on UK high streets and town centres. Recently he has been working with the Ministry for Housing, Communities, and Local Government on a national review of high street policy.

Robyn Eversole is a Professor of Social Impact at Swinburne University, Melbourne, Australia. Robyn works in local places across Australia, Latin America and the Asia-Pacific region. Her books include Knowledge Partnering for Community Development, Regional Development in Australia: Being Regional, and Anthropology for Development, From Theory to Practice.

Steve Maras is the Managing Director of the Marras Group. He has a multi-disciplined professional background which includes accountancy, insolvency management, corporate recovery and reconstruction, commerce and finance, valuation and advisory, commercial and retail leasing and investment sales, project management, investment management and development.

Viriya Taecharungroj is an assistant professor of marketing at Mahidol University International College, Thailand. He holds a DPA from National Institute of Development Administration, Thailand and an MSc in Marketing Management from the University of Surrey. Viriya teaches in the areas of global marketing strategy and research. His research focuses on the areas of place branding and marketing.

Andrew Hoyne is the Principal of brand agency Hoyne. After 28 years, Hoyne have become a globally renowned brand and marketing agency, whose core focus is place and property. Andrew has a profound belief in the power of place, which led him to produce The Place Economy, a resource book series that presents thought-leadership on best practice placemaking and development.

David Audretsch is a Distinguished Professor and the Ameritech Chair of Economic Development at Indiana University, where he also serves as Director of the Institute for Development Strategies. He is author of Everything in Its Place: Entrepreneurship and the Strategic Management of Cities, Regions, and States, and Editor-in-Chief of Small Business Economics: An Entrepreneurship Journal.
### Timing and Speaker Details

#### Tuesday 5th November
- **Coach Travel to Yalumba Winery/Refreshments**
  - **9.00 - 9.30**: Registration and Refreshments
  - **9.30 - 10.15**: Welcome and Keynote: Dr Steve Millington
  - **10.15 - 10.45**: Dr Allan O’Connor
    - Adapting an ecological analysis to place-based entrepreneurial ecosystems
  - **10.45 - 11.00**: Coffee Break
  - **11.00 - 11.45**: Keynote: Andrew Hoyne
  - **11.45 - 12.15**: Kath McKenzie, Nikki Griffith, & Anne-Maree Newberry
    - Place Planning/making from a Northern Beaches Perspective
  - **12.15 - 12.45**: Dr Leonard Jackson
    - The Empowering Potential of Blockchain Technologies: A Model for Entrepreneurs
  - **12.45 - 13.30**: Lunch
  - **13.30 - 14.15**: Keynote: Dr Viriya Taecharungroj
  - **14.15 - 14.45**: Dr Amelia Green
    - Australian silo art: Muralism and creative placemaking in rural and regional Australian communities
  - **14.45 - 15.15**: Dr Viriya Taecharungroj
    - Experiencing the Market
  - **15.15 - 15.30**: Coffee Break
  - **15.30 - 16.00**: Rowena Vnuk
    - Intermediary organizations: Their scope and limitations as designers for regional competitiveness.
  - **16.00 - 16.30**: Shaing U Nini
    - Empowering indigenous women of Bangladesh
  - **16.30 - 17.00**: Dr Joanna Fountain
    - Creating a local food brand and authentic shopping experience: The Nelson General Store concept
  - **17.00 - 18.00**: Panel: Round up of conference themes

#### Thursday 7th November
- **8.00 - 9.30**: Coach Travel to Yalumba Winery/Refreshments
  - **9.30 -10.15**: Keynote: Professor David Audretsch
  - **10.15 - 10.45**: Craig Grocke
    - Social Capital as a Resource for Place Management Partnerships in the Barossa Region of South Australia
  - **10.45 - 11.00**: Coffee Break
  - **11.00 - 11.45**: Keynote: Steve Marras
  - **11.45 - 12.15**: Dr Laura Ripoll Gonzalez
    - Community, culture and value: An exploration of Harvest Launceston farmers’ market
  - **12.15 - 12.45**: Dr Rory Hill
    - Telling stories of terroir in an emerging wine region: Waipara, North Canterbury, New Zealand
  - **12.45 - 13.30**: Lunch
  - **13.30 - 14.15**: Keynote: Professor Robyn Eversole
  - **14.15 -14.45**: Dr Amelia Green
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#### Additional Information
- **Wednesday 6th November**
  - Location: University SA West Campus, North Terrace, The Bradley Forum
- **Thursday 7th November**
  - Location: Yalumba Winery, 40 Eden Valley Rd, Angaston, Australia
### Full Conference Schedule

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**Book your conference place today from £495 (approx $895):**