



# PLACE MARKETING FORUM

THE GREAT MEETING OF PLACE MARKETING AND PLACE BRANDING

March, Thursday 23rd

**08.15** - Reception of participants

**09.00** - Convention opening



Missions and programs of the New Place Marketing and Attractiveness Chair

Presentation of the PMF17' goals and contents

by **Christophe Alaux**, Director of the Chair

**09.15 / 10.15** - The political vision: a place marketing strategy's key factor of success



**Speakers** : Philippe Augier (Deauville mayor) and David Kimelfeld (4° district mayor and 1st Vice-Président of Lyon city)

**Host** : Christophe Alaux

**10.15 / 10.35** - Coffee Break

**10.35 / 11.50** - Theme n°1: How to associate firms to attractiveness approaches and actions ?



**Speaker**: Jacques Lesieur (Team Côte d'Azur)

**Laureate** : Siobhan Finn (Cork Innovates)

**Host** : Yvan Aymon (Valais Excellence)

**Expert** : Jean-Charles Foddis (Aderly)

**Researcher** : Sarah Serval (Paris-Saclay University)



**11.50 / 13.05** - Theme n°2: Companies acting on their territories' attractiveness



**Speaker**: Vincent Gollain (IAU Ile-de-France)

**Laureate** : Megan Lee (Southwest Airlines - Project for public spaces)

**Host** : Emmanuelle Ripert-Chollet (Bordeaux Metropolis)

**Expert**: Jacques Muller (Compagnie des Alpes)

**Expert**: Rémi Loubeyre (Suez Group)



**13.05 / 14.30** - Lunch Break



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**14.30 / 15.45** - Theme n°3: why having place branding strategies when things are going well?



**Speaker:** Marc Thébault (Caen la Mer)

**Laureate :** David Ferreira (Mississauga)

**Host :** Emmanuel Hennequin (Metz Métropole)

**Expert:** Grégory Guzzo (Val Thorens Tourist Office)



**15.45 / 16.45** - Pause Café & Networking

**16.45 / 18.00** - Theme n°4 : How place marketing can serve territorial resilience



**Speaker:** Jean-Philippe Gold (CRT Hauts de France)

**Laureate:** Carlos Alberto Alvarez (Medellin)

**Host :** Paulo Pais (European metropolis of Lille)

**Expert:** Pascal Sac (SAU Brussels)



**18.00** - End of the first day



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March, Friday 24th

**08.30** - Reception of participants

**09.00 / 10.15** - Theme n°5 : From tourism marketing to place marketing: a transversal approach



**Speaker:** Paul Arsenault (Chaire Transat)

**Laureate :** Chris Gottlieb (London & Partners)

**Host :** Yves Demangel (Alsace Attractiveness Agency)

**Expert:** Ludovic Dublanchet (#Dublanchet)

**Researcher :** Robert Govers (International Place Branding Association)



**10.15 / 11.30** - Theme n°6 : From flagship to place marketing strategy



**Speaker:** Evelyne Lehalle (Nouveau Tourisme Culturel)

**Laureate :** Norbert Crozier (Autour du Louvre Lens)

**Host :** Albine Villeger (Tout commence en Finistère)

**Expert:** Jean-Philippe Gold (CRT Hauts de France)

**Researcher :** Isabelle Frochot (IAE Savoie Mont Blanc)



**11.30 / 11.50** - Coffee Break

**11.50 / 13.05** - Theme n°7 : Global strategic plan for attractiveness



**Speaker:** Nelly Gocheva (NY Times - Tbrand Studio)

**Laureate :** Jennifer Keesmaat (Toronto - City Planning Department)

**Host :** Hubert Calmettes (Toulouse Attractiveness Agency)

**Expert:** Damien Roy (Strasbourg Eurometropolis)

**Researcher :** Camille Chamard (IAE Pau-Bayonne)



**13.05 / 14.35** - Lunch Break



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**14.35 / 16.05** - Theme n°8 : New models of governance and managerial issues



**Speaker:** Boris Maynadier (ICD Business School)

**Laureate :** Oyvind Satvedt (Oslo Brand Alliance)

**Host :** Quentin Bardinet (Grand Lyon Metropolis)

**Expert:** Anne Miriel (Inkipit)

**Expert :** Hubert Calmettes (Toulouse Attractiveness Agency)



**16.05 / 17.05** - New place marketing : models, trends and stakes



By Joël Gayet (A&NMT Chair' Founder)

**17.05 / 17.10** - End of PMF17