



## PRESS RELEASE

Tuesday, October 9th, 2018

The great meeting of place marketing, #PMF19, is launched! Registration is now open for this 6th edition, rich in new contents, which will take place on 4th and 5th April 2019 in Lille Grand Palais.

After Aix-en-Provence, Lyon and Strasbourg, the Place Marketing Forum, the major event in place marketing, which brings together each year more than 400 elected officials, managers and decision-makers from the territories around the key themes of attractiveness and place marketing, will take place in Lille on 4th and 5th April 2019. The privileged partner of this new edition is the European Metropolis of Lille, which is part of the ecosystem (official partner) of the New Place Marketing and Attractiveness Chair (A&NMT), organizer of the event.

The objective of this meeting is to discover, exchange and decode during 2 days, the new trends and best practices of place marketing in the world. Some thirty international speakers will share their expertise and compare their points of view. This 6th edition will also be an opportunity to give a fresh boost to the event with the creation of categories for the Place Marketing Awards, which will reward innovative and/or high-performance achievements identified by the A&NMT Chair benchmark. Workshop formats will also be proposed to enhance interaction between participants.

### ON THE AGENDA OF THE #PMF19



#### 5 PLACE MARKETING AWARDS

5 outstanding cases will be rewarded in the following categories: tourism, economic development, major projects, branding and territories with specificity.



#### WORKSHOPS

Led by experts to encourage exchanges and meetings between professionals, but also to deepen the place marketing and attractiveness key themes of this edition.



#### AN EXHIBITION AREA

Agencies and start-ups will present their actions and innovative solutions at the service of the territories.



#### CONFERENCES

Around of the remarkable cases themes, in the presence of a speaker, an animator, an expert and the laureate.

As of today, registrations are open and Early Bird offers are available until December 31st, 2018. In order to adapt as well as possible to the diversity of the participants, specific rates are proposed, in particular for students, job seekers and people wishing to come for one day only.

A [press section](#) is available on the new website of the #PMF19 where you will find the communication kit, photos and accreditation requests.



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