



APRIL 4th & 5th 2019
LILLE GRAND PALAIS

PROGRAM

THURSDAY, APRIL 4TH

- 09.00** RECEPTION OF PARTICIPANTS | BREAKFAST
- 09.45** CONVENTION OPENING #PMF19
- 10.00 - 11.00** CONFERENCE | BRANDING
Revitalising city centres through the consumer experience
- 11.00 - 12.00** CONFERENCE | TOURISM
The articulation of destination brands
- 12.00 - 14.00** LUNCH BREAK | EXHIBITION AREA
- 14.00 - 15.30** WORKSHOPS & PLENARY SESSION
AT1 | From tourism to attractiveness: new roles for destination management organizations
AT2 | Datas & territorial intelligence
AT3 | Mobilization and animation of a network of ambassadors
PLENARY SESSION 1 | Master Class: DublinTown project
- 15.30 - 16.00** AFTERNOON BREAK | EXHIBITION AREA
- 16.00 - 17.00** CONFERENCE | TERRITORIES WITH SPECIFICITY
Mobilization of the territory's stakeholders at the service of residential attractiveness

GALA COCKTAIL

At the heart of the temporary exhibition Alberto GIACOMETTI of LaM
(Lille métropolis museum of modern art, contemporary art and art brut)

FRIDAY, APRIL 5TH

- 08.30** RECEPTION OF PARTICIPANTS | BREAKFAST
- 09.30 - 10.30** CONFERENCE | MAJOR PROJECTS
The influence of digital technology on urban design
- 10.45 - 12.15** WORKSHOPS & PLENARY SESSION
AT4 | Governance of attractiveness agencies
AT5 | Management of attractiveness brand portfolios
AT6 | Collaborative practices and territorial anchoring
PLENARY SESSION 2 | New needs of companies in attractiveness strategies
- 12.15 - 13.30** LUNCH BREAK | EXHIBITION AREA
- 13.30 - 14.30** CONFERENCE | ECONOMIC DEVELOPMENT
International influence and soft power of the territories
- 14.30 - 15.30** CLOSING CONFERENCE
New models and stakes about place marketing
- 15.45** END OF #PMF19



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