



SEPTEMBER, 15th & 16th, 2020
MARSEILLE CHANOT

PROGRAM AT A GLANCE

TUESDAY, SEPTEMBER, 15th

- 09.00 Reception of participants - Breakfast
09.45 Opening conference
- 10.00 - 11.00 **ECONOMIC DEVELOPMENT CONFERENCE**
Attractiveness strategies to target talents
- 11.00 - 12.00 **TOURISM CONFERENCE**
Using big data and humans to foster sustainable tourism
- 12.00 - 14.00 Lunch break

14.00 - 15.30 WORKSHOPS SESSION

- AT1 - Enhance firms -local actors partnerships to reinforce recruitment capability
- AT2 - What kind of governance for attractiveness agencies?
- AT3 - Understanding the role of cultural actors as economic partners
- AT4 - Sustainable destinations: embracing the upcoming trend

15.30 - 16.00 Afternoon break

16.00 - 17.00 **TERRITORIES WITH SPECIFICITY CONFERENCE**
Toward a collaborative placemaking model

19.30 GALA EVENING

More information coming soon

WEDNESDAY, SEPTEMBER, 16th

- 08.30 Reception of participants - Breakfast
- 09.30 - 10.30 **BRANDING CONFERENCE**
Place brand values to enhance stakeholders' commitment

10.45 - 12.15 WORKSHOPS SESSION

- AT5 | Co-construction of local attractiveness
- AT6 | Conditions for efficient innovation ecosystems
- AT7 | Evaluation of place marketing strategies
- AT8 | Place attractiveness brands: valuing the intangible

12.15- 13.30 Lunch break

13.30 - 14.30 **MAJOR PROJECTS CONFERENCE**
Third places: combining innovation and sustainability

14.30 - 15.30 **CLOSING CONFERENCE**
Place marketing : Assessment and Foresight

15.30 - 15.45 END OF #PMF20



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