

PLACE MARKETING FORUM 2021

The great event of place marketing

16th & 17th September 2021 – Parc Chanot, Marseille



OFFICIAL PROGRAM #PMF21

CONFERENCES, WORKSHOPS, THINK TANKS

THURSDAY 16th SEPTEMBER 2021

9:00

WELCOMING PARTICIPANTS - BREAKFAST 

9:45

OPENING SPEECH

10:00 - 11:00

ECONOMIC DEVELOPMENT CONFERENCE

REWARDED PROJECT: A PEOPLES' DOUGHNUT FOR DEVON | UK



In the United Kingdom, a citizens' collective led by the Bioregional Learning Center has taken the methods and tools of the Donut economy in order to adapt them to the Devon region. Based on collective intelligence, this approach starts from the essential needs of the population while taking into account the limits of the planet. The aim is to work together to find solutions to coconstruct a socially and environmentally resilient economy on a regional scale.

TOPIC : COLLABORATE WITH SOCIAL AND ENVIRONMENTAL ACTORS ON ATTRACTIVENESS

"In a changing world, affected by shocks and crises, it is necessary to rethink our economic models in order to make them more virtuous. What role can social and solidarity economy stakeholders play in building more resilient territories? What tools or methods should be used?"

11:00 - 12:00

TOURISM CONFERENCE

REWARDED PROJECT: THINK SUSTAINABLY | HELSINKI - FINLAND



Think Sustainably is an easy-to-use digital service that helps both locals and visitors to choose more sustainable ways of living and enjoying Helsinki. Shops and services are self-assessed according to pre-established criteria and customers can give feedback on their experience. The city aims to achieve carbon neutrality by 2035.

TOPIC : PRO-ENVIRONMENTAL BEHAVIOUR AS A FACTOR OF ATTRACTIVENESS

“How to encourage inhabitants and tourists to adopt pro-environmental and responsible behaviours ? Faced with environmental issues, new tools and initiatives are emerging to promote a virtuous tourism and a better quality of life.”

12:00 AM – 2:00 PM LUNCH BREAK

2:00 – 3:30 (THREE ACTIVITIES DURING THIS TIME SLOT)

THINK TANK

TOPIC : HEALTH, WELL-BEING, SUSTAINABILITY

“Health is becoming the new challenge for the attractiveness of territories. Beyond access to care, territories must increasingly prove that they are able to offer a health friendly environment for the people who are present there permanently or temporarily. Health challenges territorial actions of prevention, curation, taking into account the population ageing correlated with the sectors of attractiveness. The notions of territorial well-being and quality of life constitute indicators for measuring the subjective perceptions of inhabitants who integrate these subjects. The notion of sustainability makes it possible to address all the environmental factors that impact the health of individuals from the perspective of the various dimensions of sustainable development. Health as a pillar of territorial attractiveness is apprehended here under a multi-dimensional, multisectoral angle, in connection with territorial attractiveness strategies.”

WORKSHOP N°1

TOPIC: CO-CONSTRUCTING ENDOGENOUS ATTRACTIVENESS WITH CITIZENS

“This workshop proposes to analyse the coconstruction of endogenous attractiveness around three main topics: A survey on the participatory budget of Brest, the Calanques National Park’s brand «Esprit», and finally the local currency circulating in Provence - Alpes du Sud called «la Roue». Collective intelligence will allow us to identify the advantages and limits of the techniques and tools used to co-construct territorial projects.”

WORKSHOP N°2

TOPIC: EVALUATION OF TERRITORIAL MARKETING INITIATIVES

“The evaluation of territorial marketing initiatives is a real challenge for local authorities. This workshop will provide an overview of the main issues to be considered, both before and during the process. Different methods, alongside with their respective advantages and limitations, will be presented and illustrated. The questions of the choice of indicators, the levels of evaluation or the dimensions of territorial change will also be addressed by experts in an interactive format.”

3:30 - 4:00 COFFEE BREAK 

4:00 - 5:00

TERRITORIES WITH SPECIFICITIES CONFERENCE

REWARDED PROJECT: THINK TRAENA | NORWAY

Located near the Arctic Circle, a small Norwegian island has launched a collaborative strategic plan to reduce its vulnerabilities. «Tenk Traena» has made it possible to support local development, diversify the economy and initiate innovative projects. A real laboratory for experimentation, Traena has overcome these challenges with a very limited budget.

TOPIC: OPEN AND SOCIAL INNOVATION FOR ATTRACTIVENESS

“To what extent can open or social innovations be leverages to reinforce territorial attractiveness? How can collective intelligence be called upon and a plurality of actors mobilised? If digital tools seem to be of great help, are they sufficient?”

7:00 PM NETWORKING EVENT 
Event organised at the Mx Experience - more upcoming information





FRIDAY 17 SEPTEMBER 2021

08:30 AM

WELCOMING PARTICIPANTS - BREAKFAST 

09:30 - 10:30

BRANDING CONFERENCE

REWARDED PROJECT: TASMANIAN | TASMANIA

TASMANIAN

Tasmania has historically suffered from its image as «Australia poorest state». Based on an in-depth identity study (more than 400 interviews), Brand Tasmania has transformed the “difference” of its residents into strength. Ambassadors of a brand that emphasizes what makes Tasmania unique (the quiet pursuit of the extraordinary), they can build and promote their own “Tasmanian story” via the “Tasmanian” platform.

TOPIC: STORYTELLING: THE ART OF DEVELOPING A TERRITORY’S REPUTATION

“How can a storytelling strategy contribute to reveal the identity of a territory but also participate in the development of the pride of belonging of its inhabitants?”

11:00 - 12:00

GREAT PROJECTS CONFERENCE

REWARDED PROJECT: PLACE AUX JEUNES EN RÉGION | QUÉBEC - CANADA



Initiated by a group of entrepreneurs and local authorities, “Place aux jeunes en région” provides personalised follow-up to encourage the attraction, integration and retention of young people aged 18 to 35 in rural Quebec. More than 6,000 young people are monitored each year, 1,000 of whom have a concrete plan to settle down.

TOPIC: GETTING YOUNG PEOPLE TO COME AND STAY IN THE TERRITORIES

“New generations may prefer an urban lifestyle and the advantages of a metropolis for personal and professional reasons. It is sometimes difficult to attract them to lower density areas. How can we change their attitudes and behaviours towards opportunities elsewhere? How can we create lasting links with the host territory and its inhabitants?”

2:00 - 3:30 (THREE ACTIVITIES DURING THIS TIME SLOT)

THINK TANK

TOPIC: GOVERNANCE AND PARTNERSHIPS OF ATTRACTIVENESS INITIATIVES

“Governance and partnerships are important issues for the success and sustainability of attractiveness and territorial marketing initiatives. Governance is both political and managerial, and must respond to cross-cutting issues involving a multitude of actors with sometimes contradictory objectives. Governance models are evolving, sometimes using new legal structures.”

WORKSHOP N°3

TOPIC: INNOVATION SUPPORTING THE EVENT INDUSTRY

“Social and sustainable innovation, phygitalisation: the event and culture industry is a pioneer in innovative practices that tackle territorial issues. This fun and interactive workshop will provide an overview and discussion of innovative approaches used in public and MICE events. Our “great witnesses” will share with you their visions of tomorrow’s events.”

WORKSHOP N°4

TOPIC: EUROPE MED AFRICA NETWORK: COME & BUILD YOUR STARTUP ECOSYSTEM!

“This workshop aims to understand the challenges of supporting start-ups in a territory with a focus on a specific context: the Med-Africa relationship. How to attract African start-ups? How to accompany French start-ups in their African projects? What is a business-friendly ecosystem for Med-African start-ups? Come and investigate these matters collectively around a serious game!”

3.30 - 4.30

CLOSING CONFERENCE

TOPIC: YOUR VISION ON PLACE MARKETING’S FUTURE



Remote participants will have access to conferences and think tanks only.

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