

## WEDNESDAY 12<sup>TH</sup> APRIL 2023

► **11:00 AM – 12:30** | Conference & Round table – *AUDITORIUM LEVEL 02*  
Economic development – Attract invest from the perspective of the impacts and evaluation of attractiveness initiatives



**Lily RABINOVICI**  
risingSUD



**Christian BERNARD**  
Montréal International



**Charlotte DRAULT**  
Laou



**Bertrand FOUCHER**  
ADERLY – Invest in Lyon



**Seneca HOLMES**  
Denver Economic Development & Opportunity (DEDO)  
City and County of Denver



**Asbjørn OVERGAARD**  
Copenhagen Capacity

**12:30 – 2:00 PM** | Lunch break >> **CARAVELLE ROOM**



► **2:00 – 3:30 PM** | Conference & Round table – *AUDITORIUM LEVEL 02*  
Tourism from the perspective of the impact and evaluation of attractiveness initiatives



**Ludovic DUBLANCHET**  
Agitateurs de Destinations Numériques



**Lionel FLASSEUR**  
One Provence  
Aix-Marseille-Provence  
Essentiem



**Michael GOLDING**  
Visit Inverness Loch Ness  
Scottish Tourism Alliance  
High Life Alliance



**Pascale SCHUDDINGS**  
Visit Flanders



**Jean PINARD**  
Regional Committee for  
Tourism and Leisure of  
the Occitanie Region

**3:30 – 4:00 PM** | Coffee Break >> **CARAVELLE ROOM**



► **4:00 – 5:30 PM** | Conference & Round table – *AUDITORIUM LEVEL 02*  
MICE (attracting professional events) topics from the perspective of the impacts and evaluation of attractiveness initiatives



**Béatrice EASTHAM**  
Green Événements



**Geneviève LECLERC**  
MEET4IMPACT



**Clémence LONG**  
Toulouse  
Attractiveness Agency  
Bureau Convention

**7:30 – 11:00 PM** | **NETWORKING EVENING – TOULOUSE MUSEUM**

3

*35 allées Jules Guesde 31000 Toulouse  
(PMF badges required at the entrance of the Museum)*

## THURSDAY 13<sup>TH</sup> APRIL 2023

**8:30 – 9:00 AM** | Welcoming participants >> **CARAVELLE ROOM**



► **9:00 – 10:00 AM** | Think Tank – *AUDITORIUM LEVEL 02*  
Health as a territorial attractiveness leverage



**Laura CARMOUZE**  
Deputy Director of the  
New Place Marketing and  
Attractiveness Chair  
IMPGT



**Isabelle DIMEGLIO**  
Aix-Marseille University



**Bernard GUIRKINGER**  
Vice-President of Moselle  
Attractivité in charge of  
place marketing

► **10:00 – 11:00 AM** | Think Tank – *AUDITORIUM LEVEL 02*  
Governance and Partnerships of attractiveness initiatives



**Christophe ALAUX**  
Director of the New  
Place Marketing and  
Attractiveness Chair  
IMPGT



**Domitien DETRIE**  
Agence des Pyrénées



**Stefan NÖTHEN**  
Hamburg Marketing  
GmbH



**Patrice VASSAL**  
Toulouse Métropole  
Attractiveness Agency

► **11:00 AM – 12h00** | Think Tank – *AUDITORIUM LEVEL 02*  
Challenges and perspectives of metropolitan areas



**Christophe ALAUX**  
Director of the New  
Place Marketing and  
Attractiveness Chair  
IMPGT



**Nathalie PRUVOST**  
Métropole Européenne de  
Lille



**Emmanuelle SYSOYEV**  
ONLYLYON – ADERLY

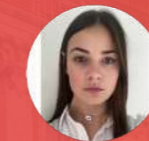


**Ikram MAKNI**  
Sfax International  
Place Marketing Agency



**Vappu MÄNTY**  
Helsinki Partners

► **12:00 – 12:30** | “Looking Beyond” Conference



**Evanne ISOARDO**  
STAN



**Lionel DELBOS**  
France Urbaine



**Charlotte SORRIN-DESCAMPS**  
Intercommunalités de  
France



**Paul-Vincent MARCHAND**  
Attitude Manche



**Michael DODDS**  
Normandie Attractivité  
Regional Committee for  
Tourism of Normandy

**12:30 – 2:00 PM** | Lunch Break & PMF23 closure >> **CARAVELLE ROOM**