

Aix-en-Provence, February 10, 2025

PLACE MARKETING FORUM 2025 EDITION: HEADING TO REIMS, THE CITY OF CORONATIONS AND CHAMPAGNE, FROM JUNE 4 TO 6 FOR THE MUST-ATTEND EVENT ON TERRITORIAL MARKETING AND ATTRACTIVENESS!

The **A&NMT Chair** team and its partner, **Reims Légend'R**, are delighted to welcome you to a prestigious venue: the Sciences Po Reims Campus, a listed Historical Monument, from June 4 to 6 for the 12th edition of the PMF!

A KEY EVENT FOR TERRITORIAL MARKETING STAKEHOLDERS!

Since 2013, the Place Marketing Forum has been the leading event where public and private stakeholders exchange best practices, trends, and innovations to enhance territorial attractiveness. Each year, decision-makers, tourism professionals, MICE experts, representatives of attractiveness agencies, consultants, and elected officials gather to share their expertise and successes in territorial attractiveness strategies.

This year, the event will take place in the city of Reims, a vibrant and historically rich destination, globally renowned for its exceptional cultural heritage, champagne industry, and commitment to local economic development. This commitment is exemplified by the deployment of the territorial brand Reims Légend'R, which aims to enhance the visibility and attractiveness of Greater Reims. The brand unites local stakeholders around a collective identity and shared ambition while fostering a sense of belonging and engagement among the people of Reims.

The Place Marketing Forum 2025 will address several key themes, including :


- **The use of AI to boost territorial attractiveness, with applications in economic, tourism, and residential appeal;**
- **Student attractiveness, focusing on attracting and retaining students.**

Various panels of experts from both professional and academic fields will participate in roundtables and conferences, sharing best practices and insights into the major challenges faced by territories and their stakeholders.

ON THE EVENT AGENDA:

Over the course of two days, participants will have the opportunity to attend conferences, thematic workshops, roundtables, and networking sessions, enabling them to explore the current and future challenges of territorial marketing. Special attention will be given to showcasing innovative projects led by exemplary territories, with awards presented to recognize the best initiatives! Think tanks will also be organized, focusing on topics such as:

- **Health, sustainability, and well-being,**
- **Governance and partnerships in attractiveness strategies,**
- **Major events & the MICE sector,**
- **Large metropolises: cooperation, indicators, and marketing practices.**

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- **WEDNESDAY, JUNE 4TH - 4:00 PM TO 6:00 PM : *EDUCTOUR – DISCOVERING THE RICHES OF THE CITY OF CORONATIONS***
 - **THURSDAY, JUNE 5TH (FULL DAY) - FROM 8:30 AM : *PARTICIPANT WELCOME FOLLOWED BY CONFERENCES, WORKSHOPS, ROUNDTABLES #PMF25 - CAMPUS SCIENCES PO REIMS, 1 PLACE MUSEUX***
 - **THURSDAY, JUNE 5TH FROM 7:00 PM : *GALA DINNER AND NETWORKING FOR ALL PARTICIPANTS, AT A PRESTIGIOUS AND ENCHANTING VENUE, EMBLEMATIC OF THE RICH HERITAGE OF THE REIMS TERRITORY***
 - **FRIDAY, JUNE 6TH FROM 8:30 AM TO 2:00 PM : *PARTICIPANT WELCOME FOLLOWED BY CONFERENCES, WORKSHOPS, ROUNDTABLES | #PMF25 - CAMPUS SCIENCES PO REIMS, 1 PLACE MUSEUX***



The event's DNA



Sharing

Driving discussions on topics that places around the world deal with.

Performance

Encouraging professional meetings and new collaborations.



Responsibility

Reducing the event's environmental footprint and striving for parity and equity. We are constantly looking for solutions to offer you an event socialy and environmentally liable.

International

Inspiring with innovative projects that can be applied to other territories.

