

# PLACE MARKETING FORUM 2026

## THE MAJOR INTERNATIONAL EVENT FOR PLACE MARKETING

April 16-17, 2026

### DARIUS MILHAUD CONSERVATORY

380 avenue Wolfgang Amadeus Mozart  
| 13100 Aix-en-Provence



## DRAWING INSPIRATION FROM FRENCH AND INTERNATIONAL INITIATIVES IN ATTRACTIVENESS AND PLACE MARKETING

THE PARTNERS OF  
THIS EDITION :



[www.placemarketingforum.com](http://www.placemarketingforum.com)

THE ORGANIZERS  
OF THIS EDITION :





# #PMF

13th edition of the Place Marketing Forum: a meeting designed for territorial attractiveness stakeholders !



For more than 13 years, the Chair in Attractiveness and New Territorial Marketing has been organizing the leading international event dedicated to place marketing and territorial attractiveness: the Place Marketing Forum.

This international event brings together nearly 300 decision-makers, elected officials, professionals and managers each year, all involved in addressing the challenges of territorial attractiveness.

## A preview of the speakers at the #PMF25 edition



Marc MOBBS  
MARKETING SHEFFIELD  
Head of Territorial Branding  
and Marketing



Maria FOGELSTRÖM KYLBERG  
STOCKHOLMS  
AKADEMISKA FORUM  
Chief Executive Officer (CEO)



Milena ZANDONÀ  
VISIT BRUSSELS  
Project Manager – Business  
Events Ambassadors Program



Maria LACOMBE  
ONE PROVENCE  
Communications Manager

All stakeholders are invited to draw inspiration from initiatives and best practices implemented across territories at different scales (regions, departments, metropolitan areas, intermunicipal communities, medium-sized and small towns), as well as by organizations working to support territorial development (attractiveness agencies, economic development agencies, tourist offices, regional tourism boards, associations, companies, etc.).



# 2026 EDITION'S PROGRAM

## 1 **EDUCTOUR**

Territorial attractiveness cannot be discussed without offering participants the opportunity to discover the emblematic sites of the host territory.

For the **PMF26** edition, in collaboration with the City of Aix-en-Provence, we are offering an eductour in the form of a guided walk through the cobbled streets of the historic city center. Come and discover this multifaceted city : « A judicial city, a university city, a spa town and a city of art, Aix-en-Provence boasts numerous natural and historical assets that embody the Provençal art de vivre, forming the foundation of its national and international attractiveness. Aix-en-Provence owes its name to the thermal springs discovered by the Romans at the time of the city's foundation in 123 BC.

The city takes pride in its thermal baths, as well as in its more than 300 days of sunshine per year, its universities and art schools, and its large student population. And, of course, in its rich architectural heritage, its 250 fountains, along with its cafés, bookshops and elegant historic residences. As the capital of Provence in the 15th century, Aix-en-Provence has inspired great figures of literature and painting, including Guigou, Stendhal, Mistral, Zola and Cézanne.... »

Source : ville d'Aix-en-Provence





# 2026 EDITION'S PROGRAM

## 2 CENTRAL THEME OF THE 2026 EDITION

- An international reference event dedicated to territorial marketing and attractiveness in France and abroad, the Place Marketing Forum #PMF26 will feature a mix of conferences, think tanks, and workshops. True to its mission of benchmarking, analyzing, and showcasing the best territorial practices, the event will bring together decision-makers, researchers, and practitioners around a central theme: the transition of territories and their stakeholders (businesses, attractiveness agencies, tourist offices, etc.).

The event will highlight innovative initiatives and strategies supporting territories in their various transitions: ecological, economic, social, and identity-related. Several presentations by CEOs and experts will address key topics at the heart of today's transformations :

- Green reindustrialization: new sectors and sustainable industrial dynamics.
- Corporate Territorial Responsibility (RTE) and Corporate Social Responsibility (CSR): engagement of economic actors in responsible local development.
- Decarbonization and carbon neutrality: collective strategies and territorial levers
- Territorial employer branding: sustainable talent attraction and skills anchoring.
- Regenerative tourism: tourism models that balance hospitality, sustainability, and positive impact.
- Territorial anchoring and identity: strengthening the sense of belonging and local cohesion.

● A true moment for exchange, inspiration, and foresight, the 2026 edition will present, alongside the conferences, the work produced by the Chair's think tanks and its partners on topics such as health and territorial anchoring, governance and partnerships, business tourism (MICE) and major events, and the use of AI to promote virtuous territorial attractiveness.



# #PMF 2026

## 3 NETWORKING EVENING

### When Sport Inspires Territories and Organizations

Following the first day of the Place Marketing Forum 2026, we will continue our exchanges during the networking evening, under the banner of sharing and conviviality.

This special moment will take place on Thursday, April 16, 2026, starting at 7:00 PM, in the heart of the presidential lounges of Provence Rugby – Stade Maurice David, in Aix-en-Provence.

As the second highlight of the event, this evening will also be an opportunity to showcase the connections between the world of sport and that of organizations, both private and public!

Two domains that share common values and dynamics : teamwork, collective performance, resilience, leadership, and territorial anchoring.

A true driver of identity and attractiveness, sport provides powerful sources of inspiration for companies, organizations, and territories in transition, whether in management, engagement, or social cohesion.



Gala Evening – PMF25 – June 5, 2025, Musée Saint Remi, 51100 Reims

# THE PMF ORGANIZING TEAM



**Christophe  
ALAUX**

A&NMT Chair and  
IMPGT Director,  
Senior Lecturer



**Annie  
DELANGHE**

Manager of the  
Chaire and project  
Manager



**Christine  
CUENCA**

Benchmarking and  
research  
promotion  
Manager



**Sarah  
DJALAL**

Communication  
and Event  
Management



**Marion  
RUBIRA**

Territorial  
Marketing  
Analyst

## GET IN TOUCH !

 14 Avenue Jules Ferry | 13100 Aix-en-Provence

 [annie.delanghe@univ-amu.fr](mailto:annie.delanghe@univ-amu.fr) | [sarah.djalal@univ-amu.fr](mailto:sarah.djalal@univ-amu.fr)

 04.13.94.21.73 | 04.13.94.21.30

 [www.placemarketingforum.com](http://www.placemarketingforum.com)  
<https://anmt.univ-amu.fr/fr>

 Chaire Attractivité et Nouveau Marketing Territorial A&NMT

 @chaire\_anmt



