



2nd Call for Papers - International Conference
Marketing Cities: Place Branding in Perspective
4th-6th December 2008
Berlin, City Hall

Theme of the conference

Place marketing and place branding techniques are believed to provide valuable tools for cities, regions and even nations to effectively manage their internal and external opportunities and transform them into competitive advantages. Place branding is steadily growing into an industry, which attracts significant amounts of investment. However, little consensus has been achieved as yet on the exact nature of place branding, its relation to other forms of local development efforts and its efficient implementation. Furthermore, the governance of place branding, specifically the management of the process of participation in place branding initiatives and the way in which these initiatives are planned, managed and directed towards concrete goals is often a matter of tension and dispute.

This international conference will set place branding theory and practice in these wider perspectives and address several issues surrounding place marketing and place branding conceptualization and implementation in an effort to contribute towards a more efficient practice and sounder theoretical base for this field of inquiry.

A distinct gap, with severe implications for place branding implementation, exists particularly between theory and practice, as communication between the two is not straightforward and no 'common language' has been developed. The conference intends to promote dialogue among professionals from the academic, political and consultancy sectors about the relations between place marketing, place branding and urban and regional development and their significance for contemporary places. The conference will adopt a multi-disciplinary approach and will specifically aim to foster greater understanding and collaboration between scientists, practitioners and policy makers, while at the same time encouraging critical approaches. It will take a broad view of this complex activity and will critically examine a wide range of issues from global trends through to small-scale local initiatives.

The city of Berlin provides the ideal setting for further 'field' exploration of the issues raised in the conference as it has redefined itself many times in the past, most recently since 1990 and exhibits a surfeit of relevant re-development examples.

Contributions

Contributions by scholars, researchers, doctoral students, practitioners, consultants and local/regional authorities are invited that address the general conference theme in divergent places, at different scales and in varied contexts. Empirical work and case studies that can offer new insights and best practice guidance are particularly encouraged. Contributions will preferably (but not exclusively) focus on one or more of the following conference sub-themes:

- Theoretical approaches to place branding
- Critical conceptualisation of place branding
- Bridging the gap between place branding theory and the needs of practice
- Place identity and branding
- Culture and its use in place marketing and branding
- Iconic structures (buildings, skylines etc.) and place image
- Governance of place branding
- Place marketing and branding as tools of urban and regional development
- Involving local communities in place marketing and branding
- The future issues in the implementation of place branding

Abstract Submission

Abstracts of no less than 250 and no more than 400 words should be sent as email attachments to: office@inpolis.de, until 31st May 2008. Abstracts should clearly state the purpose and conclusions of the work to be described in the full paper and outline the relation of the paper to the conference theme and sub-themes. Abstracts should be written in English.

Timetable

Deadline for abstract submission:	31st May 2008
Notification of acceptance:	15 th June 2008
Early registration starts:	16 th June 2008
Early registration ends:	31 st July 2008
Late registration starts:	1 st August 2008
Deadline for full paper submission:	30 th October 2008

Fees

FULL CONFERENCE REGISTRATION	EARLY 16 th June – 31 st July	LATE after 1 st August
academic community	350	450
corporate rate	500	600
students	250	250
ONE DAY REGISTRATION		
academic community	200	250
corporate rate	250	300
students	100	100
TECHNICAL TOURS Saturday 6th December	35	35
DINNER Friday 5th December	40	40

Conference Information

The conference will be held in the Berlin City Hall between Thursday 4th of December and Saturday 6th of December 2008. The conference programme will include keynote lectures, paper sessions and panel discussions. Delegates will have the opportunity to follow carefully selected 'technical tours' of various interesting sites in the city demonstrating a range of relevant issues. A social programme will also be devised to foster interaction and networking opportunities. For more information please take a look at the programme draft (attached).

Conference Organisers

- [Georg Simmel Center for Metropolitan Studies - Humboldt University Berlin](#)
- [Association for Place Branding & Public Diplomacy](#)
Initiated by [INPOLIS UCE GmbH](#) and [kleinundpläcking](#)

Scientific Committee

Prof. Gregory Ashworth (University of Groningen, The Netherlands)
Prof. Harald Mieg (Georg Simmel Center for Metropolitan Studies at the Humboldt University Berlin, Germany)
Dr. Henry Werner (Association of Place Branding and Public Diplomacy)
Prof. Jochen Pläcking (kleinundpläcking, Germany)
Prof. Birgit Stöber (Copenhagen Business School, Denmark)
Dr. Bastian Lange (Leibniz-Institut für Länderkunde, Leipzig, Germany)
Dr. Mihalis Kavaratzis (University of Groningen, The Netherlands)
Ares Kalandides (INPOLIS GmbH, Germany/National Technical University of Athens, Greece)

Further information

Hotel arrangements:

Hotel	Price/ single room	Price/ double room	Breakfast	Category	Reservation deadline	Code word (reservation)
Radisson SAS	149,00 €	149,00 €	24,00 €	*****	31-Aug-08	1045509
Park Inn	109,00 €	109,00 €	17,00 €	****	30-Sep-08	Branding-Conference
Hotel Arena	62,00 €	-	included	***	30-Sep-08	19609
Hotel Taunus	55,00 €	69,00 €	-	**	31-Jul-08	City-Branding-Conference

Hotel	Website
Radisson SAS	www.berlin.radissonsas.com
Park Inn	www.parkinn-berlin.com
Hotel Arena	www.hotel-arena-berlin.de
Hotel Taunus	www.hoteltaunus.com

Please note that there are limited capacities in all hotels.

For any further organizational information please contact office@inpolis.de.

A conference website is being developed where further information will be accessible. In the meanwhile, please check the INPOLIS site www.inpolis.de or the Association for Place Branding and Public Diplomacy www.nationbranding.de.

Ares Kalandides
kalandides@inpolis.de

Mihalis Kavaratzis
m.kavaratzis@rug.nl

Berlin/Budapest, 15th May 2008

Marketing Cities: Place Branding in Perspective
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Berlin, City Hall

PROGRAMME (DRAFT 13th May 2008)

Thursday December 4th

- 17:00 Registration desk opens
- 18:00 Welcome address and presentation of the conference programme.
- 18:30 Key note speech
- 19:00 Panel discussion
- 20:30 Reception

Friday December 5th

- 09:15 Key note speech
- 10:00 Parallel sessions (4 papers + discussion)
- 12:00 Lunch break
- 13:00 Parallel sessions (4 papers + discussion)
- 15:00 Coffee break
- 15:30 Parallel sessions (4 papers + discussion)
- 17:30 Break
- 18:30 Key note speech
- 19:00 Panel discussion
- 20:30 Dinner

Saturday December 6th

09:00	Technical tours
11:00	Key note speech
12:00	Lunch break
13:00	Parallel sessions (4 papers + discussion)
15:00	Coffee break
15:30	Parallel sessions (4 papers + discussion)
17:30	Closing lecture
18:30	End of conference

REGISTRATION FORM

REGISTRATION INFORMATION

Name, Surname

Company/ Institution

Position

Address

Postal Code/ City/ Country

Fax

Email Address

Signature

MARKETING CITIES: PLACE BRANDING IN PERSPECTIVE

International Conference
Berlin, 4th – 6th December 2008

Please, send by FAX! INPOLIS UCE GmbH

Fax Number:
+49 (0)30 4050 5929

Dunckerstr. 90A
10437 Berlin
Germany

All amounts are in EURO and include
19 % VAT.
Upon payment of the amount below
this document will be a tax invoice.
Tax no.: 37/109/21599

Phone: +49 (0)30 4050 590
Email: office@inpolis.de

FEES (Please check the appropriate box and add the total amount.)

Full conference registration 4th-6th December	Early	Late
Academic community	<input type="checkbox"/> 350 €	<input type="checkbox"/> 450 €
Corporate rate	<input type="checkbox"/> 500 €	<input type="checkbox"/> 600 €
Student	<input type="checkbox"/> 250 €	<input type="checkbox"/> 250 €
One day registration 4th December		
Academic community	<input type="checkbox"/> 200 €	<input type="checkbox"/> 250 €
Corporate rate	<input type="checkbox"/> 250 €	<input type="checkbox"/> 300 €
Student	<input type="checkbox"/> 100 €	<input type="checkbox"/> 100 €
One day registration 5th December		
Academic community	<input type="checkbox"/> 200 €	<input type="checkbox"/> 250 €
Corporate rate	<input type="checkbox"/> 250 €	<input type="checkbox"/> 300 €
Student	<input type="checkbox"/> 100 €	<input type="checkbox"/> 100 €
One day registration 6th December		
Academic community	<input type="checkbox"/> 200 €	<input type="checkbox"/> 250 €
Corporate rate	<input type="checkbox"/> 250 €	<input type="checkbox"/> 300 €
Student	<input type="checkbox"/> 100 €	<input type="checkbox"/> 100 €
Technical Tours Saturday, 6th December	<input type="checkbox"/> 35 €	<input type="checkbox"/> 35 €
Dinner Friday, 5th December	<input type="checkbox"/> 40 €	<input type="checkbox"/> 40 €
Transaction fee for payment by credit card	<input type="checkbox"/> 5 €	<input type="checkbox"/> 5 €
TOTAL AMOUNT:		

REGISTRATION FORM

PAYMENT BY CREDIT CARD

I will pay the amount by Master Card
 Visa

Credit card no.:

Expiry date:

Name cardholder:

Security code (CVV2 or CVC2)*:

**Please note that you need to fill in your security code as well. This is a 3-figure code on the back of your credit card following the credit card number.*

PAYMENT DETAILS

Please acknowledge that registration can only be accepted if this form is **sent by FAX**. Your program registration will be confirmed not later than 2 days after receipt of the registration form. The total amount will be charged in EURO (€) to your credit card. A transaction fee of 5 EURO will be applied when you pay by credit card.

RECONFIRMATION

By sending this registration form, I accept that the conference fee will be charged to my credit card. I have taken notice of the additional instructions. I acknowledge that the registration form is only accepted if it is **sent by FAX**.

Date:

Signature (cardholder):

PAYMENT BY BANK TRANSFER

Please transfer the total sum to the following bank account:

INPOLIS UCE GmbH
Bank: Deutsche Bank
Account No.: 7270002 01
Bank code: 100 700 24
IBAN: DE75 100 700 240 7270002 01
BIC (SWIFT): DEUT DE DBBER

RE: Place Branding Conference

PAYMENT DETAILS

Please send this registration form by **FAX**. Your registration is valid as soon as the amount is transferred to our bank account.

ADDITIONAL INSTRUCTIONS

Transmission of registration form: The registration form has to be sent by FAX in order to assure the safety of your credit card data. Any other transmission cannot be accepted by INPOLIS UCE GmbH.

Confirmation: Valid registrations will be confirmed by fax or e-mail not later than 2 days after receipt of your registration form.

Cancellation: INPOLIS UCE GmbH reserves the right to cancel the conference if the minimum number of participants is not reached. In this case paid sums will be reimbursed in total.

Modification of registry: Please note that all bookings are registered under the name and surname. Therefore, in case of registry modifications please refer to the registration name.

Refund policy: No refund possible after payment.