

## **2nd International Place Branding Conference Branding Cities: The search for place identity**

**20th - 22nd January 2011  
Bogotá Colombia**

Following the success of the 1st International Place Branding Conference in Berlin in 2008, we will move one step closer to developing a 'common language' among the different disciplines involved. The conference aims at enriching the dialogue between academics, practitioners and city representatives who often approach very similar issues from different angles. It explicitly adopts an interdisciplinary and international perspective aiming to address the theme in its full complexity.

### 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 disambiguation of place branding/marketing
- \* Conceptualization of place identity
- \* Involving local communities in place branding/marketing
- \* The use of culture in place branding/marketing
- \* Branding the creative city
- \* Place branding/marketing as a tool of urban and regional development
- \* Experiential Place Branding
- \* Place Branding through storytelling
- \* Place branding and management of tourism destinations
- \* International networks and place branding

### Abstract Submission

Abstracts of no less than 250 and no more than 400 words should be sent as email attachments to: [conference@inpolis.de](mailto:conference@inpolis.de) , until 30th June 2010. 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: | 30th June 2010     |
| Notification of acceptance:       | 15th July 2010     |
| Early registration starts:        | 16th July 2010     |
| Early registration ends:          | 31st August 2010   |
| Late registration starts:         | 1st September 2010 |
| Full paper submission:            | 30th November 2010 |

## Conference Information

The conference will be held in the city of Bogotá, Colombia between Thursday 20th January and Saturday 22nd January 2011. The conference programme will include keynote lectures, paper sessions and panel discussions. Delegates will have the opportunity to follow a technical tour 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. The Journal of Town & City Management (<http://www.henrystewart.com/jtcm.aspx>) has kindly agreed to consider a selection of academic and practitioner papers from this conference for publication in one of its quarterly issues..

## Conference Organizer

in: polis|urbanism

## Conference Partners

Georg Simmel Center for Metropolitan Studies, Humboldt University Berlin  
Cámara de Comercio de Bogotá (CCB) Conference Secretariat

in:projectis|project management

email: [conference@inpolis.com](mailto:conference@inpolis.com)