City Nation Place Americas
June 5-6 2018 / New York
Introduction

City Nation Place Americas is the forum for place branding and place marketing for nations, regions, states and cities across the USA, Canada, Latin America and the Caribbean. At a time when many destinations and places are being challenged to re-think their approaches to attracting tourism, talent and investment, this event will provide the forum to identify the opportunities created by change and to learn from the experience of others.

Join us in New York in June to examine:

- How to engage politicians and manage political influence on place brand strategy
- How to benchmark and demonstrate the ROI of place brand strategy and marketing investment
- New approaches to funding place brand strategy
- Crisis management for place brand and marketing strategy
- How place making strategy connects to your place brand and provides new opportunities for place marketing
- What’s next in digital – and to manage your place brand across multiple platforms

PLUS:

How pitch ready are you? We will look at the lessons we can all learn from the Amazon RFP process around the value and opportunities provided by creating closer collaboration between place government, destination marketing and investment / economic promotion teams. If you are responsible for ensuring that your place brand strategy engages citizens, attracts tourism and talent, and drives economic growth, then book now to join the discussion.
Day 1

10:00  Optional placemaking tours around New York City

13:00  Registration & networking

13:30  Welcome & Preview of the Agenda

14:00  New Orleans: 300 years of place branding

14:30  Place branding is political, but how do you keep the politics out of place?

15:00  New approaches to funding place brand strategy

15:30  Refreshments & networking

15:50  From Place Branding to Place Building

10:00  Optional placemaking tours around New York City

13:00  Registration & networking

13:30  Welcome & Preview of the Agenda

14:00  New Orleans: 300 years of place branding

14:30  Place branding is political, but how do you keep the politics out of place?

15:00  New approaches to funding place brand strategy

15:30  Refreshments & networking

15:50  From Place Branding to Place Building
16:15  **Perception vs performance**

Learn from the latest research on the factors that influence the perception of cities as places to live, visit and do business.

Which of these factors are most highly correlated with a city's performance in terms of attracting international tourism and investment? The results may surprise you!

- **Matt Carmichael**
  Director, Editorial Strategy, Ipsos MORI
- **Chris Fair**
  CEO, Resonance Consultancy
- **Jason McGrath**
  SVP, IPSOS

16:45  **Place branding in a crisis: lessons on rebuilding after Hurricane Irma**

Following the natural disaster that impacted the whole Caribbean region, what can we learn from the strategy for rebuilding the essential tourism economy?

- Encouraging a longer-term view to rebuilding the tourism brand vs the short-term requirement to bring in revenues
- Bringing together political will, and funding, behind a clear vision
- Engaging with and educating the private sector to create resilience vs short-term return

- **Richard Cutting-Miller**
  EVP, Resonance Consultancy
- **The Honourable Edmund Bartlett**
  Minister for Tourism, Jamaica
- **Hugh Riley**
  Secretary General & CEO, Caribbean Tourism Organization

17:30  **America’s Best Cities**

Resonance President, Chris Fair, closes the day by revealing America’s Best Cities of 2018 in Resonance Consultancy’s anticipated annual ranking.

- **Chris Fair**
  CEO, Resonance Consultancy

17:45  **Drinks & Networking Reception**

Sponsored by

![NYC & Company](nycgo.com)
Day 2

08:30  Registration

09:00  Welcome to Day Two

Chris Fair  
CEO, Resonance Consultancy

Sam Chandan  
Larry & Kiara Silverstein Chair in Real Estate Development & Investment and  
Associate Dean, NYUSPS Schack Institute of Real Estate

09:10  How to benefit from the interplay between tourism development and economic development: learnings from the latest research

Destination marketing and economic development initiatives are both critical drivers of city success stories. But how do they interact? Adam Sacks will present original research on the role of destination marketing as part of an economic development strategy. He will share analysis spanning 100 cities along with best practices for coordination of these two important city functions.

Adam Sacks  
Founder and President, Tourism Economics

09:30  Bringing economic and tourism development, planning and policy together for a more cohesive place brand strategy: lessons from the Amazon & Apple RFP process

Rob Hunden  
President, Hunden Strategic Partners

Anne Bovard Nevins  
Chief Strategy Officer, Philadelphia Industrial Development Corporation

Sylvie Gallier Howard  
Chief of Staff, City of Philadelphia Department of Commerce

Michael A. Finney  
President & CEO, The Miami-Dade Beacon Council

Tim Cowden  
President & CEO, Kansas City Area Development Council

10:05  Strategies for smaller places: how to use what you have

How three small destinations - Asheville, Boulder and Olympia, three small city category leaders in National Geographic’s and Resonance Consultancy’s recent index of America’s Best Small Cities - discovered their point of differentiation and went all in by investing more on less.

Kimberly Connaghan  
VP Global Media – Travel, National Geographic

Shauna Stewart  
CEO, Experience Olympia & Beyond

Mary Ann Mahoney  
CEO, Boulder CVB

Marla Tambellini  
Deputy Director/Vice President of Marketing & PR, Explore Asheville Convention & Visitors Bureau
10:40  Refreshments & networking

11:10  Breakout sessions
Delegates have the option to choose sessions and move between rooms.

11:10  Breakout One
Talent attraction strategies that deliver the competitive edge.
How can cities better tell their stories?
How can cities capture new, creative talent through place branding?
What local characteristics are conducive to attracting the best and brightest?
How can cities partner with local anchor institutions - universities, medical centers, and tech companies - to create opportunities for outreach?

Steven Pedigo
LBJ Urban Lab Initiative and Professor of Practice at the LBJ School of Public Affairs, University of Texas at Austin

Deborah Diamond
President, Campus Philly

Rebecca Gehman
Director, Talent Attraction, Development Counsellors International

Drew Scheberle
SVP, Policy, Advocacy, Mobility, Talent, Austin Chamber of Commerce

11:10  Breakout Two
Strategies for designing a place identity that can work for all stakeholders.
Learn from this case study of brand development for Turkish Tourism, where the brand identity became a rallying tool for all stakeholders across Turkey, creating ownership and engagement.
Why it’s important to look to the authentic values of your place to create an identity that is unique to your brand

Emrah Yucel
CEO, I Mean It

Günter Soydanbay
Brand Strategist, I Mean It

11:55  Breakout sessions
Delegates have the option to choose sessions and move between rooms.

11:55  Breakout One
Placemaking as place marketing.
Changing people’s perceptions of a place
Engaging private and city stakeholders
Developing proof of concept and securing funding
Understanding the halo effect

Ethan Kent
Senior Vice President, Project for Public Spaces
11:55 **Breakout Two**

Developing and implementing an event-based marketing strategy to promote your place brand to attract tourism, talent and investment.

Case study: Fort Worth.

Learn from Fort Worth’s collaborative approach: bringing all stakeholders in to the plan for event activation at SXSW. What lessons were learned and how well did they meet their objectives?

Case study: Uruguay.

Hear how Uruguay XXI built global partnerships for an event called China-LAC, the most vital business summit for China, Latin America and the Caribbean on the planet.

**Brandom Gengelbach**  
Executive Vice President of Economic Development, Fort Worth Chamber of Commerce

**Mitch Whitten**  
Executive Vice President for Marketing & Strategy, Visit Fort Worth

**Chris Knight**  
Global Commercial Director, FDI Intelligence

12:35 **Lunch & networking**

13:45 **Breakout sessions**

Delegates have the option to choose sessions and move between rooms.

13:45 **Breakout One: Making your place the go-to destination for targeted industries**

Case study: Creative BC.

How Creative BC has successfully built a global reputation for movie production and related creative industries. Combining strategic vision with a tactical approach. The challenge to stay competitive.

**Tom Gierasimczuk**  
Vice President & Chief Content Officer, Resonance Consultancy

**Prem Gill**  
CEO, Creative BC

**Robert Wong**  
Vice President, Creative BC

**Chris Knight**  
Global Commercial Director, FDI Intelligence

13:45 **Breakout Two**

Data driven place branding strategies.
How to implement a more analytical approach to drive your place branding strategy
How to use the research and data at your fingertips to guide your vision
Learn from real examples of place branding in action

Jason McGrath  
SVP, IPSOS

Rhett Skelton  
Executive Vice President, Skylight Intelligence

Oliver Martin  
Partner, Twenty31 Consulting

Erik Evjen  
Director of Research, Philadelphia Convention and Visitors Bureau

14:30  
Breakout Sessions

Delegates have the option to choose sessions and move between rooms.

14:30  
Breakout One

Lessons from top digital influencers.

What brings out the best in a digital influencer?
How can you engage with digital influencers to promote your place
Is it just about Millennials?

Daniella Middleton  
Vice President, Development Counsellors International

Jessica Hirsch  
Founder, Cheat Day Eats

Erik Conover  
Content Creator, Erik Conover Productions

14:30  
Breakout Two

The role of large-scale real estate development in building your place brand.

How can large-scale developments build off a city’s strengths?
What are the key ingredients to a successful innovation district or mixed-use neighborhood?
How do new developments communicate a city’s identity?

Steven Pedigo  
LBJ Urban Lab Initiative and Professor of Practice at the LBJ School of Public Affairs, University of Texas at Austin

Javier Leal  
Design & Planning Director, Capital Natural

RJ Wolney  
VP of Investment & Finance, Bedrock Detroit and Director of Business Development, Rock Ventures

Laura Sellors  
Partner, Entro

Ali Esmaeilzadeh  
SVP, Forest Realty

15:10  
Refreshments & networking
15:40 **From a small seed: the story of the growth of the Toronto International Film Festival**
What has the Festival contributed to international perceptions of the Toronto brand
What lessons are there for other places looking to invest in a hosted event to put their city on the map?

*Cameron Bailey*
Artistic Director, Toronto International Film Festival

16:00 **Changing the narrative: the launch of Haiti’s new country brand**
Why the Haitian government is investing in place branding: setting objectives for the strategy
Understanding the place identity: consulting with all stakeholders

*Tessa Jacques*
General Director, Centre de Facilitation des Investissements, Haiti

16:15 **Managing your place brand story across multiple platforms**
Today’s media landscape has never been more fragmented, complex or challenging for destinations managing their brand, message and story. Today’s media landscape also offers enormous opportunity to reach new customers and travelers in new ways. How do you put in place the structure, resources and talent to ensure a consistent presentation of your brand, imagery and voice across owned, earned and paid media platforms?

Learn from original research and an easy to use Infographic summarizing media use by US consumers & travelers
Understand how to engage with the ‘Hyper Informed Traveler’
Hear insights and practical advice from two leading destinations – Washington DC and Sarasota, Florida on how they are tackling their brand marketing challenges in 2018 and beyond

*Chris Adams*
Director of Online Research & Marketing, Miles Partnership

*Andrew O’Connor*
Sr. Manager, Content Marketing, Destination DC

*Virginia Haley*
President, Visit Sarasota

16:55 **Summing Up**

17:00 **Close**