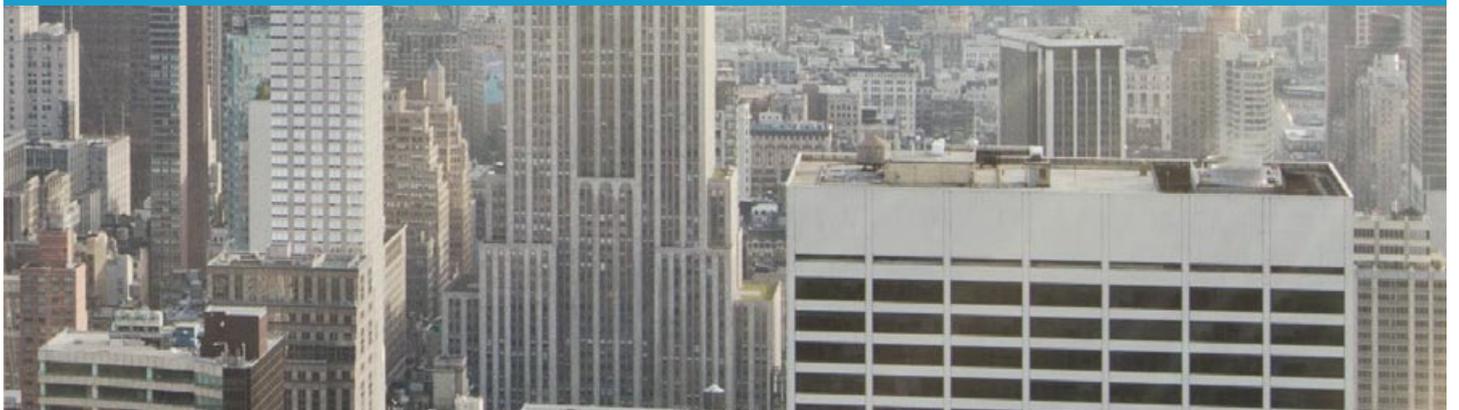


City Nation Place Americas

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

[See more details](#)

13:00 Registration & networking

13:30 Welcome & Preview of the Agenda



Clare Dewhirst
Founder and Director , City Nation Place

14:00 New Orleans: 300 years of place branding

Learn from the inspirational story of one of the most iconic cities in the USA...

How the culture and people of New Orleans were the keystones for survival and rebuilding after Katrina

Lessons for marketing after a crisis: honesty is the best policy

Celebrating the tri-centenary and making the most of all the opportunities this creates for story-telling and for engaging key stakeholders

Emerging with a new vision for the future: building a new brand



Kristian Sonnier
VP of Communications & Public Relations, New Orleans Convention & Visitors Bureau

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

Managing the expectations and objectives of a diverse group of political stakeholders

Determining organizational structures that engage political support and ensure the long-term perspective

Responding to political policy that is having an impact on international perceptions of your brand

The importance of keeping the brand and brand communications apolitical, given the variety of stakeholders



Daniel Valverde
Country Brand Director, Essential Costa Rica



Don Skeoch
Chief Marketing Officer , Los Angeles Tourism

15:00 New approaches to funding place brand strategy



Ray Hoyt
President , Visit Tulsa

15:30 Refreshments & networking

15:50 From Place Branding to Place Building

Applying the essence of the 21st century to destination, space, and place.

Exploring the role that individual empowerment, digital connectivity, and scaled ambassadorship plays in emboldening us to nuance our approach to curating, sharing, and distributing diffused content in the 21st century



Elizabeth J. Linder
Executive Director, Global Communications & External Affairs , Beautiful Destinations

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

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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 Insititute 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 Bovaird 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
Depurt 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



Charles Gauthier
President & CEO, Downtown Vancouver Business Improvement District



Robert Gregory
Chief Public Spaces Officer, Downtown Detroit Partnership

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



Larissa Perdomo
Country Brand Manager, URUGUAY XXI

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**



City/Nation/Place Americas

The Forum For Strategic Place Branding and Marketing

5-6 June 2018 / NEW YORK