

Call for Papers, Cases and Doctoral Posters for the

## Second Annual Conference of the International Place Branding Association (IPBA)

Swansea (Wales, UK), 5-7 December 2017      Venue: [Swansea Marriott Hotel](#)

**Doctoral Colloquium:** Tuesday 5 December

**Full Conference:** Wednesday-Thursday 6-7 December

The International Place Branding Association invites research papers, doctoral colloquium posters and practitioner case-studies for its Second Conference, which will take place in Swansea, Wales ([Swansea Marriott Hotel](#) and Swansea University Bay Campus) between Tuesday 5<sup>th</sup> and Thursday 7<sup>th</sup> December 2017. The conference builds on the collective success of IPBA's inaugural conference that took place in London in December 2016 (Middlesex University) and the earlier International Colloquia on Place Brand Management (London and Aosta), the International Conference on Destination Branding and Marketing series (DBM Macau and Cardiff), the City Branding Symposia (Stockholm and Beijing), the Corfu Symposia on Managing & Marketing Places, and the Poznan Best Place Summit.

### THEME AND AIMS OF THE CONFERENCE

The conference aims to bring together scholars, practitioners and students of place branding and related fields. It is the main vehicle to advance the aims of the International Place Branding Association, which include providing a forum for the exchange of ideas around the theory and practice of place branding, linking the members of the international place branding community in a beneficial manner, bringing scholars and practitioners closer together and advancing the professionalization of the field.

The conference will gather place branding experts from academia, practice and policy making for a valuable discussion around this fascinating cutting edge intersection of marketing, tourism, economic development, events organisation, heritage management, spatial design, public diplomacy and human geography. Special opportunities for networking will be offered.

We invite scholars and practitioners to submit abstracts and cases for inclusion in the conference programme and doctoral candidates to submit posters to the doctoral colloquium. The conference intends to be inclusive of good quality papers and presentations that cover a wide range of topics but we particularly welcome contributions that:

- Advance the theoretical understanding of the field incorporating cross-disciplinary knowledge.
- Use multiple, comparative case studies that reflect on cross-case conclusions.
- Advance the clarification of major concepts (e.g. place marketing vs place branding vs place promotion).
- Explore and analyse the differences between major application fields (e.g. tourism vs. resident attachment vs. investment attraction) and/or major place scales (cities vs. regions vs. nations).

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- Critically examine the use and potential of digital technologies & social media in place branding.
- Elaborate on the role of identity, history and heritage in the branding of places.
- Examine the role of creativity and innovation in place branding strategies.
- Analyse the significance of stakeholder engagement for effective place branding and methods to facilitate it.
- Detail a potential future research agenda for place branding.

#### KEYNOTE SPEAKERS

The following keynote speakers are confirmed:

- Geerte Udo, Director of Marketing, Amsterdam Marketing
- Manolis Psarros, Managing Director at TOPOSOPHY
- Don Dioko, Professor and Director, International Tourism Research Centre of Macau at Institute for Tourism Studies, Macau

#### PRELIMINARY PROGRAMME

Day	Main Programme	Late-Afternoon & Evening Programme
Tuesday	<p><b>The Doctoral Colloquium</b></p> <p>09:30-10:00: Registration with coffee</p> <p>10:00-10:30: Welcome</p> <p>10:30-12:00: Plenary presentations by PhD supervisors</p> <p>12:00-13:30: Lunch</p> <p>13:30-16:00: Parallel poster discussion sessions</p> <p>16:00-17:00: Reporting and closing</p>	<p><b>Welcome Reception in Swansea Marina</b></p>
Wednesday	<p>08:30-09:00 Registration with coffee</p> <p>09:00-09:30 Welcome</p> <p>09:30-10:15 <b>Keynote</b></p> <p>10:15-10:45 Coffee</p> <p>10:45-12:00 <i>4 parallel sessions (round I)*</i></p> <p>12:00-12:30 <b>Keynote</b></p> <p>12:30-13:30 Lunch</p> <p>13:30-14:45 <i>4 parallel sessions (round II)*</i></p> <p>14:45-15:15 Tea</p> <p>15:15-16:30 <i>4 parallel sessions (round III)*</i></p> <p>16:30-17:00 <b>Keynote</b></p>	<p><b>Gala Dinner at Swansea Marina Marriott Hotel</b></p>
Thursday	<p>09:30-10:15 <b>Keynote</b></p> <p>10:15-10:45 Coffee</p> <p>10:45-12:00 <i>4 parallel sessions (round IV)*</i></p> <p>12:00-12:30 <b>Plenary debate</b></p> <p>12:30-13:30 Lunch</p> <p>13:30-14:45 <i>4 parallel sessions (round V)*</i></p> <p>14:45-15:15 Tea</p> <p>15:15-16:30 <i>4 parallel sessions (round VI)*</i></p> <p>16:30-17:00 <b>Joint Plenary Closing</b></p>	<p><b>Drinks Reception and Free Evening in Swansea</b></p>
Friday	<p>09:30-12:30 <b>Optional Study Tour</b></p>	

\* During parallel sessions each presenter will be assigned a twenty minute time slot including Q&A.



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### **PUBLICATIONS PLAN**

Selected full papers from the conference will feature in a Special Issue of *Place Branding and Public Diplomacy*, or be invited for publication in the annual IPBA *Place Branding Yearbook*. The organisers are pursuing further publication opportunities in relevant journals. All abstracts submitted and accepted will be included in the Book of Abstracts, which will be shared with all conference participants as well as IPBA members. Accepted full papers will be made available to delegates in electronic form if the authors so wish.

### **CONFERENCE DETAILS**

Full conference details, including registration and accommodation details, will be available at [www.placebranding.org](http://www.placebranding.org).

### **SUBMISSION GUIDELINES**

Please read and follow these instructions very carefully. Failure to do so may result in immediate desk rejection by the programme committee.

Any submissions must not contain any identifying information. Please remove any mention of author names from the actual submission and include a separate cover page which states Title, Author names, affiliations, email addresses and phone numbers.

Paper, Poster or Case Abstracts in English should be submitted via email to the Conference Chair Nigel Morgan at [ipba2017@swansea.ac.uk](mailto:ipba2017@swansea.ac.uk) by May 1 latest.

Authors who wish their papers to be considered for publication or for the Best Paper award, **must** also submit a full paper at [ipba2017@swansea.ac.uk](mailto:ipba2017@swansea.ac.uk) by June 30 latest.

Abstract submission cover pages **must** mention:

1. "This is a submission as: a.) original research contribution; b.) practitioner case study contribution; or c.) doctoral colloquium contribution" (delete what doesn't apply)
2. "Authors intend to submit a full paper no later than June 30: Yes / No" (delete what doesn't apply)

A double-blind review process will be undertaken for all submissions.

At least one author of accepted abstracts must register to present by November 1, 2017. Delegates at the main conference will only be programmed for a maximum of one presentation. PhD students can participate in the doctoral colloquium with a poster as well as present at the main conference if they wish.

Format:

- Word limit (excluding cover page, references, tables, figures) for abstracts is 250 to 400 words; for full papers/cases it is 4,000 to 5,000 words.
- Standard structure for all submissions (i.e. also for abstracts): title, aims, main approach, key arguments/findings, conclusions and references.
- Times New Roman (font 11) should be used with single spacing, 2.5 cm margins and Harvard style references.



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### **PARTICIPATION IN THE DOCTORAL COLLOQUIUM**

PhD students are invited to submit abstracts for poster or paper presentation during the Doctoral Colloquium. All submissions for the Doctoral Colloquium will be reviewed based on abstract and all students should prepare posters and PowerPoints for presentation. In various formats, during the colloquium, all students will get a chance to present and discuss their work with a panel of experienced place branding researchers and their peers. Subsequently, all posters will be on display during the main conference. In addition, PhD students can also submit their full papers (usually with their supervisors) for presentation at the main conference if they wish.

### **CONFERENCE ORGANISING COMMITTEE**

- Nigel Morgan (Conference Chair)
- Robert Govers (Representing IPBA)

### **PROGRAMME COMMITTEE**

- Nigel Morgan (Chair), Swansea University, Wales, UK
- Don Dioko, IFT Institute for Tourism Studies, China SAR Macau
- Magdalena Florek, Poznan University of Economics and Business and Best Place Institute, Poland
- Hong Fan, Tsinghua University Beijing, China
- Mihalis Kavaratzis, University of Leicester and IPM Place Branding SIG, UK
- Chiara Mauri, Università della Valle d'Aosta, Italy

### **CONFERENCE SCIENTIFIC COMMITTEE**

- Per-Olof Berg, Stockholm University, Sweden
- Erik Braun, Erasmus University Rotterdam, The Netherlands
- Charles Dennis, Middlesex University UK
- Keith Dinnie, Middlesex University UK
- Don Dioko, IFT Institute for Tourism Studies, China SAR Macau
- Hong Fan, Tsinghua University Beijing, China
- Magdalena Florek, Poznan University of Economics and Business and Best Place Institute, Poland
- Rich Harrill, University of Southern Carolina, USA
- Andrea Insch, University of Otago, New Zealand
- Mihalis Kavaratzis, University of Leicester, UK
- Chiara Mauri, Università della Valle d'Aosta, Italy
- T.C. Melewar, Middlesex University UK
- Nigel Morgan, Swansea University, Wales, UK
- Annette Pritchard, Cardiff Metropolitan University, UK
- Heather Skinner, Independent Consultant, Greece
- Sebastian Zenker, Copenhagen Business School, Denmark

### **KEY DATES**

Submission of abstracts closes: May 1

Submission of full papers / cases closes: June 30

Feedback to authors: August 30



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Resubmission of papers / cases: October 30  
Early Bird Registration closes: October 15  
Registration closes: November 1  
Conference: December 5-7

**CONFERENCE FEES (To be confirmed)**

Standard Individual – early bird (before October 3)	£420
Standard Individual – late	£490
Student – early bird(before October 3)	£240
Student – late	£310
IPBA Member Individual – early bird (before October 3)	£390
IPBA Member Individual – late	£460
The doctoral Colloquium (separate registration)	£30

For more information and updates about the conference and IPBA, see [www.placebranding.org](http://www.placebranding.org).