

Call for Papers, Cases and Doctoral Posters for the

The Third Annual Conference of the International Place Branding Association (IPBA): Hosted by the Destination Branding and Marketing (DBM) Special Interest Group in Macao

Macao (SAR China): 5-7 December 2018 **Venue:** [Institute for Tourism Studies \(IFT\), Macao](#)

Doctoral Colloquium: Wednesday 5 December
Full Conference: Thursday-Friday 6-7 December

Stay informed:

Like our Facebook Page: www.facebook.com/IPBApage/

Indicate your intention to join the event: www.facebook.com/events/377997169319851/

Follow us on Twitter: www.twitter.com/IPBA_Conf

Our website: www.placebranding.org

The International Place Branding Association invites research papers, doctoral colloquium posters and practitioner case-studies for its Third Conference, which will take place in Macao between Wednesday 5th and Friday 7th December 2018. The conference builds on the collective success of IPBA's inaugural conference that took place in London in December 2016 (Middlesex University), the 2017 Conference in Swansea, Wales and the earlier International Colloquia on Place Brand Management (London and Aosta), the International Conference on Destination Branding and Marketing series (IFT Macao, University of South Carolina, and Swansea), 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 (nation branding, public diplomacy, city branding, country branding, destination branding). 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 vs. diplomacy).
- 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).
- Critically examine the use and potential of digital technologies and social and mainstream 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.
- Branding local food and culture; geographical indications; gastronomy in destination branding; culinary and cultural diplomacy.
- Country of origin effects; destination branding; soft power; branding for talent attraction and investment promotion.
- Place branding with Chinese characteristics and the brand implications of the One Belt One Road initiative.

PRELIMINARY PROGRAMME

Day	Main Programme	Late-Afternoon & Evening Programme
Wednesday	The Doctoral Colloquium 09:30-10:00: Registration with coffee 10:00-10:30: Welcome 10:30-12:00: Plenary presentations by PhD supervisors 12:00-13:30: Lunch 13:30-16:00: Parallel poster discussion sessions 16:00-17:00: Reporting and closing	Welcome Reception
Thursday	08:30-09:00 Registration with coffee 09:00-09:30 Welcome 09:30-10:15 Keynote 10:15-10:45 Coffee 10:45-12:00 <i>4 parallel sessions (round I)*</i> 12:00-12:30 Keynote 12:30-13:30 Lunch 13:30-14:45 <i>4 parallel sessions (round II)*</i> 14:45-15:15 Tea 15:15-16:30 <i>4 parallel sessions (round III)*</i> 16:30-17:00 Keynote	Gala Dinner
Friday	09:30-10:15 Keynote 10:15-10:45 Coffee 10:45-12:00 <i>4 parallel sessions (round IV)*</i>	Drinks Reception and Free Evening

	12:00-12:30 Plenary debate 12:30-13:30 Lunch 13:30-14:45 <i>4 parallel sessions (round V)*</i> 14:45-15:15 Tea 15:15-16:30 <i>4 parallel sessions (round VI)*</i> 16:30-17:00 Joint Plenary Closing	
Saturday	09:30-12:30 Optional Post-conference Tour (Extra fees apply)	

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

PUBLICATIONS PLAN

Selected full papers from the conference will feature in a Special Issue of [Place Branding and Public Diplomacy](#). 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.

SUBMISSION GUIDELINES

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

All submissions (abstracts, posters, cases, and full papers) should be made via the EasyChair system using this link: <https://easychair.org/conferences/?conf=ipba3anddbmvi2018>. Submissions uploaded to EasyChair must not contain any identifying information. Please remove any mention of author names from the actual submission.

Deadline for submitting abstracts and cases is May 5. For full papers and posters, deadline is July 5. Authors who wish their papers to be considered for publication or for the Best Paper award **must** submit by July 5 latest.

Authors who submit an abstract on May 5 with the intention to receive feedback in preparation of a full paper to be submitted by July 5, must clearly indicate their intention to submit a full paper on submission of the abstract in order to fast-track the abstract review and feedback process.

A double-blind review process will be undertaken for all submissions. Revised and final versions of abstracts, cases, and full papers should be uploaded to EasyChair by October 5.

During the submission process to EasyChair, authors will be asked to indicate whether their submission is a) an original research contribution; b) a practitioner case study contribution; or c) a doctoral colloquium contribution.

At least one author of accepted abstracts must register to present by November 5, 2018. Abstracts, cases, and full papers submitted but not registered after this date will not be published in the conference proceedings nor included in the final programme. 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.

Queries are welcome and can be directed to the Conference Chair Don Dioko at ipba-dbm@ift.edu.mo.

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

- Don Dioko (Conference Chair)
- Robert Govers (Representing IPBA)

PROGRAMME COMMITTEE

- Don Dioko (Chair), IFT Institute for Tourism Studies, Macao SAR , China
- Nigel Morgan, Swansea University, Wales, UK
- Magdalena Florek, Poznan University of Economics and Business and Best Place Institute, Poland
- Hong Fan, Tsinghua University Beijing, China
- Mihalis Kavaratzis, University of Leicester, 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, University of Dundee, UK
- Don Dioko, IFT Institute for Tourism Studies, Macao SAR , China
- 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, Place Branding SIG at The Institute of Place Management, UK
- Sebastian Zenker, Copenhagen Business School, Denmark

KEY DATES

Submission of abstracts closes: May 5
 Submission of full papers / cases closes: July 5
 Feedback to authors: September 5
 Resubmission of papers / cases: October 5
 Early Bird Registration closes: October 5
 Registration closes: November 5
 Conference: December 5-7

CONFERENCE FEES (To be confirmed)

Standard Individual – early bird (before October 5)	MOP4,600	(est. €460)
Standard Individual – late	MOP5,400	(est. €540)
Student – early bird (before October 5)	MOP2,600	(est. €260)
Student – late	MOP3,400	(est. €340)
IPBA Member Individual – early bird (before October 5)	MOP4,300	(est. €430)
IPBA Member Individual – late	MOP5,000	(est. €500)
The doctoral Colloquium (separate registration)	MOP300	(est. €30)

*** All conference fees will be charged in Macao Patacas (MOP) and the prevailing exchange rate at the time of the payment will be applied (for reference, €1≈MOP9.5 as at Nov 2017).

For more information and updates about the conference and IPBA, see www.placebranding.org.