

Call for Papers, Cases, Doctoral Posters and Artwork for the

## **Fifth Annual Conference of the International Place Branding Association (IPBA): Hosted by the Pompeu Fabra University, Barcelona**

**Barcelona:** 9-11 December 2020

**Venue:** [Pompeu Fabra University, Poble Nou Campus](#)

**Doctoral Colloquium:** Wednesday 9 December

**Full Conference:** Thursday-Friday 10-11 December

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IPBA website: [www.placebranding.org](http://www.placebranding.org)

Conference Website: [www.ipba2020barcelona.com](http://www.ipba2020barcelona.com)

The International Place Branding Association invites research papers, doctoral colloquium posters, practitioner case-studies and artwork for its Fifth Conference, which will take place in Barcelona between Wednesday 9<sup>th</sup> and Friday 11<sup>th</sup> December 2020. The conference builds on the collective success of IPBA's first four conferences (London 2016, Swansea 2017, Macao 2018 and Volos 2019) 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; doctoral candidates to submit posters to the doctoral colloquium; and scholars,

researchers, practitioners, students and artists to submit Place Branding-inspired artistic work for presentation at a special session called the 'IPBA Art Gallery'.

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 and cross border areas.
- Place branding and the arts: discussing creativity and converging artistic and social vision(s) by listening to the plurality of voices during the times of crisis.
- Practitioners' learnings (from policy makers or consultants) based on cases or applied research.

For artwork, submissions may include explorations or interpretations of historical and current place branding themes. All works submitted must be original and inspired by the contributors' research, practice or wider engagement with place branding, place marketing and related issues. The main aim is to allow members of the community to express their ideas, concerns, ambitions, reflections, questions or conclusions around place brands in ways outside the constraints of usual scientific and academic formats. In this way, we might be able to further inspire each other's future explorations and direct our research to new avenues. As Albert Einstein said "Creativity is contagious; pass it on!" Artwork submissions are welcome in any of the following formats: poems and lyrics; songs and music; films and videos; collage; photographic essays; drawings and paintings; sculptures and mixed media.

#### **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 in print (but without ISBN number). Accepted full papers will be made available to delegates in proceedings (in public electronic form with ISBN number) 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)

## PRELIMINARY PROGRAMME

Day	Main Programme	Late-Afternoon & Evening Programme
Wednesday	<b>The Doctoral Colloquium</b> 12:30-13:00: Registration with coffee 13:00-13:10: Welcome 13:10-16:00: Parallel poster discussion sessions 16:00-17:00: Reporting and closing	<b>Welcome Reception</b>
Thursday	08:30-09:00 Registration with coffee 09:00-09:30 Welcome 09:30-10:10 <b>Keynote</b> 10:10-10:40 Coffee 10:40-12:00 <i>4 parallel sessions (round I)*</i> 12:00-12:30 <b>Plenary session</b> 12:30-13:30 Lunch 13:30-14:50 <i>4 parallel sessions (round II)*</i> 14:50-15:20 Tea 15:20-16:40 <i>4 parallel sessions (round III)*</i> 16:40-17:20 <b>Keynote</b>	<b>Gala Dinner</b>
Friday	09:30-10:10 <b>Keynote</b> 10:10-10:40 Coffee 10:40-12:00 <i>4 parallel sessions (round IV)*</i> 12:00-12:30 <b>Plenary session</b> 12:30-13:30 Lunch 13:30-14:50 <i>4 parallel sessions (round V)*</i> 14:50-15:20 Tea 15:20-16:40 <i>4 parallel sessions (round VI)*</i> 16:40-17:00 <b>Joint Plenary Closing</b>	<b>Drinks Reception and Free Evening</b>

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

## SUBMISSION GUIDELINES

Please read and follow these instructions very carefully. Failure to do so may result in immediate desk rejection by the programme committee. Specific guidelines for all types of submissions are given in the endnotes<sup>1</sup>.

All submissions (abstracts, posters, cases, full papers and artwork descriptions) should be made via the conference website ([www.ipba2020barcelona.com](http://www.ipba2020barcelona.com)). Submissions must not contain any identifying information. Please remove any mention of author names from the actual submission.

Deadline for submitting abstracts is May 5. For full papers, posters and artwork, deadline is July 5. Authors who do not intend to submit a full paper to the conference at all can also submit their abstract by July 5, but they will not be allowed to submit full papers afterward. Authors who wish their papers to be considered for publication or for the Best Paper award **must** submit full papers 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, full papers or artworks should be uploaded to the conference website by October 5.

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

At least one author of accepted submissions must register to present by November 5, 2020. Abstracts, cases, full papers, or artworks 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 another paper at the main conference if they wish.

Format:

- Word limit (excluding cover page, references, tables, figures) for abstracts is 250 to 500 words; for full papers/cases it is 4,000 to 5,000 words.
- Provide up to 5 keywords
- Standard structure for all submissions (i.e. also for abstracts): title, aims, theoretical framework, main research approach, key arguments/findings, conclusions, practical implications, 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 [info@ipba2020barcelona.com](mailto:info@ipba2020barcelona.com).

#### **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 full papers (usually with their supervisors) for presentation at the main conference if they wish.

#### **CONFERENCE ORGANISING COMMITTEE**

- Jose Fernandez Cavia (Conference Chair)
- Robert Govers (Representing IPBA)
- Mònika Jiménez-Morales, Universitat Pompeu Fabra, Spain
- Lluís Mas, Universitat Pompeu Fabra, Spain
- Rafael Pedraza, Universitat Pompeu Fabra, Spain
- Sara Vinyals, Universitat Pompeu Fabra, Spain
- Assumpció Huertas, Universitat Tòrrida i Virgili, Spain
- Jordi de San Eugenio, Universitat de Vic, Spain

#### **PROGRAMME COMMITTEE**

- Jose Fernandez Cavia (Chair), Pompeu Fabra University, Barcelona, Spain
- Don Dioko, IFT Institute for Tourism Studies, Macao SAR, China
- Nigel Morgan, University of Surrey, 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**

- Eli Avraham, University of Haifa, Israel
- Per-Olof Berg, Stockholm University, Sweden
- Erik Braun, Erasmus University Rotterdam, The Netherlands
- Alex Deffner, University of Thessaly, Volos, Greece
- 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
- Assumpció Huertas, Universitat Tòrrida i Virgili, Spain
- Andrea Insch, University of Otago, New Zealand
- Mònika Jiménez-Morales, Universitat Pompeu Fabra, Spain
- Mihalis Kavaratzis, University of Leicester, UK
- Lluís Mas, Universitat Pompeu Fabra, Spain
- Chiara Mauri, Università della Valle d'Aosta, Italy
- T.C. Melewar, Middlesex University UK
- Nigel Morgan, Swansea University, Wales, UK
- Rafael Pedraza, Universitat Pompeu Fabra, Spain
- Annette Pritchard, Cardiff Metropolitan University, UK
- Jordi de San Eugenio, Universitat de Vic, Spain
- Heather Skinner, Place Branding SIG at The Institute of Place Management, UK
- Sara Vinyals, Universitat Pompeu Fabra, Spain
- Sebastian Zenker, Copenhagen Business School, Denmark

#### **ART GALLERY CURATORS**

- Mihalis Kavaratzis, University of Leicester, UK

#### **KEY DATES**

Submission of abstracts closes: May 5\*

Submission of full papers / cases / posters / artwork closes: July 5\*

Feedback to authors: September 5

Resubmission of papers / cases / artwork: October 5

Early Bird Registration closes: October 5

Registration closes: November 5

Conference: December 9-11

\* Authors who do not intend to submit a full paper to the conference at all can also submit their abstract by July 5, but they will not be allowed to submit full papers afterward.

Type of contribution		Abstract submission deadline	Full paper submission deadline
Research paper	only abstract	July 5	There will be no full-paper option for abstracts submitted on July 5
	full paper	May 5	July 5
Doctoral colloquium poster		July 5	N.A.
Artistic work		July 5	N.A.
Practitioner case-study	only abstract	July 5	There will be no full-paper option for abstracts submitted on July 5
	full paper	May 5	July 5

## CONFERENCE FEES

Standard Individual – early bird (before October 5)	€425
Standard Individual – late	€499
Student – early bird (before October 5)	€310
Student – late	€360
Day rate – early bird	€260
Day rate – late	€310
The doctoral Colloquium (separate registration)	(est. €30)

<sup>i</sup> Please note these detailed instructions for guidelines on specific ways in which you might want to participate in the conference:

### Research presentation based on abstract only

Submit your abstract on May 5 or July 5, but in case you submit your abstract on July 5 there will be no opportunity to submit a full paper afterwards. You will not be in the race for the best paper award and might miss out on the publication plan.

### Research presentation based on full paper

Submit your full paper on July 5. You may wish to also submit your abstract on May 5 in order to receive feedback. Timely feedback is only guaranteed if you clearly indicate on your abstract submission that you intend to submit a full paper on July 5. With the full paper, you will be in the race for the best paper award and possibly be included in the publication plan.

### Practitioner case study presentation based on abstract only

Submit your abstract on May 5 or July 5, but in case you submit your abstract on July 5 there will be no opportunity to submit a full paper afterwards. You will not be in the race for the best paper award and might miss out on the publication plan.

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5<sup>th</sup> ANNUAL CONFERENCE OF THE INTERNATIONAL PLACE BRANDING ASSOCIATION 2020  
Barcelona [www.placebranding.org](http://www.placebranding.org)

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#### Practitioner case study presentation based on full paper

Submit your full paper on July 5. You may wish to also submit your abstract on May 5 in order to receive feedback. Timely feedback is only guaranteed if you clearly indicate on your abstract submission that you intend to submit a full paper on July 5. With the full paper, you will be in the race for the best paper award and possibly be included in the publication plan.

#### Doctoral posters/presentations

Submit your abstract by July 5 latest. All submissions for the Doctoral Colloquium will be reviewed based on abstract. In addition, PhD students can also submit full papers (usually with their supervisors) for presentation at the main conference if they wish; in which case, the standard guidelines for research presentation based on full paper apply, as noted above.

#### Artworks

Review, selection and acceptance will be based on the abstract. The abstract should include a summary overview of the submission, a clear description of the general approach and main theme that the work deals with, a clear statement of the purpose of the work, an explanation of why the specific medium was chosen and a statement of how the work will contribute to an enriched understanding of the theory and/or practice of place branding and related topics. The work itself should be in PDF, MP3, JPEG or other appropriate format (please see below for details) or mention a link to access it.

Presenters must ensure that they provide the work in appropriate format for physical exhibition (where appropriate). Exhibition space, a standard projector and stereo speakers will be available but presenters must provide any additional equipment they require. The works will be presented during a special session and, where appropriate, will be exhibited during the conference in public areas.

- Poems: Participating poets will perform original work in the English language, which will also be printed and exhibited. Please send poems no longer than 3 A4 pages.
- Songs and music: songs and musical pieces by participating singers and musicians will be played in recorded form for the audience. The lyrics of the songs should be in English and must be sent in written. Maximum length of audio submissions is 5 minutes. Please send an MP3 file of the song or musical piece or a link to the video of its performance and include the lyrics in the submission.
- Films, videos and animations: Films and videos by participating presenters will be shown on screen. The length of the videos must not exceed 8 minutes. Please upload the video on Vimeo (<http://vimeo.com>) and include the Vimeo link and password in the submission documents.
- Photography: Photographic essays (but not single photographs) will be accepted for presentation in gallery format. The essays must include between 4 and 10 photographs. If accepted for presentation, presenters must bring to the conference (or send by post) a good-quality print of the work for exhibition.
- Drawings, paintings and collage: Accepted submissions will be displayed in gallery format. Submissions should not be larger than 1.5m x 1.5m. Please discuss any size specifications beyond these boundaries with the curators. Please send digital photos of your original work. Please also clearly indicate its size. To facilitate the creative process, we will also be accepting partially completed work at the time of submission. In this case, the submission must clearly show what the final piece will look like. Partially completed work will be accepted on the condition that a digital photograph of the final work will be submitted (by email to the curators) by 15th November.
- Sculpture and mixed media: Accepted submissions will be displayed in gallery format. Submissions should fit within a reasonable space and be either mounted on a poster board (1m x 1m) or displayed in a freestanding manner (on the floor or a table). Please discuss any size specifications beyond these boundaries with the curators. The organisers of the 'IPBA Gallery' will ensure space requirements but participants will be personally responsible for any costs of transport and display of pieces. Please send digital photos of your original work. Please also clearly indicate its size and any display preferences. To facilitate the creative process, we will also be accepting partially completed work at the time of submission. In this case, the submission must clearly show what the final piece will look like. Partially completed work will be accepted on the condition that a digital photograph of the final work will be submitted (again by email to the curators) by 15th November.

Please indicate your intention to submit your work to the 'IPBA Art Gallery' when submitting. If you wish to discuss ideas beyond these formats or you wish to work outside these guidelines, please contact the curators.