IPBA
conferences

5th Annual Conference
International Place Branding Association
Barcelona · 8-10 December 2021

Hosted by:

upf. Universitat Pompeu Fabra Barcelona · Department of Communication

In collaboration with:

Ajuntament de Barcelona · Barcelona Activa

Wednesday · December 8th

16:30 - 18:30	**The Doctoral Colloquium**	Check "The Doctoral Colloquium"
19:00	Welcome reception	Novotel Barcelona City · Rooftop (19th floor)

Thursday · December 9th

08:30 - 09:00	**Registration with coffee**	Universitat Pompeu Fabra (UPF) · *Plaça Gutenberg*
09:00 - 09:30	**Welcome and opening words**	UPF · *Auditorium*
09:30 - 11:00	**Parallel Sessions I**	Check "Parallel Sessions I"
11:00 - 11:30	Coffee break	UPF · *Plaça Gutenberg*
11:30 - 13:00	**Plenary 1** Panel of European cities: "Covid19 as a Change Accelerator in City Brand Strategies". (Bilbao, Porto & Barcelona) Chair: Mario Rubert, City Promotion Director of the Barcelona Council	UPF · *Auditorium*
13:00 - 14:00	Lunch	UPF · *Plaça Gutenberg*
14:00 - 14:45	**Art Gallery** Art Gallery curator: Mihalis Kavaratzis	UPF · *Sala Aranyó*
14:45 - 16:15	**Parallel Sessions II**	Check "Parallel Sessions II"
16:15 - 16:45	Tea Time	UPF · *Plaça Gutenberg*
16:45 - 17:30	**Plenary 2** Keynote: Cecilia Pasquinelli "Place Branding and the Challenge of Temporariness"	UPF · *Auditorium*
20:00 - 22:00	**Gala Dinner**	Novotel Barcelona City

Friday · December 10th

09:30 - 10:15	**Plenary 3** Keynote: Daniel Valverde "Place Brands & Corporate Brands: Essential Costa Rica's symbiotic approach"	UPF · *Auditorium*
10:15 - 10:45	Coffee break	UPF · *Plaça Gutenberg*
10:45 - 12:15	**Parallel Sessions III**	Check "Parallel Sessions III"
12:15 - 13:00	**Plenary 4** Keynote: Pau Solanilla "Barcelona's City Brand Strategy".	UPF · *Auditorium*
13:00 - 14:00	Lunch	UPF · *Plaça Gutenberg*
14:00 - 15:30	**Parallel Sessions IV**	Check "Parallel Sessions IV"
15:30 - 16:15	**Plenary 5** Keynote: Juan Carlos Belloso "The Image of Places: Stories from a Place Brand Consultant"	UPF · *Auditorium*
16:15 - 17:15	**Plenary 6** "Interactive IPBA community workshop and closing"	UPF · *Auditorium*

Parallel Sessions I · Thursday 9th · 09:30 - 11:00 h

UPF Room 51.100 | Chair: Magdalena Florek

- Anna Adamus-Matuszyńska, *Place branding in crisis: paradigms, concepts, and research methods*
- Stella Kladou, *Whose culture? The role of identity-based branding*
- Anette Therkelsen, *Return migration to rural places – ambivalent place attachment of highly educated returnees*
- Eli Avraham, *From SARS, through Zika and Up to Corona: Recovery Marketing for Destinations Facing Epidemics/Pandemics and Tourism Crises*

UPF Room 52.S29 | Chair: Martin Boisen

- Mila Marina Burger, *Role of national identity in nation branding — preliminary research*
- Florian Kund, *The Appeal of Nation Branding: Managing Neoliberal Ideals of Belonging in the Global South*
- Aleks Vladimirov, *Place and the Attention Economy*

UPF Room 52.S27 | Chair: Robert Govers

- Sílvia Casellas, *A Theoretical approach to Transmedia Tourism*
- Catherine Demangeot & Thomas Leicht, *Restoring social balance - adapting to the changing sociality of everyday places in the neighbourhood during Covid-19*
- Giannina Warren, *The Network Constellation: A Framework for Catalysing Post-Pandemic City Resilience and Recovery*
- Christophe Alaux, Laura Carmouze & Djelloul Arezki, *Identification of ambassadors' high involvement practices in territorial attractiveness strategies: a crossover between human resources management and place marketing*

UPF Room 55.003 & online | Chair: Sara Vinyals

- Nicholas Christodoulidis & Michael Chattalas, *Uncovering Henry Flagler's Legacy in Pioneering the Florida Place Brand Through 3D Digital Scanning*
- Sofia G. Cunha, *A stakeholder framework for analyzing and evaluating place brands*
- Ewa Glińska & Karolina Ilczuk, *Crowdsourcing as a form of stakeholder engagement in city management – evidence from Poland*
- Laura Ripoll & Jasper Eshuis, *Citizen participation and stakeholder engagement in place branding: a systematic literature review*
- Maria Månsson & Cecilia Cassinger, *From overtourism to undertourism: Exploring the mediatization of place brands*
- Ioana Sabrina Stoica & Mihalis Kavaratzis, *Exploring processes of co-creation between residents and municipality in the context of places with negative reputation – a case study of Luton*

Parallel Sessions II · Thursday · 9th · 14:45 - 16:15 h

UPF Room 51.100 | Chair: Eli Avraham

- Jasper Eshuis & Laura Ripoll, *Examining the effect of individual and stakeholder network characteristics on stakeholder participation in place branding processes: a cross-country survey*
- Lisa Källström & Per Siljeklint, *Place branding in the eyes of the place stakeholders*
- Tuomas Pohjola, *Stakeholder engagement for co-creating a digital place brand*
- Erik Logar, *Territorial Branding as an Approach to the Development of Rural Areas: A Case Study of the Brand Babica in Dedek from the Skofja Loka Hills, Slovenia*

UPF Room 52.S29 | Chair: Martin Boisen

- Egbert Wolf, *The development of a systems theoretical brand image model for cities and municipalities, the case of Amsterdam*
- Mark Cleveland, *Place-related social identities, cultural values, social exchanges and traits as precursors of ethnic consumers' advocacy for global brands*
- Abderrahmane Mousstain, *The impact of citizens' involvement on their perception of the brand's image: The case of the city of Casablanca*
- Thomas Leicht, *Success factors in place marketing – Towards the development of a model for "resident-based place brand equity"*

UPF Room 55.003 & online | Chair: Sara Vinyals

- Nicholas Karachalis, *"Come and visit our citizen-run projects": Placemaking, experimentation and spontaneity as key elements of destination marketing approaches in European cities*
- Emira Limani & Blerim Limani, *Triangulated narratives shape Kosovo's Place Branding*
- Blerim Limani & Emira Limani, *"Let's talk" – Incorporating communication perspective as part of public diplomacy efforts between Government, private sector, and the foreign public*
- Anna Matwiejczyk, *Polish Functional Urban Areas: fundamental barriers to place branding*
- Abdullah Alahmari & Leah Li, *Personality traits and city branding: Examining religious belief in authentic stakeholder engagement*

Parallel Sessions III · Friday 10th · 10:45 - 12:15 h

UPF Room 51.100 | Chair: Olga Rauhut Kompaniets

- Arja Lemmetyinen & Lenita Nieminen, *The Heritage of an Architect at the Heart of a Cultural Route*
- Marcin Lewicki & Magdalena Florek, *Non-immersive forms of Virtual Reality (niVR) and how they shape attitudes towards the destinations in isolation*
- Andrea Lucarelli, *The historical process of commercialization of cities*
- Sara Vinyals, *The brand of Europe and its cities: Assets for recruiting advertising to attract international talent*

UPF Room 52.S29 | Chair: Massimo Giovanardi

- José Ignacio Sánchez Vergara, *Understanding the label 'sharing city' in Barcelona by adopting an institutional focus*
- Gildo Seisdedos, *One size does not fit all: new profiles of smart citizens for city branding*
- Anne-Flore Maman, *The Semiotics of Place in Luxury Tourism Players' Brand Storytelling*

UPF Room 55.003 & online | Chair: Lluís Mas

- Eran Ketter, *Tourism Destination Branding on Facebook: the Case of Israel*
- Leah Li, *Place branding within a security paradigm: Desecuritizing Australia during the COVID-19 from an audience perspective*
- Brent McKenzie, *European Capitals of Culture-Tallinn, Riga, and Vilnius: The (Lasting) Impact on Brand Identity*
- Luong Nguyet Tran, *Destination Brand Personality: A systematic review of Antecedents, Moderators and Outcomes*
- Jasmin Séra, *Is a picture worth a thousand words? Resident versus non-resident identity construction for the city of Vienna*

Parallel Sessions IV · Friday 10th · 14:00-15:30 h

UPF Room 51.100 | Chair: Jasper Eshuis

- Marta Hereźniak & Magdalena Florek, *Would City Brand Effectiveness Measurement System (CBEMS) work in practice? - opinions from European cities*
- Gerald W. Fry, *The Misbranding, Branding, and Rebranding of Bangkok: A City of Cities*
- Olga Kolotouchkina, *Inclusive digital placemaking: best practices and future challenges from four global cities*
- Narcís Bassols & Thomas Leicht, *Exploring destination brand disengagement in a top-down policy context - Lessons learned from Cartagena, Colombia*

UPF Room 52.S29 | Chair: Giannina Warren

- Bernardo Pontes, *When place branding is not enough, a brand perception crisis along the US-Canadian Border*
- Olga Rauhut Kompaniets, *Place Branding, Public Diplomacy and Immigrant Settlement*
- Lorena de Ferrari, *Visual identity of urban international destinations*

UPF Room 55.003 & online | Chair: Lluís Mas

- Marco Bevolo, *Participatory Urban Storytelling: Reflections towards a Co-creative Process*
- Efe Sevin, *Charm City in Our Imagination: A Dynamic Approach to City Branding Communication*
- Mihai Barsan, *The Destination of the Year 2020 (Practitioner Case Study)*
- Homayoun Golestaneh, *Towards design-driven place branding*
- Kamal Sharma, *Visual Sanitization and the Tourist Gaze: A Cross-Cultural Study*

Doctoral Colloquium · Wednesday 8th · 16:30 - 18:30 h

Novotel Barcelona City · Cool Room (19th floor) | Chair: Robert Govers

- Erik Logar, *Territorial brands in rural areas of Slovenia – an approach to stimulate territorial prosperity or stagnation?*
- Daniel Valverde, *Measuring the Impact of the Sustainable Development Goals in the Place Branding Strategies of Latin American Country Brands*
- Aleks Vladimirov, *A Behavioural Economics Perspective on How Locational Choice is Experienced and Influenced*
- Tatiana Polyakova, *Stakeholders' perceptions of temporality in place branding*

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