Places of tomorrow

How to turn the soft values of your place DNA into digital conversion and business?
What gives you the competitive advantage in place branding?

Nordic Place Branding Conference 2018
March 7th, Copenhagen
Langelinie Pavillonen
9.00-17.00

NordicPlaceBranding.com FuturePlaceLeadership.com
This is the largest annual place branding, marketing and investment promotion event in the Nordics.

A one day event organised for private and public professionals working with economic development, communications, talent attraction, investment promotion and tourism. The speaker and participants line-up is getting larger and more international by the year, with 2017 in Helsinki having 150 people from 13 countries.

The agenda features best practise examples of cities, regions and countries that have done an outstanding and recognised work in making their place more attractive to their target groups and citizens.
Program

Time                      Theme
08.30                     Welcome, Coffee

1st module

09.00                     Opening words from the hosts
09.10                     Greater Copenhagen brand - Building a leading business hub through digital marketing
                           Louise Juhl - Communication Director - Copenhagen Capacity
09.30                     Using values and stakeholders to create a brand of Greenland
                           Lykke Geisler Yakaboylu, Senior Consultant / Acting Director, Visit Greenland
9.50                      Place Branding: How to maximize global audience engagement with your brand
                           Nelly Gocheva, Head of Editorial, T Brand Studio International at The New York Times
10.10                     Panel discussion
10.30                     Coffee break
2nd module

10.45  Innovating Talent Attraction  
Nikolaj Lubanski, Director of Talent Attraction, Copenhagen Capacity

11.05  Rethinking the place experience with digital partnerships  
Martin Güll, Chief Digital Officer, Helsingborg City

11.25  e-Residency: digital disruption and country branding  
Kaspar Korjus, Managing Director, Enterprise Estonia

11.45  Panel discussion

12.00  Lunch

3rd module

12.45  Place branding through sustainable cultural events  
Erik Ruth, Managing director, Nordic Surfers Sweden

13.05  How tiny places far away can be in the lead of innovative thinking and doing  
Moa Björnson, Head of Development, Træna Island & Artica Svalbard

13.25  Reimagining a city as the curriculum for the learning environment of the 21st Century  
Jouni Eho, Business Service Director, Kotka, Finland

13.45  Panel discussion

14.00  Coffee break
## Program

### 4th module

<table>
<thead>
<tr>
<th>Time</th>
<th>Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>14.15</td>
<td><strong>Place Branding parallel workshops</strong></td>
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<tr>
<td></td>
<td>Business Attraction Management - for better investment promotion</td>
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<tr>
<td></td>
<td>Talent Attraction Management - getting and retaining talents</td>
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<td></td>
<td>Change management - how to lead change with multiple stakeholders?</td>
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<tr>
<td>15.00</td>
<td><strong>Coffee break</strong></td>
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</tbody>
</table>

### 5th module

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<thead>
<tr>
<th>Time</th>
<th>Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>15.15</td>
<td><strong>Engaging business, civic, cultural and scientific leaders on a common strategy to promote the city.</strong></td>
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<tr>
<td></td>
<td>Mateu Hernández, Director, Barcelona Global</td>
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<td>15.40</td>
<td><strong>Destination marketing and nation branding - The Singapore Story</strong></td>
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<td></td>
<td>Claire Tan, Director National Marketing Office, Ministry of Communications and Information</td>
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<tr>
<td>16.05</td>
<td><strong>Rethinking the concept of place branding</strong></td>
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<td></td>
<td>Tobias Grut, Brand Manager, Nordic Council of Ministers</td>
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<tr>
<td>16.30</td>
<td><strong>Future of place branding</strong></td>
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<tr>
<td></td>
<td>Final panel</td>
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<td>16.55</td>
<td><strong>Closing words</strong></td>
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<td>17.00</td>
<td><strong>End of conference</strong></td>
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<tr>
<td>17.15</td>
<td><strong>Boat ride</strong></td>
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<tr>
<td>18.00</td>
<td><strong>Reception hosted by Visit Denmark</strong></td>
</tr>
</tbody>
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Dr Claire Tan (PhD) is the Director of the National Marketing Office in the Ministry of Communications and Information (MCI) in Singapore. She’s been with the government in various roles for eight years, including Press Secretary to Singapore’s Minister for Defence and the Ministry’s Director of Public Communications.

Singapore is known for its safety, cleanliness, and stability. Beyond its effectiveness and efficiency qualities, Singapore’s softer and liveability aspects are less known.

Its people, their DNA, the attributes that drive this small nation marked by a little red dot on the global map – none of these has ever been made known to the world in a concerted manner.

Claire will share the journey of Singapore’s new “Passion Made Possible” brand – conceived with the intent of bringing out Singapore’s “software” to balance the undoubted hardware this city nation is reputed for. Destination marketing need not be separate from nation branding. Claire will also share how they use branding as a way to generate community and national pride.

Claire will be talking about Passion Made Possible: Destination marketing and nation branding – The Singapore Story.

Jouni Eho

Kotka is situated in Finland, two hours from Helsinki. The city has been struggling to attract and retain its labour force, entrepreneurs and students.

What happens, when a city that does not have a traditional University takes a radical approach to creating the learning environment of the 21st Century?

The City of Kotka has a vision of building a radical learning concept, that is now attracting talent and companies as well as partners like MIT Sloan management school and Cranfield University to join. Globally, we are witnessing the global higher education space being disrupted by radical learning programmes, such as the Singularity University and Draper University in the United States.

How can a city take a lead – by adapting “an empty canvas” approach – in taking learning away from the classroom setting into concrete problem solving?

Jouni will talk about how to make a small town disadvantage into an advantage, using leadership and disrupting status quo.
Erik Ruth

Erik Ruth is a surfer, philosopher, CEO of Nordic Surfers AB, and the founder of the award winning Hallifornia Culture Festival in Varberg, Sweden.

The idea is to develop new and attractive event concepts with the aim of achieving positive socio-economic growth in local, regional and national arenas. The event attracts 40 000 visitors during one week each July.

It is an event-driven place branding via a cultural theme, designed to function as a value-based platform that connects different social and economic sectors, which in turn creates possibilities for innovation and cross-sector fertilization.

Sub-projects such as the inclusion of immigrants, gender equality in action sports, and the education of young volunteers through real life projects and training.

Erik will talk about how local assets can be mobilised and organised in a united effort to enhance the attractiveness of a destination. “We are what we do.”

Lykke Geisler Yakaboylu

Lykke Geisler Yakaboylu has worked in Greenland for 20 years and has taken part in the development of the national brand called “Greenland – a Pioneering Nation”.

1990’s: Greenland was presented through the eyes of Denmark – cute kids in national costumes, sled dog puppies and traditional kayaks through the work with Danish Advertising Agencies.

2010: Visit Greenland started changing the image of Greenland. Partly because the need to be creative … with less resources than what was in the past.

Today: The core Greenland narrative is about the relationship between nature and man. And the two central concepts are Powerful & Pioneering. How has this been put into practise?

Lykke will talk about how the brand of Greenland came to life with the help of stakeholders.
Moa Björnson

"A Magical World, Far Up North, Out to the left And How The Helvete To Get There!"

Right at the Arctic Circle, furthest out, some hours from the mainland in northern Norway lays a small island community. It’s called Træna and is populated by 456 people. It’s tricky as helvete to get there.

But once a year, the island increases its population 10 times. This happens thanks to the music event, Trænafestivalen, listed by the Guardian as one of the most exotic festivals in Europe. They also have an Artist in Residence programme (read here and a personal story here).

In a world where the norm is urban, it might seem strange to move to a remote, poorly populated island. Moa Björnson, a Swedish kaospilot, lived and worked with urban innovation processes in Malmö, but decided to change geography in 2015 and start as Head of Development in Norway’s third smallest municipality.

Moa will talk about how tiny places far away from everything can be in the lead of innovative thinking and doing.

Louise Juhl

Louise Juhl is Director of Marketing & Communication at Copenhagen Capacity, the official investment promotion agency of Greater Copenhagen. She is responsible for the global marketing and branding of Greater Copenhagen with the aim to attract international business, talent and investment.

Louise’s main scope of work is to align all tactical and operational marketing initiatives with the marketing and branding strategies for Copenhagen Capacity and Greater Copenhagen. Her passion is digital marketing and her ultimate goal is to make Greater Copenhagen a leading international hub for talents, investments and knowledge, able to compete with the most successful metropoles in Europe. Louise has previously headed e-marketing teams and strategy at Novo Nordisk, leading design and furniture manufacturer Fritz Hansen, and large advertising and relationship building agencies in Denmark.

Louise will talk about Building a leading business hub through digital marketing.
Speakers

**Tobias Grut**

Tobias Grut is the Brand Manager for The Nordics, a joint Nordic branding initiative initiated by Nordic Council of Ministers – the official body for intergovernmental co-operation in the Nordic Region.

Tobias is heading the development and implementation of a common brand for the Nordic region – a brand which everybody can use and tap into when the “Nordic” story adds value to their agenda, whether being an embassy abroad, an enterprise or an individual with a Nordic mindset.

Branding The Nordics is all about starting new conversations. But how do you create a place brand for The Nordics when most traditional place branding efforts fight for the same attention with the same arms. And all Nordic countries are so great at branding themselves already?

Tobias has a background from several strategic design- and branding agencies, where he’s been working with clients from both public- and private sector, helping them in building strong brands.

Tobias will talk about: Rethinking the concept of place branding

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**Mateu Hernández**

Mateu Hernández is the CEO of Barcelona Global, a non profit independent association made up of more than 700 members with the mission to make Barcelona one of the best cities in the world for talent and economic activity. International expert on local development. He is and has been advisor of several cities like New York, Oslo, Torino and London. Mateu has served as Secretary of the International Advisory Board of the Smart City World Expo and Congress. He has also been the CEO for economic development for the city of Barcelona and CEO of its local development agency, Barcelona Activa.

Mateu will talk about Engaging business, civic, cultural and scientific leaders on a common strategy to promote the city.
Nikolaj Lubanski

Nikolaj Lubanski is the Director for Talent Attraction at Copenhagen Capacity, the official investment promotion agency of Greater Copenhagen. In Copenhagen Capacity, he assists Danish companies in attracting the right highly skilled international candidates – and has innovated the way in which we grab the attention of international candidates through digital channels and direct marketing. Nikolaj is passionate about research and knowledge-sharing, and is the author of several books and publications within the area of innovation, labour-market issues and management. Most recently he has co-authored a book on Talent Attraction Management introducing some best practice guidelines to Talent Attraction for Cities, Regions and Countries.

Nikolaj will talk about Innovating Talent Attraction.

Nelly Gocheva

With the recent shifts in user behavior due to the rise of mobile and social technologies, cities and territories are facing new challenges in effectively conveying their brand message to target better their key audiences. This is probably even truer as they try to reach consumers in international markets.

Nelly Gocheva is the Editorial Director of T Brand Studio International, the brand marketing unit of The New York Times. In Nelly’s talk, she’ll look at key digital trends and tactics in place marketing and branding that would help tourism promotion agencies, FDI and economic development boards, communication consultancies and place marketing teams to maximise consumer engagement online (and across markets). We’ll also learn how such organisations could connect better (and faster) with their audiences via quality multilingual content and bespoke multimedia programs.

Plus best practices in the media and marketing landscape in Europe and beyond, where place marketing teams have already used great storytelling and unique experiences to push further brand awareness and audience loyalty.

Nelly will talk about Place Branding: How to maximise global audience engagement with your brand.
Speakers

Kaspar Korjus

Kaspar is Managing Director at Enterprise Estonia. He is building the first transnational digital identity platform in the world. E-Residency is a new fully digital nation for global citizens. Everyone, regardless of nationality and location can apply for a digital residency that will allow to open and run a business, pay taxes, use bank accounts – without going to the country.

It’s transparency and legitimacy to empower citizens globally and to achieve world-wide digital and financial inclusion. It is the most advanced manifestation of the Country As A Service concept.

Kaspar is listed by Forbes Estonia ‘30 under 30’ people as #1 in Technology and Finance and elected by US CTO Megan Smith as one of the 20 global digital leaders. Kaspar is also the founding curator of World Economic Forum Global Shapers Community in Estonia and board member of multiple blockchain and fintech related companies.

Kaspar will talk about digital disruption and country branding.

Martin Güll

The city of Helsingborg in Sweden has gone through a tourism and destination transformation over the last few years. With very high cost per contact, and limited means, the whole experience had to be re-designed from a traditional Tourist bureau approach, to a digital first approach.

In this process, partnership is a key element, both with citizens as well as businesses. Martin is the Chief Digital Officer of the city and has embarked on a co-operation with a digital bureau called ustwo, who will help the city of Helsingborg in the pursuit of the best physical-digital experience in the world.

Martin will talk about how to rethink and redesign the place experience with digital partnerships.
Mats Segerström

Mats Segerström is a consultant, business & innovation adviser and entrepreneur. Mats has international work experience from the ICT industry with the Ericsson group and has been posted in Milan for the Swedish Trade Council/Business Sweden a government trade promotion agency. He has been an investment manager in a corporate incubator and gone on to found several start-ups and focuses on innovation and entrepreneurship innovation systems public-private partnerships and regional development.

He played a decisive role in the 22 partner large project called Business Attraction Management in Nordic Cities and Regions (BAM in short). It was carried out April 2015 - February 2016 for a network of 22 cities (105 people altogether), regions and national investment promotion agencies in 6 countries (Denmark, Estonia, Finland, Lithuania, Norway and Sweden)

Mats is a registered EU Expert/Evaluator with EASME’s 2016/SME Instrument. He is a graduate of Harvard College with a major in Psychology and Social Relations and has a Business Administration degree from the Stockholm School of Economics.

Morten King-Grubert

A Danish-born globalist, he has studied lived and worked internationally in Austria the UK and the US for a combined period of 7 years. After successfully leveraging a background in international business particularly related to the globalisation and export activities of Danish enterprises Morten’s efforts and expertise today focus on the international marketing and branding of Denmark as a study and career destination for international talents.

Morten is one of the architects behind Copenhagen Capacity’s talent attraction programmes and Danish Youth Goodwill Ambassador with a core focus of aligning foreign direct investments with talent attraction and retention. He consulted cities, regions and countries on talent attraction, retention and ambassador networks.
Pärtel-Peeter Pere

Pärtel is the CEO and co-founder of Future Place Leadership, a leading Nordic management consultancy specialising in the development, innovation and marketing of places. What are the strategies, processes and services needed to become more attractive to talents, investments? How to lead change in a city? These are the issues Pärtel and the company have dealt with in the Nordics and in Europe (Scottish Enterprise, Spain, Italy, Germany and others).

He is a public speaker and workshop leader, from regional investment promotion workshops to start-up conferences to top level EU conferences.

Pärtel is a part of the jury at City Nation Place, the annual place branding and marketing conference in London. He holds a Master’s degree in Management, focusing on Nordic brand management, from the Vrije Universiteit Brussel. He speaks English, Finnish, Swedish, Estonian and reads Danish and Norwegian.