

People

Place

Profit

Creating better places for people and business

Nordic
Place
Branding
Conference

3rd of April 2019
Münchenbryggeriet
Stockholm, Sweden

		Part 1		Part 2
08:00	Registration and coffee		10:00	Class 2020: Sustainable housing and co-living
08:45	Kick-off! Welcome to the conference!			How every city, big or small, can successfully start attracting, growing and retaining the brightest international talent.
	Pärtel-Peeter Pere, Moderator			Jorick Beijer, Jorick is the Director of The Class of 2020
08:55	Stockholm - A Woman's Place		10:20	Bilbao: digitalising talent attraction
	How Stockholm attracts talent by helping companies become better working places for women. #AWomansPlace			How to build and leverage digital tools to attract talent and co-operate with stakeholders.
	Anna Gissler, Stockholm Business Region			Ivan Jimenez Aira, Managing Director at Bizkaia:talent
09:15	How a company benefits from city branding		10:40	Coffee break
	Employer-place branding: what places can offer companies when attracting talent?		11:00	Skellefteå: branding and investment promotion
	Petra Weslien, Truecaller			How to engage partners in building a brand and helping land a major investment.
09:30	Country & Capital			Helena Renström, Marketing Manager at Skellefteå
	Country & Capital is a unique project where Stockholm and Sweden co-operate in research, strategy and marketing for mutual benefit.		11:20	Aarhus: connecting tourism and investment promotion
	Michael Persson Gripkow, Global Brand & Strategic Communications Officer at Visit Sweden			How to start and lead change and making collaboration between the private and public sector happen.
	Lotta Andersson, Director of Marketing & Analysis Department at Stockholm Business Region			Anders Frølund, Head of Events and Communication Support at Aalborg University
09:45	Panel discussion		11:40	Faroe island: what comes after viral marketing success?
				How to create relevant content, how to work with stakeholders and build on marketing success.
				Guðrið Højgaard, Guðrið is the CEO at Visit Faroe Islands

12:00

Lunch and organized chaos

Part 3

14:20

**Small and remote but world famous:
marketing small towns**

Part 4

13:00

Parallel sessions

**Group 1:
Investment
promotion**

**How can small
cities attract
major investments
like an Apple data
centre?**

Viborg attracted an Apple data centre in 2015 and now has one of the world's largest data centres. What can others learn?

Henrik Holmskov,
International project manager
in Viborg municipality in
Denmark.

13:15

**Greater
Stavanger**

How the restructuring of economic growth towards sustainability can have reputational benefits for a region.

Felix Laate,
Opportunity Manager IT
at Greater Stavanger

13:30

Q&A

followed by investment promotion workshop

13:50

Coffee break

**Group 2:
Placemaking for
attractive places**

**Urban Escape,
Stockholm.
A place that
attracts talent
and companies**

How to create new meeting places that provide value for society and for businesses.

Mats Hederos,
CEO of AMF Real Estate

**State of Place:
data based urban
citymaking**

How to use data to design public spaces that are safe, attractive and create financial value.

Dr Mariela Alfonzo,
CEO and co-founder
of State of Place

**Group 3:
Building an
international house
for talents**

**Fireside chat:
How to build an
International House
- cases Helsinki and
Tallinn**

The dos and don'ts of motivating collaboration of public organisations and making the impossible possible.

Elina Nurmi,
Project Manager who was
responsible for establishing the
International House Helsinki in
late 2017

**Fireside chat:
How to build an
International House
- cases Helsinki and
Tallinn**

How to motivate collaboration from different stakeholders and build a public sector start-up.

Leonardo Ortega,
Project Manager responsible for
Work in Estonia

14:40

**The Hague: branding is marketing plus
placemaking.**

How to make places, create great content that has measurable social media impact.

Luuk Helleman,
Brand manager of The Hague

15:00

**València: creating an attractive seaside
takes more than financial resources**

How to involve stakeholders to make public spaces attractive, inclusive and financially profitable.

Ramon Marrades,
Urban economist and Chief Strategy Officer
at la Marina de València

15:20

Panel discussion

Creating better places for people and business.

How can places create both economic and social value to people and businesses?

How do we create places people want to live in?

How can the public and private sectors together move towards Creating Shared Value?

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