Creating better places for people and business
08:00  Registration and coffee

08:45  Kick-off! Welcome to the conference!
Pärtel-Peeter Pere,
Moderator

08:55  Stockholm - A Woman's Place
How Stockholm attracts talent by helping companies become
ing better working places for women. #AWomansPlace
Anna Gissler,
Stockholm Business Region

09:15  How a company benefits from city branding
Employer-place branding: what places can offer companies
when attracting talent?
Petra Weslien,
Truecaller

09:30  Country & Capital
Country & Capital is a unique project where Stockholm and
Sweden co-operate in research, strategy and marketing for
mutual benefit.
Michael Persson Gripkow,
Global Brand & Strategic Communications Officer
at Visit Sweden
Lotta Andersson,
Director of Marketing & Analysis Department
at Stockholm Business Region

09:45  Panel discussion

10:00  Class 2020: Sustainable housing and co-living
How every city, big or small, can successfully start attracting,
growing and retaining the brightest international talent.
Jorick Beijer,
Jorick is the Director of The Class of 2020

10:20  Bilbao: digitalising talent attraction
How to build and leverage digital tools to attract talent and
co-operate with stakeholders.
Ivan Jimenez Aira,
Managing Director at Bizkaia:talent

10:40  Coffee break

11:00  Skellefteå: branding and investment promotion
How to engage partners in building a brand and helping land a
major investment.
Helena Renström,
Marketing Manager at Skellefteå

11:20  Aarhus: connecting tourism and investment promotion
How to start and lead change and making collaboration
between the private and public sector happen.
Anders Frølund,
Head of Events and Communication Support
at Aalborg University

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

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.

**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

**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.

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

**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

**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

**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

13:30 Q&A followed by investment promotion workshop

13:50 Coffee break

14:20 Small and remote but world famous: marketing small towns

*How several small places have made big things that stand out from the crowd.*

Helena Nordström, TedX speaker, the CEO of Placebrander and a place marketing professional

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

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

Luuk Hellemann, Brand manager of The Hague

**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

**Panel discussion**

13:40 State of Place: data based urban citymaking

14:00 The Hague: branding is marketing plus placemaking

14:20 Small and remote but world famous: marketing small towns

14:40 València: creating an attractive seaside takes more than financial resources
15:50  Edmonton: how a paradigm shift brings results

How to create an identity using a grassroots approach resulting in a brand story that is authentic, lasting and powerful brand on a global stage.

Bernie Borgeson,
Director of Marketing and Communications
at Edmonton Economic Development Corporation

16:10  Polar Bear Pitching: selling your idea waist deep in ice cold water

How boldly embracing the positive uniqueness of a place can lead to great things.

Mia Kemppaala,
Founder of Polar Bear Pitching

16:30  Branding Finland, the happiest country on Earth

Branding the happiest country in the world with values and stakeholders.

Laura Kamras,
Director for Public Diplomacy
at the Ministry of Foreign Affairs for Finland

16:50  Branding Sweden, one of the most reputable countries

How manage one of the best country brands in the world.

Gabriella Augustsson,
Gabriella is the head of Nation Branding
at the Ministry of Foreign Affairs of Sweden

17:10  Closing words
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?

visit: [NordicPlaceBranding.com](http://NordicPlaceBranding.com)

organized by: Future Place Leadership

in co-operation with: Stockholm The Capital of Scandinavia