

Call for Papers for the  
**Inaugural Annual Conference of the  
International Place Branding Association (IPBA)**

**London (Middlesex University), 7-9 December 2016**  
**[Hendon Hall Hotel](#)**

The International Place Branding Association invites papers for its Inaugural Conference, which will take place in London ([Hendon Hall Hotel](#) and Middlesex University Campus) between 7<sup>th</sup> and 9<sup>th</sup> December 2016. The conference builds on the collective success of the earlier International Colloquia on Place Brand Management (London and Aosta), the International Conference on Destination Branding and Marketing series (DBM Macau and Cardiff), 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. 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 establishment of the IPBA is a significant development in the field of place branding and the conference is aimed at both celebrating this development and building on the momentum it creates for the advancement of the discipline.

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 for inclusion in the conference programme. 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).
- 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 media within place branding.
- Elaborate on the role of history and heritage in the branding of places.
- Examine the role of creativity and innovation in place branding strategies.



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- Analyse the significance of stakeholder engagement for effective place branding and methods to facilitate it.
- Detail a potential future research agenda for place branding.

### CONFERENCE TRACKS

The conference will incorporate the following research tracks:

- The STOCKHOLM/Tsinghua Universities City Branding track
- The IFT/USC/WCTR/Surrey University Destination Branding and Marketing track
- The Middlesex/Valle d'Aosta/Lincoln Universities Doctoral Colloquium
- The Poznan University/Best Place Nations and Regions Branding track
- The IPM Place Branding SIG – Place Management track

### PUBLICATIONS PLAN

Selected papers from the conference will feature in a Special Issue of [Place Branding and Public Diplomacy](#), or be invited for publication in the annual IPBA *Place Branding Yearbook*. We 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 as well as IPBA members.

### KEY NOTE SPEAKERS

The conference programme will include key note speeches by leading experts from both the place branding academia and practice.

### CONFERENCE DETAILS


Full conference details will be available at [www.placebranding.org](http://www.placebranding.org). For all registration and accommodation details, please contact the chair of the local organising committee, Keith Dinnie at [k.dinnie@mdx.ac.uk](mailto:k.dinnie@mdx.ac.uk).

### SUBMISSION GUIDELINES

Abstracts in English (between 250 and 400 words, excluding affiliations and references) should be submitted via email to the Conference Co-chair Charles Dennis at [C.Dennis@mdx.ac.uk](mailto:C.Dennis@mdx.ac.uk). Abstracts should include: title, author(s) and their affiliations, type of presentation (academic or practitioner), summary of aims, main approach, key arguments/findings, and references. Times New Roman (font 11) should be used with single spacing, 2.5 cm margins and Harvard style references. A double-blind review process will be undertaken for all submissions. All accepted abstracts will be included in the Book of Abstracts. Conference participants whose abstract has been accepted and who wish to be considered for journal or yearbook publication or for the Best Paper award, must also submit a full paper. Full papers, which should not exceed 5,000 words including references, tables and figures, should be submitted to the Conference Co-Chair Charles Dennis at [C.Dennis@mdx.ac.uk](mailto:C.Dennis@mdx.ac.uk) (style as above). The review panel will nominate papers for a **Best Conference Paper Award**. At least one author of accepted abstracts must register to present by 17/10/2016.

### CONFERENCE ORGANISING COMMITTEE

- TC Melewar (Conference Chair)
- Charles Dennis (Conference Co-chair)
- Keith Dinnie (Local Organising Committee Chair)



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- Pantea Foroudi
- Cristina Fona
- Robert Govers (Representing IPBA)

**PROGRAMME COMMITTEE**

- TC Melewar (Conference Chair)
- Charles Dennis (Conference Co-chair)
- Keith Dinnie (Local Organising Committee Chair)
- Don Dioko (Destination Branding and Marketing Track Chair)
- Magdalena Florek (Nations and Regions Branding Track Chair)
- Hong Fan (City Branding Track Chair)
- Mihalis Kavaratzis (Place Management Track Chair)
- Chiara Mauri (Doctoral Colloquium Chair)

**CONFERENCE SCIENTIFIC COMMITTEE**

- Per-Olof Berg, Stockholm University, Sweden
- Erik Braun, Erasmus University Rotterdam, The Netherlands
- Charles Dennis, Middlesex University UK
- Keith Dinnie, Middlesex University UK
- Don Dioko, IFT Institute for Tourism Studies, China SAR Macau
- Hong Fan, Tsinghua University Beijing, China
- Magdalena Florek, Poznan University, Poland
- João R. Freire, IPAM Marketing School, Lisbon, Portugal
- Rich Harrill, University of Southern Carolina, USA
- Andrea Insch, University of Otago, New Zealand
- Mihalis Kavaratzis, University of Leicester, UK
- Chiara Mauri, Università della Valle d'Aosta, Italy
- T.C. Melewar, Middlesex University UK
- Nigel Morgan, University of Surrey, UK
- Annette Pritchard, Cardiff Metropolitan University, UK
- Heather Skinner, Independent Consultant, Greece
- Sebastian Zenker, Copenhagen Business School, Denmark

**KEY DATES**

Submission of abstracts and registration opens: May 1

Submission of abstracts closes: July 18

Feedback to abstracts: September 5

Submission of full papers closes: October 3

Early Bird Registration closes: October 3

Feedback to full papers: November 7

Registration closes: November 14

Conference: December 7-9

For more information and updates about the conference and the new association, see [www.placebranding.org](http://www.placebranding.org).