



City / Nation / Place

# PARTNERSHIP OPPORTUNITIES

2023



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# Join us in growing the City Nation Place community

Throughout 2023 we plan to continue to grow the audience for City Nation Place online content and events and cement our reputation as the global forum for senior decision-makers working on place brand and marketing strategy.

## CONFERENCES

- 3 conferences
- 118 speakers
- 430 attendees
- 35 sponsors
- 35 one to one meetings delivered

## WEBSITE

- 74,922 total web sessions
- 134,209 total page views
- 108 pieces of content published
- 4337 average users per month

## AWARDS

- 107 entries
- 72 cities and 30 countries represented
- 51 finalists in a Showcase of best practice

## PODCAST

- 13+ episodes
- 14+ participants from 5 continents



I would 100% actually recommend that people with different stakeholder interests in places come along to City Nation Place events. Why? Because you get different views. You get different perspectives from different parts of the UK and indeed the globe.

And now more than ever, we need innovation. We need disruptive ideas, and that only comes from people being together and exchanging those great ideas about their places.

*Dr Martin Reeves, CEO, Coventry City Council*

# HUB PARTNERSHIP OPPORTUNITIES

CityNationPlace.com is becoming the go-to hub for inspirational case studies, best practice advice, and insightful trends analysis in place branding and marketing. In 2023 we will be applying a new focus on continuing to grow the audience by fine-tuning our data acquisition, newsletter marketing, and of course content focus. As a hub partner, you have the opportunity to join the online discussion, share content, and showcase your expertise – building traffic to your own site and generating valuable business leads.

**City Nation Place website article:** Publish an article on our website which we will promote to the CNP community through our fortnightly Connections newsletter and a LinkedIn post **£350**

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**Meet the Experts Listing:** Be highlighted as an expert in your field where the CNP community can find you and have the opportunity to contribute your point of view to 6 x CNP "Ask the Expert" articles each year. You can also share occasional news of resources you have to share with our community via our fortnightly Connections newsletter. **£300 annual subscription**

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**Host a webinar:** Provide a speaker or moderator for a webinar with a topic that demonstrates your expertise, supported by the CNP team in developing the content. Your webinar will be promoted through two x emails to targeted attendees, two x newsletter mentions, and a LinkedIn post. You will receive details of all sign ups and attendees. The webinar recording will remain as a piece of content on the City Nation Place website. **£2500**

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**Host an online round-table:** Host an online round-table discussion for up to 10 attendees, invited personally to join you by CNP from a list of people you have said you would like to meet. Work with the CNP team to develop the content. **£2500**

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**Become a Topic Zone partner:** Associate your organisation with expertise in a particular aspect of place brand and marketing strategy through sponsorship of a topic zone. This includes an article each quarter, a dedicated zone on the website, and a regular newsletter promoting content in this area from City Nation Place and yourself. **3 months: £2000  
6 months: £3000  
5 months: £5000**

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**BEST VALUE - Annual Hub Partnership:** Includes full Meet the Experts benefits, the opportunity to provide two articles a year hosted on the CNP website. 15% discount on a webinar opportunity, and 15% discount on delegate tickets to attend a CNP event. **£750**

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**You also have the opportunity to leverage the CNP team's editorial expertise – if you're short of time or resources to create your own articles, we can propose a tailor-made content marketing package where we will create the interview or articles on your behalf, which will then be promoted through the Connections newsletter and LinkedIn posts.**

City Nation Place is global, and it's a unique opportunity to look at systems of place branding from an economic development side along with tourism and other systems of working together. In my experience, I haven't seen any other opportunities to bring collaboration in that way. It's not just tourism, it's not just economic development, it's the full conversation. It's an exciting opportunity to come together to learn and implement new ideas.

**Anthony Everett, President & CEO at 4VI  
(Formerly Tourism Vancouver Island)**

You've created a truly unique platform that allows us to holistically address the most pressing issues facing our industry and our communities. I thought the content was spot on and can't wait until next time! As a colleague commented to me, "this is THE event for early adopters." Couldn't agree more!!

**Adam Burke, President & CEO, LA Tourism & Convention Board**

This was my first CNP conference, recommended by a peer organization we work closely with. It's been exceptional, and I want more partners to join next year.

**Edward Stockhausen, SVP of Advocacy and External Affairs, Cleveland Neighborhood Progress**

I must give sincere thanks to the team for an inspiring and revitalizing City Nation Place Americas event in Pittsburgh last week. I have a personal way of flagging BIG ideas in my notes – unfortunately this time they ALL seem to have that denotation.

**Tim Chambers, VP of Marketing & Communications, Tulsa Regional Tourism - Visit Tulsa**

# City Nation Place Americas

June 7-8 2023 | New Orleans

City Nation Place Americas brings together the leadership teams of destination marketing organisations and economic development boards across the USA and Canada. Taking place in New Orleans, the 2023 agenda will be built around a two day program of place shaping tours, workshops, conference, and networking events. Our survey of place brand and marketing leaders, plus telephone research with previous and prospective attendees, will guide the development of the conference agenda.

## CONTENT IDEAS

- Developing a unifying narrative to promote your place and to stand out from the crowd
- Attracting new talent to your place
- Improving collaboration with private sector partners to develop sustainable, inclusive districts and communities as place assets
- Working with private sector partners to ensure that your strategy is contributing value to the community
- Re-thinking your place marketing strategy to target new audiences
- Developing new KPIs to accurately measure and reflect the effectiveness of your strategy.

## DELEGATE PROFILE: Americas 2022

149 attendees from towns, cities and states across USA and Canada.

7% place brand organisation  
21% economic development organisation  
40% destination marketing organisation

36% CEO / EVP  
26% Director / CMO / SVP  
17% Vice President

## Conference partnership opportunities

	PREMIUM PARTNER	CONTENT PARTNER	NETWORKING PARTNER	EXPERT PARTNER
Branding on all event marketing: website, email, social	✓	✓	✓	WEB ONLY
Six months listing on Meet the Experts	✓	✓	✓	✓
Provide a presentation or moderate a panel discussion as part of the live event agenda	✓	✓		
Moderate a round table discussion - a group of up to 10 delegates, 45 minutes discussion on an agreed topic	✓	✓	✓	Choose either a round table or 3 1-2-1 meetings
Curated one-to-one meetings	5		5	
Opportunity to provide a Hub article pre- or post-event	✓			
Access to the online networking platform where you can message delegates, arrange meetings etc	✓	✓	✓	✓
Delegate log-ins for your team to join the virtual event	2	2	2	2
<b>Partnership fees in USD</b>	<b>\$10,000</b>	<b>\$6000</b>	<b>\$6000</b>	<b>\$3500</b>

Interesting to hear what other place brand teams are experiencing at City Nation Place UK and it's making me so proud of what we have in Burnley. There's always learnings to be had and things to improve, so I'm excited to head back up north this evening and incorporate them into our plans for 2023 and beyond.

**Rachel Bayley, Burnley Place Brand Manager (Economy & Growth), Burnley Borough Council**

My favourite professional conference of the year - City Nation Place - kicks off in London with CNP UK 22. So far, fascinating discussions about UK place branding from Visit Wales, Visit Scotland, Visit England, the GREAT Campaign of UK, and lots of innovative city and regional DMOs and place branding organisations from Coventry, Exeter, Sheffield, and Cornwall. So many post-pandemic challenges and solutions on the table. Happy to be here with Malcolm Allan and the rest of the Bloom Consulting team, networking, sharing insights, and looking to the future of place branding!

**Dr Giannina Warren, Middlesex University & Bloom Consulting**

Looking forward to meeting other place, investment, and tourism managers and capturing those inspiring examples from towns, cities, and regions across the country as well as catching up with old contacts! I'm glad I brought an empty notebook - I filled one last year!

**Louisa Shaw, Place Brand Manager, We Are Staffordshire**

# City Nation Place UK

September 19, 2023 | Sheffield

City Nation Place UK brings together the leadership teams of local authorities, destination marketing organisations, and economic development teams to focus on how to create and implement a place brand strategy that builds an authentic identity and standout place proposition to attract talent, visitors, and investment.

The 2023 conference will take place in Sheffield, where strong collaboration between place stakeholders is successfully delivering a unified vision for development and propelling the city to achieve media and investment attention.

The 2023 agenda will explore the changing objectives that destination marketing and economic development teams are working towards in order to deliver an effective and more sustainable benefit for the place economy – including a look at private sector and academic collaboration, citizen engagement, place shaping and product development, smarter use of data, sectoral economic development, and building a more sustainable and regenerative tourism proposition.

## DELEGATE PROFILE: UK 2022

97 delegates from UK destinations

23% Local Authorities  
38% Destination Marketing Organisations  
14% Economic Development / BID teams

27% CEO or Managing Director  
42% Director or 'head' of team / function

## Conference partnership opportunities

	PREMIUM PARTNER	CONTENT PARTNER	NETWORKING PARTNER	EXPERT PARTNER
Branding on all event marketing: website, email, social	✓	✓	✓	WEB ONLY
Six months listing on Meet the Experts	✓	✓	✓	✓
Provide a presentation or moderate a panel discussion as part of the live event agenda	✓	✓		
Moderate a round table discussion - a group of up to 10 delegates, 45 minutes discussion on an agreed topic	✓	✓	✓	Choose either a round table or 2 1-2-1 meetings
Curated one-to-one meetings	5		5	
Opportunity to provide a Hub article pre- or post-event	✓			
Access to the online networking platform where you can message delegates, arrange meetings etc	✓	✓	✓	✓
Delegate tickets for your team to join the physical event	2	2	2	2
<b>Partnership fees in GBP</b>	<b>£7500</b>	<b>£4000</b>	<b>£4000</b>	<b>£2500</b>

I haven't missed City Nation Place since its inauguration. Why I keep coming back is for two things...One is to make sure that as a destination, as a DMO, we learn... and for us it's a more realistic way to do collaboration without having to spend hours and lots of flights going all around the world to engage with destinations. You come here, you can do that, and what you also find are kindred spirits.

**Enver Duminy, CEO, Cape Town Tourism**

I strongly recommend anyone with an interest in nation branding, place branding and destination branding to attend City Nation Place London CNP Global 2022

**Jose Torres, CEO, Bloom Consulting**

Delighted to be attending City Nation Place Global - a fantastic line-up of national and international speakers and destinations.

**Odhran Dunne, CEO, Visit Derry**

Listening to the case studies of our colleagues from visitbrussels, Copenhagen Capacity, Invest Lithuania, Ministry for Foreign Affairs of Finland, or Brand Tasmania has sparked lots of ideas for developing the Prague brand. Thank you for the opportunity to participate and we can't wait for next year!

**Representative of Prague City Diplomacy**

Thank you CNP for another illuminating conference - you remain my playground of inspiration!

**Joanna Landau, Founder & CEO, Vibe Israel**

# City Nation Place Global

London || November 8 - Think Tank, Tour, half-day of Conference || November 9 - Conference & Awards

City Nation Place Global brings together the leadership of nation branding teams, destination marketing organisations, investment promotion agencies, economic development teams, and regional and city marketing boards to focus on how to create and implement a place brand strategy that builds an authentic identity and stand out place proposition to attract talent, visitors, and investment.

The 2023 conference will explore the macro challenges impacting the world and how place brand and marketing organisations can respond, as well as the challenge of delivering smarter, more innovative, and more sustainable strategies to build the place reputation and economy. Our agenda will focus on private sector engagement in the place brand strategy; building authentic and differentiated place brand narratives; enabling community-led place branding and marketing; evolving KPIs and how place organisations can benchmark their performance.

## DELEGATE PROFILE: GLOBAL 2022

123 registered attendees

18% National government / country brand  
21% City / Regional brand  
25% Economic development  
31% Tourism development

20% President / CEO / Managing Director  
24% CMO / Marketing Director  
25% Director / SVP

## Conference partnership opportunities

	PREMIUM PARTNER	CONTENT PARTNER	NETWORKING PARTNER	EXPERT PARTNER
Branding on all event marketing: website, email, social	✓	✓	✓	WEB ONLY
Six months listing on Meet the Experts	✓	✓	✓	✓
Provide a presentation or moderate a panel discussion as part of the live event agenda	✓	✓		
Moderate a round table discussion - a group of up to 10 delegates, 45 minutes discussion on an agreed topic	✓	✓	✓	Choose either a round table or 3 1-2-1 meetings
Curated one-to-one meetings	5		5	
A branded meeting point in the networking area	✓	✓	✓	✓
Opportunity to provide a Hub article pre- or post-event	✓			
Access to the online networking platform where you can message delegates, arrange meetings etc	✓	✓	✓	✓
Delegate tickets for your team to join the physical event	2	2	2	2
<b>Partnership fees in GBP</b>	<b>£11,000</b>	<b>£6000</b>	<b>£6000</b>	<b>£3750</b>

# City Nation Place Awards

The City Nation Place Awards benchmark the best, the brightest, and the most innovative in place branding and marketing strategies from around the world. Now in their ninth year, we're planning on hosting the 2023 Awards ceremony at the close of the Global conference in London.

## CATEGORIES:

-  BEST CITIZEN ENGAGEMENT
-  BEST COMMUNICATION STRATEGY
  - ECONOMIC DEVELOPMENT
  - PLACE BRAND
  - TOURISM
-  BEST USE OF DATA
-  BEST USE OF DESIGN
-  PLACE BRAND OF THE YEAR



"Congratulations to all the winners! Great work! And as for the City Nation Place team, what an amazing event! Cheers!"  
**Daniel Valverde, Country Brand Director, essential Costa Rica**

## Partnership opportunities:

Exclusive sponsorship of a category at the 2023 Awards:

- Branding on all marketing - website, emails, social - in relation to that category
- Opportunity to present the Award to the winner
- Branding on all relevant finalists' case studies published in the 2023 Awards Showcase book
- Full page ad in the 2023 Awards Showcase book

**Partner fee: £3000 per category OR £4000 for Place Brand of the Year**

"The beauty of CNP is that it invites global places of different sizes and functions: from cities, to regions, provinces to nations even continents. All sharing each other's marketing strategies, tactical executions and operational activities. This broad approach makes the conference very worthwhile."

**Peter Kentie, Managing Director,  
Eindhoven 365**

## Join us as a strategic partner

A Strategic Partnership offers the opportunity to build your network and business opportunities with the City Nation Place Community throughout the year.

Invest £15,000 or more in sponsorships across our portfolio of events and you will also benefit from annual Hub Partnership:

- Be highlighted as an expert in your field where the CNP community can find you
- Have the opportunity to contribute your point of view to 6 x CNP articles a year
- Opportunity to provide 2 x articles a year for hosting on the CNP hub
- 15% discount on hosting a webinar
- 15% discount on delegate tickets to attend any City Nation Place event

### PLUS:

- Premium branding as a Strategic Partner on the City Nation Place hub
- The opportunity to provide City Nation Place Connections members with exclusive / preview access to reports or research data

Interested in  
being  
involved?



#### CONTACT

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