



WELCOME TO THE CITY NATION PLACE WORLD CONGRESS

2020 has been a year of unprecedented challenges – for governments, for business, and for people. As the world moves, falteringly, from crisis to recovery mode, place brand and marketing leadership teams will be challenged to deliver strategies for rebuilding place economies that are more resilient, and more sustainable. The City Nation Place World Congress will provide an opportunity to come together online to explore actionable ideas and be inspired by success stories.

SCHEDULE

Wednesday 11th November

05:00 - 08:30 UTC

ASIA PACIFIC

09:00 - 13:30 UTC



15:00 - 19:00 UTC

**LATAM
& CARIBBEAN**

Thursday 12th November

09:00 - 16:30 UTC



17:00 - 18:00 UTC

AWARDS

DON'T MISS...



Inspiring keynote presentations from place brand leaders around the world



Share ideas and experience with fellow delegates in intimate think tank discussions



Connect with place brand professionals from around the world with our online networking platform



Learn from other place stories and benchmark your recovery strategy



Discover how economic development and destination marketing teams can collaborate to build a more resilient future

"It was an outstanding event. We are very happy for the possibility to join the City Nation Place branding community. The award will be the best motivation to move forward."

Marius Gurskas, Head of Brand Lithuania Unit

Jacob Gordon, CEO, Downtown Jacksonville

"I would not have normally attended this conference so it was a great opportunity to see what it was as an online experience... I met a few people I didn't know all over the world, and that was my goal, as much as the content."



PLUS access it all from the comfort of your home or office - no travel needed!



ASIA PACIFIC

Audience profile:

- Senior decision-makers working in foreign, tourism, trade, and culture ministries
- CEOs, CMOs, and other senior team members from destination marketing organisations, economic development boards, and investment attraction

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Sample agenda topics:

- Impact of COVID-19 on international perceptions of nation brands in the Asia Pacific region
- Strategies for sustainable recovery
- Harnessing data to improve strategic effectiveness
- Collaborating with the private sector to attract tourism, investment, and talent

Confirmed speakers include:



Lynette Pang, CMO, Singapore Tourism Board



Todd Babiak, CEO, Brand Tasmania



Edith Wong, CMO, Invest Hong Kong

<https://www.citynationplace.com/asia-pacific>

UK

Audience profile:

- CEOs and local authority leadership teams
- CMOs, and other senior team members from destination marketing organisations, BID teams, and investment attraction agencies
- Mayoral teams

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Sample agenda topics:

- Brand Britain on the world stage
- Rebuilding consumer confidence in destinations
- Leveraging your culture to drive recovery post-COVID-19
- Building wellbeing into your urban spaces
- Ensuring equitable development for a more resilient future

Confirmed speakers include:



Dan Ramsay, Director, GREAT Britain Campaign



Susan Aitken, Council Leader, City of Glasgow



Sir Nicholas Serota, Chair of Arts Council England & member of the UK Culture Recovery Taskforce

<https://www.citynationplace.com/uk>

LATAM & CARIBBEAN

Audience profile:

- Country Brand teams
- Senior decision-makers in foreign, tourism, trade, and culture ministries
- CEOs, CMOs, and senior team members from destination marketing organisations, and investment attraction agencies

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Sample agenda topics:

- Fostering regional collaboration to drive trans-national recovery
- Understanding how the post-COVID-19 world sees Latin America & the Caribbean
- How state, city and regional brands can provide a focal point for recovery
- Rebuilding for a sustainable future

Confirmed speakers include:



Ivan Eskildsen, Minister for Tourism, Panama



Larissa Perdomo, Country Brand Manager, Uruguay XXI



Ana María Badel, Executive Director, ProBarranquilla

<https://www.citynationplace.com/lac>

GLOBAL

Audience profile:

- Senior decision-makers working in foreign, tourism, trade, and culture ministries
- CEOs, CMOs, and other senior team members from destination marketing organisations, economic development boards, and investment attraction

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Sample agenda topics:

- CEO panel: key learnings from 2020 & rebuilding with a new vision
- Quantifying the intangible benefits of tourism for place economies
- Reshaping place economies to support sustainable development
- Exploring the changing dynamics in the global talent market

Confirmed speakers include:



Fiona de Jong, Head of Australia's Nation Brand, Austrade



Keith Tan, CEO, Singapore Tourism Board



Sharon Landes-Fischer, Acting CEO, Tel Aviv Global & Tourism

<https://www.citynationplace.com/global>



Shout about your success at the 6th annual City Nation Place Awards!
Enter before the **10th September** for your chance to win.

[ENTER HERE](#)

<https://www.citynationplace.com/awards>



DELEGATE RATE CARD



Delegate fees for government teams, government funded organisations, DMOs, IPAs, economic development teams, city and regional marketing boards, BID teams, etc.

	Early Bird - before 18 Sept		Standard rate - after 18 Sept	
	Individual	Team [up to 10]	Individual	Team [up to 10]
City Nation Pace Asia Pacific	£65	£245	£95	£345
City Nation Pace UK	£65	£245	£95	£345
City Nation Pace LatAm & Caribbean	£65	£245	£95	£345
City Nation Pace Global	£125	£465	£175	£565
City Nation Pace Global + one regional	£175	£655	£225	£795
All area access	£225	£795	£295	£995

Delegate fees for consultants, agencies, media owners, academics and other organisations offering solutions and advice to place based teams

	Early Bird before 18 Sept	Standard rate after 18 Sept
City Nation Pace Asia Pacific	£95	£125
City Nation Pace UK	£95	£125
City Nation Pace LatAm & Caribbean	£95	£125
City Nation Pace Global	£145	£195
City Nation Pace Global + one regional	£195	£245
All area access	£295	£375

BOOK NOW

Contact us to discover how consultants, media owners, and agencies can create a bespoke package be involved with the City Nation Place World Congress



CONTACT

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