

City/Nation/Place Global22

9-10 November | London

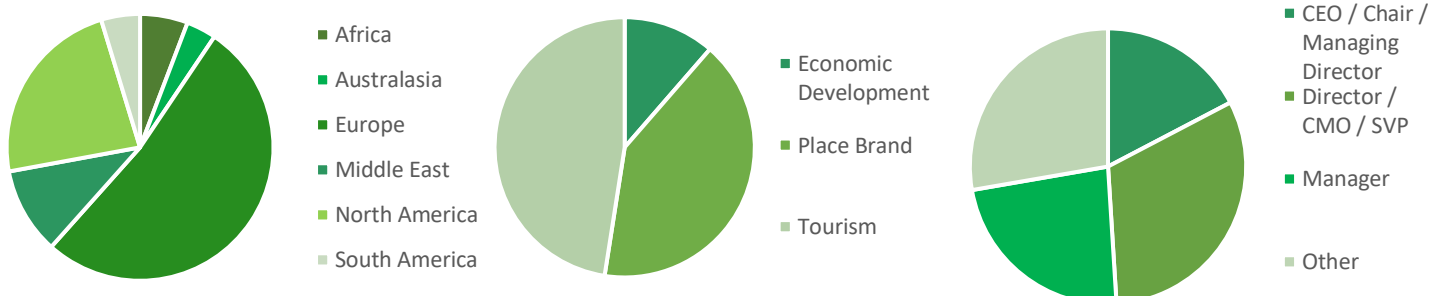


Your opportunity to meet place brand and marketing leaders from around the world

City Nation Place brings together the leaders of country branding teams, regional and city marketing boards, destination marketing organisations, investment promotion agencies, and economic development organisations. The conference aims to provide inspiration and ideas, and an opportunity for places to share experiences and make new connections. The event program provides a limited number of opportunities for consultants and solutions providers to lead the conversation and promote your organisation's services.

CNP Global in numbers

In 2021, we welcomed 275 physical and virtual attendees from 32 different countries to CNP Global, with a full marketing reach of +18000 people.



2022 Event Plan

DAY ONE: Wednesday 9 th November	DAY TWO: Thursday 10 th November
Morning: Optional extra sessions for delegates... <ul style="list-style-type: none"> THINKTANK – Two x 90-minute workshop sessions for up to 40 delegates PLACE-SHAPING TOUR – Choice of two insider-guides to up and coming London districts Afternoon: <ul style="list-style-type: none"> Plenary conference session Evening drinks reception Evening dine-around 	<ul style="list-style-type: none"> Optional breakfast briefing Full day conference agenda including sponsored breakout sessions Closing session announcing winners of the 2022 City Nation Place Awards Closing drinks



Partnership opportunities

All our Global Content & Networking Partners benefit from marketing and branding exposure:



Website branding



Branding on all marketing emails



Branding on social media posts promoting your content session



Branding on site at the event welcome signage

For Think Tank, Breakfast Briefing and Session partners **only**, this also includes the stage set



Two tickets for your team to attend the event



Access to the online networking platform, opened one week before the conference enabling you to message delegates you would like to meet up with, etc



Six months' inclusion on the Meet the Experts page at citynationplace.com, including the opportunity to contribute to monthly "Ask the Experts" articles created by the CNP editorial team

Content Partners

Showcase your expertise and lead the conversation at the conference with a content package.

Think Tank Partner

- Lead a 90-minute workshop session for up to 40 delegates on the morning of **Wednesday 9th November**
- Work with the CNP team to develop the workshop focus that must have relevance for all delegates, whether working on a nation, region, or city brand and whether working across all brand objectives, or tourism, or investment attraction, or economic development.
 - Provide a short opening presentation
 - Set the parameters and questions for round table discussion
 - Moderate a feedback session
- Provide an interview or article on citynationplace.com in advance of the conference to preview your content session

Breakfast Briefing Partner

- Host a 45-minute breakfast briefing on the morning of **Thursday 10th November** before the start of the conference plenary session for up to 40 attendees.
- Curate the attendee list – delegates are invited to apply and you have the opportunity to approve who joins; you also have the opportunity to target invitations to specific delegates.
- Structure the briefing session however you like – presentation / discussion
- Breakfast catering for all attendees is included
- Provide an interview or article on citynationplace.com in advance of the conference to preview your content session

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Session Partner

- Own a 35-minute breakout session included on day two of the conference agenda, on the morning of Thursday 10th November.
- Shape the content for this session however you wish – launch a new research report, introduce and moderate a panel of place leaders, share a focused case study with a co-client speaker. The CNP editorial team can provide support as required.
 - Provide an interview or article on citynationplace.com in advance of the conference to preview your content session

Networking Partners

Connect with our delegates through one of our facilitated networking packages to build new leads.

Meetings Partner

- Benefit from having five guaranteed one-to-one delegate meetings set up for you by our team.
- We'll provide you with earlier access to the delegate list and invite you to choose up to 20 people you would like to meet – we will then set up meetings with five people from this list, scheduled as 10-minute appointments in conference breaks.

Dine-Around Partner

- Host a group of delegates for dinner as part of our Global Dine-Around on the evening of **Wednesday 9th November**.
- The CNP team will organise all the logistics, offering you a choice of restaurants and menu options and allocating up to 10 conference delegates as your guests.

Drinks Reception Partner

- Benefit from branding as the host of the official Welcome Drinks Reception on the evening of **Wednesday 9th November** – for all Global delegates and also for the attendees of the co-located City Nation Place UK conference.
- Receive branding on emailed invitations and signage at the drinks reception
- Opportunity to provide a short welcome address [3-5 minutes]

Interested in finding out more? Email our Head of Partnerships, Liz Watson, on liz@citynationplace.com to discover how you can create bespoke packages to ensure you get the full benefit of partnering with us.