



The Forum For Strategic Place Branding and Marketing

5–6 June 2018
NEW YORK

Program

Tuesday 5 June

Place Making Field Trips in New York City

am

Optional exclusive two-hour visits to the city's most ambitious projects, some not yet open to the public.

pm

Opening conference session followed by an evening welcome reception

Welcome Reception

A networking evening for all delegates, featuring the "America's Best City Brands" awards, hosted by Resonance Consultancy

Wednesday 6 June

City Nation Place Americas

Full conference day followed by closing drinks

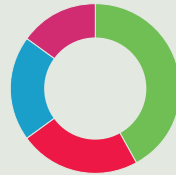


SCHOOL OF PROFESSIONAL STUDIES

Who will attend?

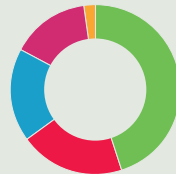
The first City Nation Place Americas conference attracted 200 delegates from across North, Central & Latin America including

- State marketing teams
- City mayors & mayoral teams
- City marketing teams
- Destination marketing organizations
- Economic development organizations
- Urban planners & developers



Delegate by organization

Tourism/destination marketing organization	42%
City government/city marketing organization	23%
Economic development organization	20%
Country marketing organizations	15%



Delegate by job title

Director/SVP	45%
CEO/President	20%
Manager/Advisor/Analyst	18%
Chief Marketing Officer	15%
Academic	2%

Testimonials

"Excellent presentations and extremely timely, relevant topics!"

Mark Ickes, Explore Altoona

"I thought the speakers were wonderful and the content was rich".

Caroline Joy, City of Westminster

"It was insightful and very useful for professionals who plan country or city branding".

Keneshia Nooks, Jamaica Promotions Corporation (JAMPRO)

"I liked the focus of the conference. In today's market it is important to develop strategies for place building rather than simply focusing on tourism promotion".

Mary Rittmann, Visit Tucson



Partnership Opportunities for City Nation Place Americas 2018

Opportunity to host a private briefing over breakfast or lunch, on a topic of your choice

Content Partner

Yes

OR
Opportunity to host a break-out session

Networking Partner

OR
Opportunity to participate in a plenary panel discussion

Delegate Partner

Exhibition stand in networking area

Yes

Yes

Opportunity to provide a blog, thought-piece or case study for citynationplace.com, with social media support

Yes

Yes

Partner branding on all marketing materials, including the website with a link to your site

Yes

Yes

Tickets for clients or prospective clients

3

2

1

Full page ad or thought-piece in the Delegate Book

Yes

Yes

Yes

Access to the online networking hub for all attendees

Yes

Yes

Yes

Delegate tickets

3

2

1

Package price guide

\$15,000

\$5,000

\$2,500

