



City Nation Place Asia Pacific

The Forum For Strategic Place Branding and Marketing

Host Partner:



16–17 May 2018
SINGAPORE

In Asia Pacific, seismic shifts in the global status quo have injected a new sense of urgency in terms of addressing place branding strategy. Changing priorities and perceptions around the world are creating a unique opportunity for nations, cities, provinces and destinations in Asia Pacific to differentiate themselves on the world stage.



Key conference themes

Through a mixture of keynotes and focused break-out sessions, City Nation Place Asia Pacific will address essential region-specific issues including:

- Achieving a cohesive, consistent and authentic place brand
- Collaborative place branding
- The private sector's role in place branding and public diplomacy
- Effective place brand communication
- Digital diplomacy and place branding
- The role of major events in place brand strategy
- Where culture, fashion and food fit into place brand strategy
- The link between place making and place branding
- Place branding and sustainability
- Stakeholder engagement and managing politicisation of place branding
- Citizen engagement in place brand strategy
- Activating diasporas and nurturing place brand ambassadors

Who will attend?

- Ministers and ministerial teams for tourism, trade, investment and foreign relations
- Mayoral teams and city marketing boards
- Senior teams from tourism promotion organisations and investment promotion organisations

Why partner?

Asia continues to offer the most potential for consultants, agencies and media owners keen to work with government teams and government funded organisations on place branding projects and communications. There are a limited number of opportunities to align your expertise with this new independent forum and generate leads through content and networking.



Partnership Opportunities for City Nation Place Asia Pacific 2018

Opportunity to host a private briefing over breakfast or lunch, on a topic of your choice
OR
Opportunity to host a break-out session
OR
Opportunity to participate in a plenary panel discussion

Exhibition stand in networking area

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

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

Tickets for clients or prospective clients

Full page ad or thought-piece in the Delegate Book

Access to the online networking hub for all attendees

Delegate tickets

Package price guide

Content Partner

Networking Partner

Delegate Partner

Yes

Yes

Yes

Yes

3

Yes

Yes

3

SGD \$20,000

Yes

Yes

Yes

Yes

2

Yes

Yes

2

SGD \$10,000

Yes

Yes

Yes

Yes

1

Yes

Yes

1

SGD \$5,000

