

CITY NATION PLACE



Specialised training for place branding and place marketing

Place branding and marketing is more complex than mainstream marketing, with more agents, stakeholders, revenue and governance structures. It is also a rapidly evolving industry, building and using tools from disciplines ranging from sociology to psychology, and politics to design.

Understand and master industry-specific tools to apply in your job from day one. Learn best practices and avoid costly blind alleys. Exchange experience and build own networks with your peers around the world.



Who is this for?

Place marketing and promotion professionals from:

- ▶ DMOs
- ▶ Economic Development Organisations
- ▶ Chambers of Commerce
- ▶ Place Promotion Agencies
- ▶ City/Region/Country Governments

2025

4th November - 9th December
Every Tuesday at:
EST 9am / MST 7am / GMT 2pm
/ CEST 3pm

2026

10th February - 17th March
Every Tuesday at:
GMT 7am / CEST 8am / ACDT
5:30pm / NZDT 8pm

Visit the website citynationplace.com/accelerator for more information

How will you learn?

Our online place branding course gives you the practical tools, expert insight, and peer network to design and deliver a successful place brand strategy.

A hands-on, interactive course designed to help you create a real plan for your place.

You'll learn through:

**Live sessions**

Six two-hour online modules over six weeks

**Small group learning**

Limited to 15 participants for maximum interaction

**Applied assignments**

Build your personalised Place Brand Development Plan step by step

**Global network**

Collaborate online with peers from around the world

**Expert tuition**

Practical insight grounded in global case studies

**Certification & toolkit**

Earn a certificate of completion and take away a reference guide on place branding success capturing all your key learnings

Course tutors:



Clare Dewhirst
Director
City Nation Place



Dr Natasha Grand Norman
Director
INSTID



Mary Harris
Director
Bird Global Advisory

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Lessons:

1

The fundamentals of place branding

Lay the foundations for success.

Understand why place branding matters, what it can achieve, and the hallmarks of strong strategies. Learn how to avoid common barriers and recognise the stages of the branding journey, ensuring your strategy is rooted in an effective understanding of what a place brand strategy can achieve for your country, region, or city.

Topics:

Emergence and evolution of the industry / Core concepts / Strong place brand hallmarks / Barriers to place branding / Stages of the place branding journey

2

Place positioning and place identity

Define what makes your place stand out.

Understand how to uncover your place's true identity, align around a core idea, and articulate a brand story and vision that resonates with both internal stakeholders and external audiences.

Topics:

Blind alleys and common mistakes / What place identity is / Methods for unveiling place identity / Place personalities

3

Working with stakeholders

Turn collaboration into advantage.

Learn how to identify, map and engage stakeholders, build genuine partnerships, and activate your brand through both the private sector and citizens.

Topics:

Stakeholder mapping / Stakeholder personas / Collaboration compass / Amplification and activation through private sector partnerships / Best practice in citizen engagement



Lessons cont...

4

Communicating your place brand essence

Bring your story to life.

Explore how to build brand equity through creative communications, behavioural marketing, and innovative activation, moving beyond advertising to create lasting impact.

Topics:

Value creation in place marketing / Marketing for Place Personalities / Seven golden rules of communication / Best practice in brand activation

5

Building your brand in a changing media landscape

Cut through the noise.

Understand shifting audience behaviours, and learn how to make your brand discoverable in an era of disinformation, crowded content, and AI-driven search. You'll understand how to amplify your brand to the right people at the right time through the right media.

Topics:

Audience segmentation / Audience journeys / Earned vs paid strategies / Discoverability in an AI-driven world

6

Measuring for success and building for the future

Set your brand up for success.

Learn how to choose the right KPIs for place branding and place marketing and use them effectively. Understand when and how to get the best work from consultants, and build governance structures that sustain momentum.

Topics:

Stakeholder mapping / Stakeholder personas / Collaboration compass / Amplification and activation through private sector partnerships / Best practice in citizen engagement

BOOK HERE

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