

AN INTRODUCTION TO PLACE BRAND STRATEGY & MARKETING

A Participative Workshop delivered by Placematters and Chart Lane



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Why Brand Places?

Over the last ten years there has been a significant growth of interest in the concept of branding places. Quite a number of towns and cities world-wide have attempted to brand themselves for particular purposes. Successful place branding campaigns require expertise. How can you acquire it?



What the Workshop Covers

- The evolution of place brand strategy
- Tools for effective place brand strategy and its implementation
- Examples of effective place branding and marketing
- Application of the tools – group work exercises
- The role of targeted marketing in communicating brand strategy
- Assessment of participants learning lessons

Why You Should Attend this Workshop

If you are considering developing a brand strategy for your place, destination, attraction or new development you will:

- Receive a useful grounding in the application of commercial brand strategy to the development of places
- Understand the principles and practices of effective place brand strategy
- Understand the relationship between brand strategy and brand marketing
- Understand the benefits that a rigorous brand strategy could create for your place



Workshop Delivery

The workshop is delivered by Malcolm Allan and Ross Sturley in a very interactive style with active participation by attendees encouraged.

Malcolm is the founder of Placematters, a specialist UK consultancy focussed on the development, and delivery of place brand strategy.



Ross is the founder of Chart Lane, a strategic communications consultant with experience in property, regeneration and economic development.

Location and Price

If you are interested in attending this workshop please contact us at info@placematters.co and if you would like us to run the workshop for your team please let us know.