

PLACE MARKETING FORUM 2025

THE MAJOR EVENT FOR PLACE MARKETING
12TH EDITION

5 & 6 june 2025 - Campus Sciences Po Reims
1 PLACE MUSEUX, 51100 REIMS



**DRAW INSPIRATION FROM FRENCH AND
INTERNATIONAL INITIATIVES IN ATTRACTIVENESS
AND PLACE MARKETING**

www.placemarketingforum.com

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G T
For Université

Chaire Attractivité
& Nouveaux Marketing Territorial

GRAND REIMS
COMMUNAUTÉ URBAINE

-REIMS
LÉGENDR'



#PMF

12th Edition of the Place Marketing Forum: A Gathering Designed for Stakeholders in Territorial Attractiveness!



For over **12 years**, the Attractiveness and New Place Marketing Chair has organized the leading international event on place marketing and territorial attractiveness: the Place Marketing Forum.

This international event brings together nearly **300 decision-makers, elected officials, professionals, and managers** each year, all dedicated to tackling the challenges of territorial attractiveness.

A Glimpse of the Speakers from the #PMF24 Edition



Frédéric RAYMOND
PLACE AUX JEUNES EN REGION
Director



Nicky TORENSEN
NEW ZEALAND STORY
Director of Consulting



Fabio SACCO
VAL DI SOLE TOURISM BOARD
Director



Amélie DROUET
HEADSTART
Communications Specialist

All stakeholders are invited to draw inspiration from initiatives and best practices implemented in territories at various scales (regions, departments, metropolitan areas, intercommunalities, medium and small cities), or by organizations working for territorial development (attractiveness agencies, economic development agencies, tourist offices, regional tourism committees, associations, businesses, etc.).



An Eductour on the Host Territory of the Edition

You can't talk about territorial attractiveness without giving participants the opportunity to visit the iconic sites of the host territory for the PMF edition. In collaboration with the host territory, we are organizing a thematic tour ahead of the event. This is a great opportunity for participants to meet local stakeholders and enjoy this fun moment for networking!

Conferences, Think Tanks, and Round Tables

These sessions shine a spotlight on several initiatives and projects from French and international territories, identified by the Chaire's monitoring team. During this new edition, two main themes will be addressed in conferences and workshops: on the one hand, the use of AI to enhance territorial attractiveness with its applications in economic, tourism, and residential attractiveness, and on the other hand, student attractiveness (attracting and retaining students).

Four think tanks will also be held in parallel to highlight the work of the Chaire and its partners on themes such as health and well-being, governance and partnerships, challenges of metropolitan areas, business tourism (MICE), and major events.

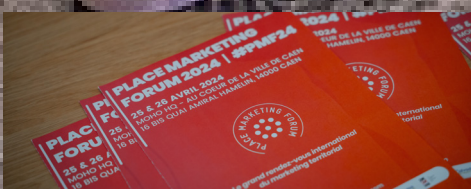
Various panels of experts, from both professional and academic backgrounds, will participate in roundtables to share best practices and insights on these key issues.



The evening's location : *the Musée Saint-Remi,*
53 Rue Simon, 51100 Reims

A Networking Evening and Social Moments

A unique evening that highlights the host territory. This moment of the event provides participants with a friendly and informal setting to co-create and foster new partnership relationships. We ensure that this evening is filled with engaging activities, as well as moments of discussion on initiatives aimed at promoting more virtuous territorial attractiveness, with a focus on the environment and its residents/users.



THE PMF25 ORGANIZING TEAM

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