

PLACE MARKETING FORUM 2021

The great event of place marketing

September 16th & 17th, 2021 – Parc Chanot, Marseille

8th edition



5 INTERNATIONAL PROJECTS
ANALYSED & REWARDED

6 CONFERENCES

2 THINK TANKS

4 WORKSHOPS

60 SPEAKERS

#PMF21
**A CONVIVIAL
AND SHARING
MOMENT**

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2 days to discover and discuss new trends and best practices in place marketing around the world

The Place Marketing Forum is an annual international meeting of managers – decision-makers who deals with issues of territorial attractiveness. It is organised by the Attractiveness and New Territorial Marketing Chair of the Institute of Public Management and Territorial Governance (IMPGT), Aix-Marseille University. Each year, the objective is to present, exchange and reward remarkable cases that illustrate the best practices of territorial marketing and attractiveness all around the world.

PLACE MARKETING AWARDS

5 outstanding cases will be rewarded in the following categories: tourism, economic development, major projects, branding and territories with specificities.



CONFERENCES

around the major themes of territorial marketing and attractiveness. They will shed light on rewarded cases and the national and international challenges facing territories.



WORKSHOPS & THINK TANKS

will be animated by experts in interactive and collaborative formats. One new feature this year, participants will have the opportunity to share their points of view during think tanks, which will address different flagship topics: tourism, sustainability, wellness, health etc.



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FORMER REWARDED PROJECTS



#PMF20



#PMF19



#PMF18



#PMF17



#PMF16



#PMF14

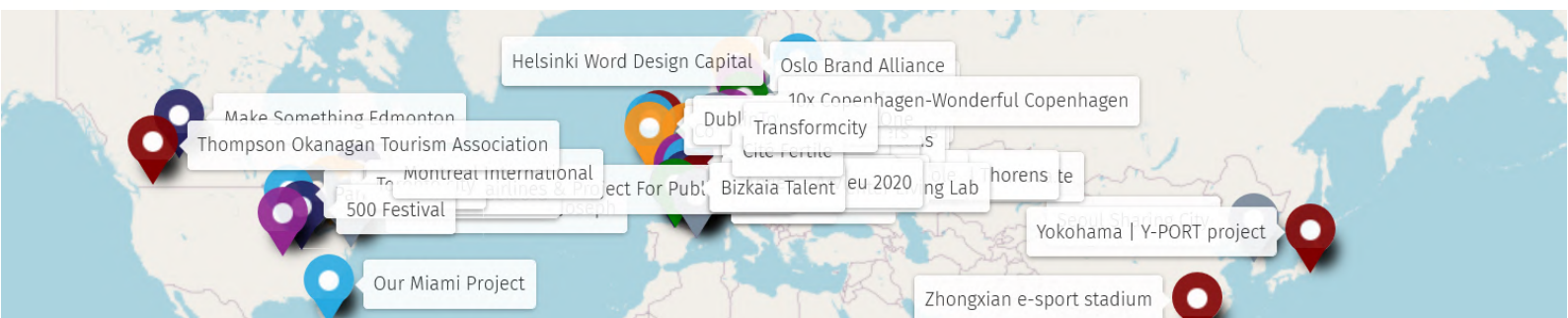


ST>RT-UPCHILE

#PMF13



GUGGENHEIM BILBAO



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NETWORKING & CONVIVIALITY

This annual event aims to offer participants a unique opportunity to discuss new place marketing challenges. With this in mind, different times will be dedicated to encourage moments of sharing between professionals and territorial attractiveness enthusiasts. Workshops, lunch and networking evening, all placed under the sign of conviviality.



#PMF21 A PHYGITAL AND ECO-FRIENDLY EVENT

For its new edition, the Place Marketing Forum is getting a new look and will be presented in a new format. The goal is to adapt to the current health situation and make the PMF experience even more enjoyable and user-friendly. Participants will be able to choose between coming physically to the Parc Chanot, or virtually thanks to the conferences live broadcast option, directly from their screen. And what about the environment? Our answer is "Eco-responsibility" by reducing the event's environmental impact as much as possible (in particular with the choice of a venue committed to a Corporate Social and Environmental Responsibility approach, the selection of a caterer certified ISO 20121 "Responsible management applied to the event business", etc.).



MORE INFORMATION:

WWW.PLACEMARKETINGFORUM.COM



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