

PLACE MARKETING FORUM 2022

THE GREAT EVENT OF PLACE MARKETING
The Chair's 10 year anniversary edition
14th & 15th April 2022 – WTC Grenoble and remotely

 A new and inspiring format for the 
10th anniversary of the Chair



A UNIQUE EVENT
INTERNATIONAL SPEAKERS
INSPIRING CONFERENCES

10 YEARS OF SHARING
BEST PRACTICES AND
CONVIVIALITY



placemarketingforum.com

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10 years

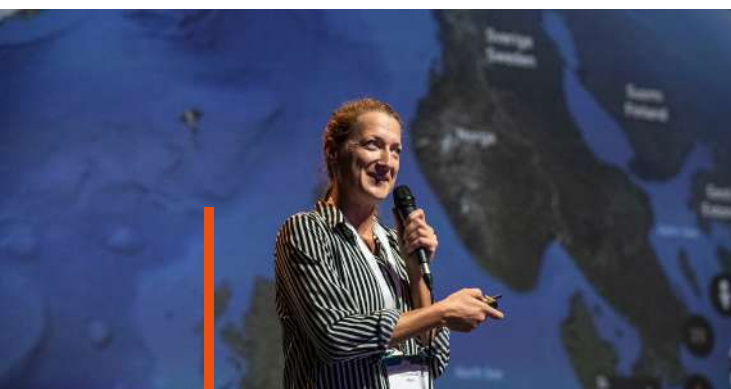
The New Place Marketing and Attractiveness Chair celebrates its 10th anniversary with the new edition of the Place Marketing Forum, the great meeting of territorial marketing!



For more than 10 years, the Chair has been organising the most important international meeting on place marketing and attractiveness. Each year, this international event gathers more than 350 decision-makers, elected officials and managers concerned by the issues of territorial attractiveness, in France and abroad.

Moa BJÖRNSON
Head of Development
Municipality of Traena
PMF21 edition laureate

58 international organisations came to present their project



More than fifty international organisations had the opportunity to present their approach at the Place Marketing Forum, covering several themes such as place branding, economic development, tourism etc.

International





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Sharing

A place to keep on questioning and nurturing reflections on the challenges faced by the territories



The sharing of good practices and constructive exchanges are part of the event's DNA. For this new edition, the PMF has reinvented itself to highlight international organisations and initiatives, presented by inspiring top speakers. The issues addressed by the experts will revolve around the major topics of sustainability, health, governance, environmental transition, economic development and many more.



Convivial

A networking evening to encourage professional encounters and to bring about new collaborations

A unique evening that highlights the host territory and encourages exchanges between experts, professionals and those who are passionate about place marketing and attractiveness. This high point of the event offers participants a friendly and informal environment to co-construct and generate new ideas and new international partnerships.





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Grenoble-Alpes Métropole, European Green Capital 2022 and host territory of the #PMF22

The Grenoble metropolis brings together 49 municipalities and has more than 450,000 inhabitants. This Alpine metropolis located in the heart of the Auvergne-Rhône-Alpes region, one of the most dynamic regions in Europe, is characterised by its economic dynamism and its subtle balance between a preserved environment and a developed urban centre. The Green Grenoble 2022 project is part of a desire to inspire and encourage French and European territories to respond to climate and environmental issues.



The Place Marketing Forum will bring together in Grenoble some rewarded projects of the last 10 years and renowned structures in the field of territorial attractiveness, with representatives of European cities and metropolises that will be particularly sensitive to the Green Capital label. Sharing experiences, inspirations and initiatives in favour of a more virtuous territorial attractiveness, with actors concerned by the environment and its citizens, will contribute to a better acculturation to the most current practices and trends in France and in the world.





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They came from all over the world to present their approach at the Place Marketing Forum



PMF21



Helsinki



TASMANIAN

PMF20

10xCOPENHAGEN



Transformcity

PMF19



PMF18



MAKE SOMETHING EDMONTON



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PMF17



PMF16



PMF14



PMF13



Frédéric RAYMOND
Director
Place aux jeunes en région
PMF21 edition laureate



Inspiring, innovative,
emblematic initiatives
that can be replicated in
other territories

Performance





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The Place Marketing Forum organising team



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ALAUX**
Chaire A&NMT
Director



**Sarah
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