

# PLACE MARKETING FORUM 2023

THE GREAT EVENT OF PLACE MARKETING

10<sup>TH</sup> EDITION

12<sup>th</sup> & 13<sup>th</sup> April 2023 – Pierre Baudis Convention Centre  
Toulouse-Région Occitanie and remotely



GET INSPIRED BY FRENCH AND  
INTERNATIONAL INITIATIVES



[www.placemarketingforum.com](http://www.placemarketingforum.com)



# #PMF

**10th edition of the Place Marketing Forum: a phygital meeting designed for the professionals working for territories attractiveness!**



For more than 10 years, the Place Marketing and Attractiveness Chair has been organising the most important international meeting on the topics of place marketing : the Place Marketing Forum. This international event gathers every year **nearly 350 decision-makers, elected officials, professionals and managers** concerned by the challenges facing territories, in France and abroad.



**Norbert KETTNER**  
Vienna Tourist Office  
AUSTRIA  
Speaker PMF22 edition

All actors are invited to draw inspiration from initiatives and good practices, carried out in territories of all scales (regions, departments, metropolises, municipalities, medium-sized and small cities) or by structures working for the development of territories (attractiveness agencies, economic development agencies, tourist offices, regional tourism committees, etc.)

# INDICATORS EVALUATION IMPACT

## An Eductour in the host territory of the edition

We cannot talk about place attractiveness without giving participants the chance to visit the iconic spots of the city. In collaboration with our partners, we organise a themed tour a day before the event's opening. This is a great way for participants to meet local actors and to make the most out this moment to network.

## Conferences, Think tanks et Panel discussions

*Conferences and think tanks adressing the main issues facing territories.*

These sessions shed light on several initiatives and projects led in France and abroad. During this 10th edition, the fields of **tourism and leisure**, **MICE**, **attract invest**, **metropolitan areas**, **health and governance** will be addressed from the perspective of **the impact and the evaluation of attractiveness initiatives**. Various panels of professional experts and researchers will share their best practices and expertise on these major topics.

## A convivial networking evening

A unique evening where the host territory is highlighted. This moment of the event offers participants a friendly and informal occasion to co-construct and create new international partnerships. We make sure that this evening is punctuated by animations, moments of exchange and inspiration on initiatives, in favour of a more virtuous attractiveness that cares for the environment and its citizens.





## The event's DNA



# Sharing

Driving discussions on hot topics territories around the globe deal with

# Performance

Encouraging professional meetings and new collaborations



# Responsibility

Reducing the event's environmental footprint and striving for parity and equity. We are constantly looking for solutions to offer you an event socialy and environmentally liable

# International

Inspiring with innovative projects that can be applied to other territories



**Karen AMRAM**  
CEA Tech - PMF22 speaker  
**Ricardo VALENTE**  
Porto City Council | PORTUGAL  
PMF22 speaker



They came from all over the world to present their project



## The organising team



**Christophe  
ALAUX**  
A&NMT Chair  
Director



**Sarah  
SERVAL**  
A&NMT Chair  
Vice director



**Annie  
DELANGHE**  
Project Manager



**Christine  
CUENCA**  
Benchmarking and  
Research Promotion  
Manager



**Hakim  
HDOUCH**  
Communication  
Officer



**Claire  
COUVRET**  
Place Marketing  
Research Manager



**Laura  
CARMOUZE**  
Senior Lecturer in  
Management Sciences

# Toulouse has everything!

## All that's missing is you.

In the heart of the South-West of France, Toulouse is an urban area that boasts multiple attributes that seduce entrepreneurs and travellers alike. It combines a strong economic outlook, stunningly beautiful heritage, a rich culture, high-quality gastronomy... Knowledgeable and also vibrant, this is all thanks to a sun-kissed climate and a local temperament that is always inclined to celebrate and create joy.

To ensure you don't miss a thing, dare to explore the city we like to call the Ville Rose. What awaits you? Adventure! The adventure of aviation, of Space and of science, but also your own adventure, one which will be filled with heart stopping moments.

From the Éole of Clément Ader to the A380 and A350, Toulouse knows how to be daring and is worthy of its title as global capital of aeronautics. Visitors themselves will have the opportunity to awaken their curiosity. The Universe is on display at the Cité de l'Espace, the exploits of legendary aircraft can be explored at the assembly lines of Airbus, at the Aeroscopia Museum or at the new Runway of Giants site. Finally, the possibilities for having fun with science are endless at Le Muséum and the Quai des Savoirs.



# Occitanie, more attractive than ever!

As the second largest region in France, l'Occitanie lives to the rhythm of its territories and its two hubs: the metropolises of Toulouse and Montpellier.

L'Occitanie hosts some of the well-known companies in the French economy, notably in the aeronautics and space sectors, but also in agriculture and viticulture. In September 2022, the European Union awarded the region the prize for the best organic region in Europe!

Whether established or emerging, other strategic sectors are developing in Occitanie: health, digital, intelligent and sustainable mobility, green hydrogen, floating wind power or sustainable housing... Undeniably, as the leading French region for its level of R&D and for its rate of business creation, l'Occitanie has made innovation its trademark.

Praised by students for the performance of the network of its university campuses, the region is also well appreciated for the excellence of its research establishments. With its exceptional natural environment, tourism is a major economic sector, set under the banner of Occitality\*. A land of diversity, hospitality and exchange, l'Occitanie is also a region open to the world, attached to the art of «living together», to equality between peoples and cultures. All these reasons explain the strong growth of its population: 50,000 new inhabitants join l'Occitanie every year.

Welcome in Occitanie !



\*Hospitality and conviviality with the Occitan style

# CONTACT US

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