

SAVE THE DATE

Seminar: Place Branding for Nicosia, Cyprus



1st – 2nd November 2011, Nicosia, Cyprus

Invitation

The Reconstruction & Resettlement Council would like to announce the **Place Branding Seminar: Place Branding for Cyprus to be held the 1st-2nd November in Nicosia, Cyprus.**

In this seminar we will explore the possibilities and requirements for place branding in Cyprus. The main objective of this seminar is to provide a multi-disciplinary framework for understanding the emerging topic and practice of *integrated place branding*, how it relates to place identity, and to provide the tools that local Cypriot stakeholders need in order to understand, enhance, and promote place identity within their brand strategy.

Place branding is the strategic plan to enhance a place's image, both internally and externally. The aim is to both increase residents' identification with a place and to position that place on the global stage. The way in which the local and international community perceives a place has profound economic, political, and social consequences. For example it has been shown that investors' and tourists' decisions can be strongly influenced by a place's reputation. Architecture, urban design, economic and cultural planning as well as contemporary marketing techniques all contribute to the perception of place and thus need to be considered together.

Seminar Information

- Date: Tuesday and Wednesday 1st and 2nd November 2011
- Venue: Pallouriotissa Old Market (7 Agiou Andreou Street, Nicosia, Cyprus)
- Interpretation: Simultaneous interpretation in Greek, Turkish, English

Seminar Schedule

Day 1:	Tuesday, November 1st	5:00pm – 8:00pm
Day 2:	Wednesday, November 2nd	9:30am – 6:00pm

Seminar Speakers

- **Cathy Parker** (Institute of Place Management/Manchester Metropolitan University, UK)
- **Ares Kalandidis** (INPOLIS/ International Association for Place Branding & Public Diplomacy)
- **Johannes Novy** (Center for Metropolitan Studies, Technical University, Berlin)
- **Athina Aristotelous Cleridou** (Head of the Special Program, Projects and Reservation Dept, Town Planning and Housing Dept, Ministry of the Interior, Nicosia, Cyprus)
- **Further speakers to be announced.**

Seminar Initiators/Organisers

- Council for Reconstruction & Resettlement – Nicosia, Cyprus (http://www.moi.gov.cy/moi/crr/crr.nsf/DMLaddress_en/DMLaddress_en?OpenDocument#)
- in:polis|urbanism – Berlin, Germany (http://www.inpolis.de/inpolis_en.html)

Seminar Partners

- Association for Place Branding and Public Diplomacy (<http://placebranding.ning.com/>)
- Institute of Place Management (<http://www.placemanagement.org/>)

Seminar Secretariat

- in:projectis|project management – Verena Röber
For further organisational information, please contact conference@inprojectis.com.

Seminar Online

- Visit the conference website <http://de.amiando.com/Nicosia.html> **RSVP:** tel 22451484 fax 22302064