

Day 1 - Wednesday, November 27, 2019		
Time slots	Doctoral Colloquium	
Department of Planning & Regional Development		
12:30 - 13:00	Registration	
13:00 - 13:10	Welcome	
Parallel PhD Discussion Sessions		
A1. PhD Discussion Sessions		Room Γ5
Moderator: Robert Govers		
13:10 - 13:45	A Journey through the Place Branding and Marketing Literature: What systematic analysis tells us	Florida Clements
13:45 - 14:20	The Knowledge Generation in Place Branding: Based on case selection in literature from 2008 to 2018	Haiyan Lu, <u>Wenting Ma</u> , Qihui Yang and Martin de Jong
14:20 - 14:55	A Comparison of the Afro-Pessimistic Discourse and Perceptions of 'Brand Africa'	Guido van Garderen
14:55 - 15:30	China's Belt and Road Initiative in Ethiopia: Development or Fallacy?	Chrysanthos Vlamis
A2. PhD Discussion Sessions		Room Γ3
Moderator: Mihalis Kavartzis		
13:10 - 13:45	Place Branding through Competitive European Programs: The case of the island of Tilos	<u>Evangelia Gkountroumpi</u> and Alex Deffner
13:45 - 14:20	Transmedia Tourism. Analysis, evaluation and characterisation of transmedia experiences for the design of new tourist spaces	Silvia Casellas
14:20 - 14:55	The Impact of Spatial Thinking on Tourism: The case of tourist maps	Irini Nektaria Konstantinou
14:55 - 15:30	Analyzing the Impact of Cultural Heritage on the Place Brand Identity: The case of Budapest	Lachin Namaz
15:30 - 16:00	Coffee	

16:00 - 18:20		<i>PhD Discussion Session</i>	
		<b>B1. PhD Discussion Sessions</b> <i>Moderator: Alex Deffner</i>	<b>Room Γ5</b>
16:00 - 16:35	The Imagined City: Residents' participation in the brand of a regenerated neighborhood		<i><u>Cecília Avelino Barbosa</u> and <u>Françoise Paquienséguy</u></i>
16:35 - 17:10	The Brand of Sharing Cities: Social practices that communicate urban identities		<i><u>José Ignacio Sánchez Vergara</u>, <u>Eleni Papaikononou</u> and <u>Matías Ginieis</u></i>
17:10 - 17:45	Branding the Mid-size City: The case of three Australian cities		<i><u>Yousif Haider</u>, <u>Milica Muminovic</u> and <u>Greg Kerr</u></i>
17:45 - 18:20	Bottom-up Place Branding of a Taiwanese Tea-Town (Pinglin) by the Young Generation Using Social Media		<i>Huangwei Chang</i>
18:20 - 18:30		<i>Reporting &amp; Closing</i>	
20:00 - 22:00		<b>Welcome Reception - Cheese &amp; Wine</b> <i>'Giorgio de Chirico' Art Space</i>	

Day 2 - Thursday, November 28, 2019

Time slots

**IPBA Conference**

*Department of Planning & Regional Development*

09:00 - 09:30

**Registration**

09:30 - 10:00

*Greetings*

10:00 - 10:45

**Keynote Nick Cull**

**Place Branding and Public Diplomacy: The paradox of Reputational Security**

*Auditorium, DPRD*

10:45 - 11:15

**Coffee**

11:15 - 12:35

*Parallel Sessions (round I)*

**A1. Destination Branding & the Formation of Destination Identity**

**Room A1**

*Moderator: Anna Kobierecka*

11:15 - 11:35

Destination Branding through Building Sustainable Cultural Tourism Products: Case study of the routes of the Frankopans

*Mila Marina Burger*

11:35 - 11:55

Heraklion Destination Branding. A new destination identity for the dynamic, ambitious capital of Crete

*Dimosthenis Broussalis*

11:55 - 12:15

Incredible India – An example of successful destination branding?

*Anna Kobierecka*

**B1. Nation Branding & National Identity**

**Room A2**

*Moderator: Martin Boisen*

11:15 - 11:35

The Appropriation of Maori identities in the Nation Branding and Public Diplomacy of Aotearoa New Zealand

*Jasmin Séra, José Fernández-Cavia and Krushil Watene*

11:35 - 11:55

Building a Brand for the Presidency of the Council of the European Union: A case study of Romania's six months of presidency

*Florina Lepadatu*

11:55 - 12:15

Greece's Nation Brand and Its Key Assets in Global Public Opinion

*Vadim Volos and Uri Farkas*

12:15 - 12:35

The Good, the Bad and the Ugly in Country Branding

*Rula M. Al Abdulrazak*

<b>C1. Place Branding Failure Factors &amp; Barriers</b>		<b>Room A6</b>
<i>Moderator: Kleanthis Sirakoulis</i>		
11:15 - 11:35	The Failure and Reconstruction of Place Branding: The case of the opening of the Hokkaido Shinkansen, Japan	<u>Toshio Takagi</u> , <u>Miyoko Suzumura</u> and <u>Natsuko Matsuno</u>
11:35 - 11:55	When the Heritage of the Past Becomes a Constraint for the Branding of the Present: A case study of the Old Prison of the city of Trikala in Greece	<u>Ioannis Poulis</u>
11:55 - 12:15	Barriers and Limitations of City Branding Practices – Voices from Polish Municipalities	<u>Marta Herezniak</u> , <u>Magdalena Florek</u> and <u>Anna Augustyn</u>
12:15 - 12:35	Organizational or Cultural Factors are the Barriers for a Strategic City Marketing Plan implementation? Evidence from Larissa, Greece	<u>Kleanthis Sirakoulis</u> and <u>Alex Deffner</u>
<b>12:35 - 13:30 Lunch</b>		
<b>13:30 - 15:10 Parallel Sessions (round II)</b>		
<b>A2. Digital Technologies &amp; Mainstream Media in Place Branding</b>		<b>Room A1</b>
<i>Moderator: Nicholas Karachalis</i>		
13:30 - 13:50	Who is Listening to Destinations? Tourists' use and trust of official communication sources	<u>Sara Vinyals-Mirabent</u> , <u>José Fernández-Cavia</u> and <u>Rafael Pedraza-Jimenez</u>
13:50 - 14:10	Analysing TripAdvisor's Reviews of Tourist Attractions in Phuket, Thailand	<u>Viriya Taecharungroj</u> and <u>Boonyanit Mathayomchan</u>
14:10 - 14:30	Women Collectives and Meaningful Travel Decisions on Virtual Travel Community: A social identity theory perspective	<u>Gurpreet Kour</u> and <u>Seema Singh Rawat</u>
14:30 - 14:50	Supporting Accessible Tourism through Gamification: Branding Thessaloniki through Thes4All	<u>Foteini Giorgou</u> and <u>Nicholas Karachalis</u>
14:50 - 15:10	Towards a Digitalization of Place Marketing: The digital portrait of the territory (PDT), a new digital territorial diagnosis tool	<u>Mohsine Alla</u> and <u>Mostafa Abakouy</u>

<b>B2. Place Branding, Culture &amp; Heritage</b>		<b>Room A2</b>
<i>Moderator: Evangelos Asprogerakas</i>		
13:30 - 13:50	From Poem and Song to Cultural Diplomacy: Challenges and opportunities for place branding and tourism promotion	<i>Anastasia Aslanides and <u>Christina Linardaki</u></i>
13:50 - 14:10	Top(i)o or the Construction of the Identity of the Landscape: From the fields of myth, to Follies, to the situated landscape	<i>Antonios Moras and <u>Chaido Georgouli</u></i>
14:10 - 14:30	The Role of Culture in Brand Identity formation: The case of Danang city, Vietnam	<i>Van-Anh T. Truong</i>
14:30 - 14:50	Place Branding and Industrial Heritage: Spatial strategies and interventions in the Ruhr area	<i><u>Evangelos Asprogerakas</u> and Kiki Mountanea</i>
<b>C2. Place Branding with Chinese characteristics &amp; the Brand Implications of the One Belt One Road Initiative</b>		<b>Room A6</b>
<i>Moderator: Hong Fan</i>		
13:30 - 13:50	Chengdu's Practice of City Branding on Sustainable Urban Development	<i>Zhong Ying and Ye Zheyang</i>
13:50 - 14:10	The Local Identity and Cultural Heritage as the Core Values in Branding Chinese Ethnic Villages as Tourist Destinations	<i><u>Hong Fan</u> and Yuxin Fu</i>
14:10 - 14:30	Dimensions and Formation Paths of National Images – A two-way empirical research of national images on Chinese and Korean undergraduate students	<i><u>Chunying Wen</u>, Yingying Wu and Yimeng Yang</i>
14:30 - 14:50	How Does Stakeholder Management for City Branding Work in an Average Medium Sized Chinese City?	<i><u>Wenting Ma</u>, Martin de Jong, Mark de Bruijne and Daan Schraven</i>
14:50 - 15:10	China's Belt and Road Initiative in Ethiopia: Development or Fallacy?	<i>Chrysanthos Vlamis</i>
15:10 - 15:40	<b>Coffee</b>	

15:40 - 17:20		Parallel Sessions (round III)
<b>A3. Stakeholder Engagement &amp; Management for Effective Place Branding</b>		<b>Room A1</b>
<i>Moderator: Alex Deffner</i>		
15:40 - 16:00	City Branding Co-ownership: Do external stakeholders listen to strategies?	<i>Christophe Alaux, <u>Laura Carmouze</u> and Christine Cuenca</i>
16:00 - 16:20	International Sports Organisations as External Stakeholders of States' Public Diplomacy	<i>Michał Kobierecki</i>
16:20 - 16:40	Participatory Cross Border Place Marketing between Greece and Albania: A methodological approach	<i><u>Alex Deffner</u>, Theodore Metaxas, Nicholas Karachalis, Lefteris Topaloglou, Kleanthis Sirakoulis and Eva Psatha</i>
16:40 - 17:00	The Role of Perceived Collaborative Value in Place Branding Processes – A case study of Cittaslow in the Netherlands	<i><u>Karin Elgin-Nijhuis</u>, Guido Berens and Erik Van 'T Klooster</i>
<b>B3. Creativity, Innovation &amp; Cultural Brands of Place</b>		<b>Room A2</b>
<i>Moderator: Robert Govers</i>		
15:40 - 16:00	Cultural Engagement of Women Entrepreneurs in SMEs: Creating brands and enhancing the national image of Cyprus as a tourism destination	<i>Sotiroula Liasidou, Anastasia Aslanides and <u>Christiana Stylianou</u></i>
16:00 - 16:20	Crafting Place Brands: A cross-regional comparison of efforts to promote Japanese craft in international markets	<i>Adam Johns</i>
16:20 - 16:40	Creative Managers, Innovation and their Impact on Small City Placemaking: Evidence and Implications from the City of Patras	<i><u>Kleanthi Zacharopoulou</u> and Theodore Koutsobinas</i>
16:40 - 17:00	Cultural Development and the Relevance with Cultural Design: The city of Trikala	<i>Eleni Androniki Konstantopoulou</i>
17:00 - 17:20	'City Sound Traces' and the Promotion of identity: Re-experience the city of Thessaloniki through a soundwalk application	<i><u>Vasiliki Birou Athanasiou</u> and Alex Deffner</i>

	<b>C3. Art Gallery I</b>	<b>Room B2</b>
	<i>Moderator: Mihalis Kavartzis</i>	
15:40 - 17:20	The Uryupinsk Alphabet - Sketches Overcity – Painting. Acrylic on Canvas Personal Maps - Drawings Embracing Space - Collage Rhythms of a street food market in London - Video The Stones of Manchester - Photo essay	<i>Tatiana Polyakova</i> <i>Magdalena Florek</i> <i>George Sfougaras</i> <i>Andrea Szentgyorgyi &amp; <u>Mihalis Kavartzis</u></i> <i>Fatos Ozkan</i> <i>Gary Warnaby</i>
17:30 - 18:15	<b>Keynote Roberto Vegnuti</b> <b>Cinque Terre, Italy. A Case of Place Branding: From opportunity to problem for tourism</b> <i>Auditorium, DPRD</i>	
21:00	<b>Gala Dinner</b> <b>"Volos Palace" Hotel</b>	

Day 3 - Friday, November 29, 2019

Time slots

IPBA Conference

Department of Planning & Regional Development

09:00 - 09:30

Registration

09:30 - 11:10

Parallel Sessions (round IV)

**A4. Regional & Supranational Branding**

**Room A1**

*Moderator: Magdalena Florek*

09:30 - 09:50

Regional Branding: From historical nostalgia to creation of a new identity

*Sylwia Dudek-Mańkowska and  
Mirostaw Grochowski*

09:50 - 10:10

Differentiation of the Regional Attractiveness for Gaining Talents in the Context of Place Branding Theory

*Yauheniya Barkun, Ewa Glińska and  
Katarzyna Dębowska*

10:10 - 10:30

Subnational Branding in Thailand: A strategy to promote secondary tourism and to reduce regional disparities

*Pongsin Viseshsiri, Nuttaporn  
Lawthong, Areewan  
Sutthipongpan, Rosarin Apahung  
and Gerald Fry*

10:30 - 10:50

Supranational Place Branding by the Nordic Countries

*Jörgen Eksell and Alicia Fjällhed*

10:50 - 11:10

EU Branding. Efforts to improve the EU image

*Ioulia Elmatzoglou*

**B4. Competitiveness, Special Events & Urban Planning in Place Branding**

**Room A2**

*Moderator: Theodore Metaxas*

09:30 - 09:50

Urban Planning and Branding: Two interconnected concepts in today's cities?

*Maria Markatou  
Deffner Alex, Theodore Metaxas,  
Kleanthis Sirakoulis, Nicholas  
Karachalis and Eva Psatha*

09:50 - 10:10

Can a Brand Constitute a 'Prisoner of Geography'? The case of Larissa, Greece, as 'open city'

10:10 - 10:30

Competitive Urban Environments and Symbolic Economy. The design of cultural spatial narratives

*Stella Michael*

10:30 - 10:50

Festivals as Tools of City Branding. The case of Pineios Festival in Larissa

*Eva Psatha and Dimitra Della*

10:50 - 11:10

European Capital of Culture (ECoC) 2020 - 2033: Improving concepts, methods and guidelines for the ECoC - Candidacy Preparation and ex-ante & ex-post evaluation

*Anastasia Papis*

#### C4. Theoretical Associations in Place Branding

Room A6

Moderator: Nick Bogiazides

09:30 - 09:50	A Journey through the Place Branding and Marketing Literature: What systematic analysis tells us	Florida Clements
09:50 - 10:10	Branding of Cities and Municipalities: A system theoretical exploration	Egbert Wolf
10:10 - 10:30	Place Branding as Spatial Fetishism	Nick Bogiazides
10:30 - 10:50	Place Branding: The missing temporal dimension	Tatiana Polyakova, Mihalios Kavartzis and Mike Saren

11:10 - 11:40

Coffee

11:40 - 13:00

Parallel Sessions (round V)

#### A5. Storytelling & the Creation of Spatial Narratives through Place Branding

Room A1

Moderator: Giorgos Papakonstantinou

11:40 - 12:00	Invisible Cities: The modern Tourism Destination Marketing through Italo Calvino's storytelling	Stelios Ioannidis
12:00 - 12:20	Being an Urban Alchemist in Metamodern Times: A manifesto for a poetic city branding based on the Bachelardian imagination of matter	Neoklis Mantas and Alex Deffner
12:20 - 12:40	Audiovisual Representations of the City: Space conception models and place narration strategies	Giorgos Papakonstantinou
12:40 - 13:00	Place Branding in a Bottle	Maria Briana

<b>B5. Residents' Participation in Place Branding</b>		<b>Room A2</b>
<i>Moderator: Robert Govers</i>		
11:40 - 12:00	An Examination of Place Brand Co-creation and its Relationship with Place Reputation: The role of residents	<i>Ioana Stoica, Alia El Banna and Nicolas Papadopoulos</i>
12:00 - 12:20	The Imagined City: Residents' participation in the brand of a regenerated neighborhood	<i>Cecilia Avelino Barbosa and Françoise Paquienséguy</i>
12:20 - 12:40	Rebranding a City via Co-Creation with its Residents: The case of the city of Pori in Finland	<i>Ulla Hakala, Arja Lemmetyinen and Lenita Nieminen</i>
<b>C5. Gastronomy &amp; Local Development in Place Branding</b>		<b>Room A6</b>
<i>Moderator: Olga Rauhut Kompaniets</i>		
11:40 - 12:00	Wine Tourism and Family Enterprises in Southern Sweden: Problems, challenges and potentials	<i>Olga Rauhut Kompaniets and Henrietta Nilson</i>
12:00 - 12:20	Cheers to the City. Local microbreweries as drivers of neolocalism in the Greek cities	<i>Eva Psatha</i>
<b>13:00 - 14:00 Lunch</b>		
<b>14:00 - 15:30 Parallel Sessions (round VI)</b>		
<b>A6. Reflections on Critical Issues of Place Branding</b>		<b>Room A6</b>
<i>Moderator: Ole Have Jørgensen</i>		
14:00 - 14:20	Using Affordance Theory to Conceive Convivial Places that Facilitate Intercultural Engagement	<i>Catherine Demangeot</i>
14:20 - 14:40	Critical Discourse Analysis as a Method to Study City Branding as a Tool of Governmentality	<i>Ekramul Islam</i>
14:40 - 15:00	Financial Outcomes of 'Place Brand Equity'? An empirical investigation about how product branding assumptions can be translated to the context of places	<i>Thomas Leicht</i>
15:00 - 15:20	Public-Private Partnership, Sponsorship, or Philanthropy? Motives behind private company investments in city branding	<i>Ole Have Jørgensen</i>

<b>B6. Issues of Crisis &amp; Place Branding</b>		<b>Room A2</b>
		<i>Moderator: Eli Avraham</i>
14:00 - 14:20	Geographies of Fear – Communicating safety in urban destinations	<i>Cecilia Cassinger, <u>Maria Månsson</u>, Jörgen Eksell and Ola Thufvesson</i>
14:20 - 14:40	Heritage of Migration and Place: Narratives of dispossession, belonging and resistance	<i><u>Maria Lichrou</u> and Aggelos Panayiotopoulos</i>
14:40 - 15:00	Thailand Tourism Crises and Image Repair Strategies	<i><u>Eli Avraham</u> and Viriya Taecharungroj</i>
15:00- 15:20	Athens' Appeal as a City in Crisis: 'Solidarity tourists', the image of a New Berlin and some place branding dilemmas	<i>Nicholas Karachalis</i>
<b>C6. Art Gallery II</b>		<b>Room B2</b>
		<i>Moderator: Massimo Giovanardi</i>
14:00 - 15:30	RECOLOR: Place Branding and Art. The case of 'Montefeltro Renaissance Sights' - PPT presentation	<i>Massimo Giovanardi</i>
	Hatzigalanou Recites Mantas: Reviving fragments of stigmographed urban dreams - Performance	<i>Arianna Hatzigalanou and Neoklis Mantas</i>
	It's a Dark but Happy Place - Photo essay	<i>Mandi Jamalian</i>
	Emergent Life-Stories in a Process of Place-Making, Case Study: The Palia Of my Childhood - Video	<i>Giorgos Papakonstantinou</i>
	Catography in Ano Syros: The cats narrate	<i><u>Georgia Eleftheraki</u> and George Tzamalis</i>
	Farewell: An interactive Soundscape	<i>Spiros Papadopoulos and ESCAPE Lab Team</i>
15:30 - 16:00	<b>Coffee</b>	

16:00 - 17:20			<i>Parallel Sessions (round VII)</i>		
<b>A7. Sustainability &amp; Urban Development in Place Branding</b>			<b>Room A1</b>		
<i>Moderator: Michael Chattalas</i>					
16:00 - 16:20	Place Brand Communication for Sustainable Urban Development		<i>Cecilia Cassinger</i>		
16:20 - 16:40	Learning from Preveza: Sustainable strategies redesigning a community's heritage		<i>Angelos Papageorgiou, Nikolas Patsavos and Carolos Galanos</i>		
16:40 - 17:00	How Private Urban Development Can Revitalize a Dying Place Brand: The case of Asbury Park		<i>Eva Michaylin and Michael Chattalas</i>		
17:00 - 17:20	Towards a Research Agenda for Contemporary Place Branding: Developments, challenges and dynamics		<i>Angeliki Mitropoulou and Ioannis Spilanis</i>		
<b>B7. Place Identity, Semiotics &amp; Symbolism</b>			<b>Room A2</b>		
<i>Moderator: José Fernández-Cavia</i>					
16:00 - 16:20	What is Actually 'the Language of Tourism'? Sociolinguistics and Sociosemiotics in Everyday Practice: The case of #VisitGreece		<i>Elli Vazou and Periklis Politis</i>		
16:20 - 16:40	Words, Connotations, Images and the Space of a City. Thessaloniki, Greece, as a case study		<i>Christos Kousidonis</i>		
16:40 - 17:00	State Policy Changes and Destination Branding: Re-(re)presenting Rajasthan (India)		<i>Amrita Joshi and Kamal Sharma</i>		
17:30 - 18:15	<b>Keynote Thomas Doxiadis</b> <b>Branding Landscapes: Land, Place and Identity</b> <i>Auditorium, DPRD</i>				
18:30	<b>Drinks Farewell Reception</b> <i>Atrium, DPRD</i>				