



AGENDA

THURSDAY MAY 31st

- 17:00** **REGISTRATION OPENS**
18:00 – 18:45 **Drinks reception**
18:45 – 19:30 **Welcome speech**
19:30 **End**

FRIDAY JUNE 1st

- 08:00 – 09:00** **REGISTRATION OPENS**

09:00 – 10:45 **First morning session**

- Welcome speech from the Deputy Mayor of Liverpool *Wendy Simon*
"Hamburg Beyond Shiny and New – Why Credibility is Crucial" *Stefan Nöthen*
"How Do You Sell the Frozen North?" *Graeme Richardson*
 Revealing the stories behind Sweden's most innovative micro-destinations"
"The Brand is Not the Territory?" *Gary Warnaby*

10:45 – 11:15 **Break**

11:15 – 12:30 **Late morning session**

- "Adding a Business Card to a Postcard.
Engagement is more important than Gaudi" *Mateu Hernández Maluquer*
"Rising to the Challenge: London's post-Brexit referendum campaign,
 using social media & stakeholder engagement to maximise reach" *Tracy Halliwell*
"Value Driven Marketing for the Capital of Scandinavia" *Olle Zetterberg*

12:30 – 13:25 **Lunch**

13:25–15:15 **Early afternoon session**

- "Presentation title to be confirmed" *Jo Davis*
"Love and Hate – the Development of the I amsterdam Logo" *Frans van der Avert*
"Do You Know Who I Am?" *Ritula Shah*
"Art as Identity – Image, Sound & DNA" *Marcus Lyon*

15:15 – 15:45 **Break**

15:45 – 17:00 **Late afternoon session**

- "Hammock Theory: A Revolution for People & Places" *Julian Stubbs*
"How to Define a City's Image Through a Goal Orientated International Media Strategy" *Kim Heinen*
"Liverpool. You've Changed" *Chris Brown*

17:00 – 17:10 **Closing**

- 17:10** **Drinks reception**