

Building and communicating competitive local identities

AN ADVANCED SEMINAR ON INNOVATIVE CITY BRANDING

Vilnius, February 1st 2018



RÖCK

Why this seminar, who should attend?

Re-learning city branding

City branding is relevant more than ever. Its reason for being is just giving support to the strategies and operations carried out by the teams and entities in the city who are targeting specific audiences, from tourists and visitors to investors and international talent.

Fortunately, most practitioners increasingly agree place branding is much more than simply a matter of logos and campaigning. Nonetheless and generally speaking, the field still is under the influence of both the rhetoric of commercial branding and the urgency of the short term. As a result, one can still see many short-sighted practices ending in lack of consistency, low impact in the long term and poor empathy with local stakeholders and citizens.

This seminar brings a compact itinerary on the keys and real meaning of city branding, not strictly from a (conventional) marketing perspective, but also from an integrated urban development approach. It can be seen as a re-learning exercise or an introduction to innovative city brand management, targeting all the stakeholders in Vilnius involved in communicating the city. The aim is to confront Vilnius's ongoing practices with the state of the art at international level.

“This is not about big launches and big campaigns, this is simply about changing behaviours and creating unity in the way stakeholders talk about the city when promoting the benefits to residents, visitors and businesses alike”

Tim Manson, former operations & policy director at Marketing Birmingham

Making the most of cultural heritage when branding & marketing the contemporary city

Furthermore, a high number of cities in Europe have invested heavily in their built heritage or even have promoted major revitalization processes of their historic city centres. However, the capitalization of cultural heritage (CH) in terms of branding and marketing is often constraint to the city of the past and the visitor economy sector.

Otherwise, there are a number of angles associated to CH-led urban regeneration, not always visible enough, which turn CH into a driver to also brand & market the city of today and the city of tomorrow. They range from emerging technologies and smart city solutions applied to CH to built heritage as new urban workplaces.

The ROCK series of seminars on innovative city branding will also be an occasion for city marketers and their partners to get aware of this potential and test how it can be translated into unique stories and compelling images, which can be of interest not only for visitors but also investors, innovators and the local population.

Target participants

Personnel from destination management organizations and investment promotion agencies, as well as communications officers from major cultural entities and events, convention bureaus, airport/seaport facilities, universities and higher education institutions, technology parks, chamber of commerce and business associations, leading companies and Mayor's cabinet. City units in charge of culture heritage management and their stakeholders will specially be welcome.

Agenda

The seminar is a one-day programme organized into different working sessions that will be fed by a high number of insights taken from both the international arena and the very host city. It includes an update about branding and marketing Vilnius, alongside a state of the art on innovative city brand management, covering a number of main pillars, namely: city narrative, imageries and brand toolkits, governance, audience segmentation and mix of communications. Furthermore, an invited city practitioner will give us the opportunity to learn and discuss on a relevant experience from Europe. The final session has been shaped as an exploration on new perspectives to Vilnius' cultural heritage, in a way that it can be made the most of it when branding and marketing the city.

Venue VILNIUS TECH PARK. Antakalnio Street 17.
Vilnius Tech Park is at the fully renovated 19th century complex of Sapiegos. A unique site where cultural heritage meets the future.

- 09.00 – 09.15 Welcome and introduction to the agenda.
- 09:15 – 09:45 Session 1. Meaning and scope of city brand management: reacting to most common gaps.
Meaning and scope of city branding - The 7 most common gaps - De-brandization of city branding? - Comprehensive roadmap.
Discussion.
- 09:45 – 10.30 Session 2. Setting the local scene. Branding and marketing Vilnius: achievements and the way forward.
Inga Romanovskiene, Director at GO Vilnius.
Q&A and discussion.
- 10.30 – 11.10 Session 3. Cultivating uniqueness: from city narrative to city brand.
Ignite short talk by Mathew Bach, ICLEI European Secretariat: the value of sustainability in city narratives.
City narrative as the first and most fundamental - Brand toolkits and brand filters- The new frontier: crowdsourcing the city story.
Discussion.
- 11:10 - 11.30 Coffee break.
- 11:30 - 12:00 Session 4. Communicating Vilnius visually, ¿are we extracting the best of our city?
Word & image: a semiology for the city - Enhancing city's visual culture - Role of logos & mottos.
Interactive exercise and discussion.
- 12:00 – 12:45 Session 5. Inspiring case study. Re-branding Torino: from industrial city to design city.

Stefano Benedetto, Director of the Culture Department, City of Torino.
Q&A and discussion.

12:45 – 13:45 Lunch buffet.

14.00 – 15.00 Session 6. Mix of communication actions: all time formulas revisited and new paths.

Understanding the impact of the digital shift - The power of (good) advertising - Expanding the concept of communications - Sign up! let's keep in touch - Experimenting new ways of city representation.

A carousel of real ads and short videoclips will be arranged to be critically reviewed by participants into smaller groups.

15:00 – 15:20 Coffee break.

15:20 – 16:30 Session 7. Making the most of cultural heritage to brand & market contemporary Vilnius.

Ignite introduction by Ieva Dirvonskaite, COO at Vilnius Tech Park.

Interactive exercise aimed to crowdsource Vilnius-based stories where CH is connected to contemporary and future-oriented issues.

16:30-16:45 Debriefing: main take-aways.

A seminar conducted by Miguel Rivas

Miguel Rivas is partner at [TASO](#) and brings a long background at the frontline in spatial economic development and urban policies, from a variety of positions. In the last years, he has provided leading expertise to several large-scale transnational projects on integrated city branding, like [CityLogo](#) and AT.Brand, giving support to over fifteen European cities such as Oslo, Warsaw, Dublin, Liverpool, Genoa, Utrecht, Aarhus and Cardiff. In addition to this, he has conducted capacity building workshops in this field in cities like Zaragoza, Riga and Bogotá.



M. Rivas, standing, facilitating an international workshop on city branding, Utrecht NL

“Miguel Rivas’ insight led us from traditional marketing thinking to innovative ways of constructing the effort in branding Oslo as a destination”

Erna Ansnes, Head of International Office, City of Oslo

“Big thanks Miguel and TASO for all the knowledge shared. Your vision and guidance have been very illuminating to our adventure promoting our city internationally”

David Melo, Head of City Marketing at Invest in Bogotá

“Marketing Liverpool worked with TASO on a European place branding project. It was a very beneficial experience as we not only learnt a lot from Miguel and his team but also from the other participating cities”

Chris Brown, Director of Marketing Liverpool

How to participate?

Participation in the Seminar is by invitation only and it is limited to around 20 participants in order to ease a high interaction. The Seminar is free of charge, although registration is mandatory. It includes seminar material and lunch buffet. Travel and accommodation are not included. Participants will be kindly requested to attend the whole agenda.

For further information and registration, please contact the local organizer:

VILNIUS CITY ADMINISTRATION, URBAN DEVELOPMENT DEPARTMENT

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This is an initiative of the ROCK project, which is funded by the EU's Horizon 2020 research and innovation programme. The Seminar is organized and supported by the following partners of the ROCK consortium:

VILNIUS CITY MUNICIPALITY

ICLEI, the leading international association of local and regional government organisations with a focus on sustainable development.

EUROCITIES, the network of major European cities.

TASO, boutique advisory on spatial economic development and innovative urban policies.

CITTA DI TORINO

ROCK, cultural heritage leading urban futures

ROCK is the acronym of Regeneration and Optimisation of Cultural heritage in creative and Knowledge cities. It is an Innovation Action on historic city centres as extraordinary laboratories to demonstrate how cultural heritage (CH) can be a powerful engine for regeneration, sustainable development and economic growth for the whole city. To that aim, ROCK brings together a unique consortium of 32 partners, including 10 cities (Bologna as leader, Athens, Cluj-Napoca, Eindhoven, Lisbon, Liverpool, Lyon, Skopje, Turin and Vilnius), 2 city networks, 7 Universities and a number of technological firms and business associations.

ROCK's vision includes the **communication dimension** as part of the integrated approach for CH-led urban regeneration, and the way for that is by connecting CH to modern city branding & marketing.



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Front cover: Urban views by Giorgio de Chirico (1888-1978)

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Cultural Heritage
leading urban futures



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