4th International Colloquium on Place Brand Management: 
Strategic Marketing of Cities, Regions and Nations

Thursday, September 5th

12:30  Welcome lunch

14:00 – 14:20  “Welcome to the Aosta Valley”

14:20 – 14:40  “Welcome to the 4th International Colloquium on Place Brand Management: Strategic Marketing of Cities, Regions and Nations”
Chiara Mauri, University of Aosta Valley, Aosta, Italy
TC Melewar, Middlesex University, London, United Kingdom
Charles Dennis, Lincoln University, London, United Kingdom

14:40 – 16:15  “Keynote speech on Place Branding”
Keith Dinnie, Founder of Brand Horizons

16:15 – 16:30  Coffee break
Thursday, September 5th
SESSION I

16:30 – 16:50  “The Role of Culture and Sense-of-Self in Destination Choice”
Geoffrey I. Crouch, La Trobe University, Melbourne, Australia

16:50 – 17:10  “Wine and food tourism and place identity: the strategic role of local networks”
Magda Antonioli Corigliano, Bocconi University, Milano, Italy
Cristina Mottironi, Bocconi University, Milano, Italy

17:10 – 17:30  “Stakeholder networks and the marketing of place in Italian wine tourism”
Ilenia Bregoli, University of Lincoln Business School
Martin Hingley, University of Lincoln Business School
Giacomo Del Chiappa, University of Sassari, Italy
Valeria Sodano, University of Naples, Federico II, Portici, Italy

17:30 – 17:50  “A tale of a place, a tale of a brand: the case of Cantine Mesa winery”
Federica Caboni, University of Cagliari, Italy
Ernestina Giudici, University of Cagliari, Italy
Massimo Giovanardi, Stockholm University, School of Business, Sweden

17:50 – 18:05  Mont Blanc Hotel Village Presentation of the Hotel
Paolo Jaccod, Hotel Director

20:15  Gala Dinner
Friday, September 6th
SESSION II/A

9:20 – 9:40  “Measuring the impact of tourism events on places: an approach based on associative network analysis”
Chiara Mauri, University of Aosta Valley, Aosta, Italy
Maria Elena Cavazzana, University of Aosta Valley, Aosta, Italy
Isabella Maggioni, Catholic University of Milano, Italy
Elena Marcoz, Catholic University of Milano, Italy

9:40 – 10:00  “Urban amenities and paths of development in an Alpine region: the demographic challenge and the cultural heritage in Aosta Valley”
Anna Maria Pioletti, University of Aosta Valley, Aosta, Italy
Daniele Ietri, University of Torino, Italy

10:00 – 10:20  “Evaluating Marketing Activities of Regions with respect to different stakeholder perspectives”
Kim-Kathrin Kunze, University of Siegen, Germany
Hanna Schramm-Klein, University of Siegen, Germany

10:20 – 10:40  “The value UNESCO Brand for Dolomite sites”
Marta Disegna, Free University of Bolzano, Italy
Linda Osti, Free University of Bolzano, Italy

Friday, September 6th
SESSION II/B

9:20 – 9:40  “Analysing Tourism Destination as Networks”
Carmine Tripodi, University of Aosta Valley, Aosta, Italy
Lorenzo Turci, University of Aosta Valley, Aosta, Italy

9:40 – 10:00  “The spatial and temporal discursive nature of place branding: a discourse analysis approach”
Andrea Lucarelli, Stockholm University, School of Business, Sweden
Massimo Giovanardi, Stockholm University, School of Business, Sweden

10:00 – 10:20  “The value co-creation challenge for tourist destinations”
Giuseppe Melis, University of Cagliari, Italy
Scott McCabe, Nottingham University Business School, UK
Giacomo Del Chiappa, University of Sassari & CRENoS, Italy

10:20 – 10:40  “The role of network contracts in place brand management. Current usage and future possibilities of this new Italian legislative instrument”
Selena Aureli, University of Urbino Carlo Bo, Italy
Fabio Forlani, University of Urbino Carlo Bo, Italy

10:40 – 10:55  Coffee break
Friday, September 6th
SESSION III/A

11:00 – 11:20  “Towards a new conceptual framework of city marketing mix”
Katja Udir Mišič, University of Ljubljana, Slovenia
Klement Podnar, University of Ljubljana, Slovenia

11:20 – 11:40  “Development of a Loyalty Measurement Model for City Branding”
Aleksandra Khamadieva, Higher School of Economics, Moscow, Russia

11:40 – 12:00  “An empirical investigation of city brand events: assessing the role of festivals for the Russian city Perm”
Irina Shafranskaya, Higher School of Economics, Moscow, Russia

12:00 – 12:20  “Expo 2015: a mega event to develop new models of territory governance. The case of Monza Brianza”
Angelo Di Gregorio, CRIET and University of Milano-Bicocca, Italy
Laura Gavinelli, CRIET and University of Milano-Bicocca, Italy
Maria Cristina Morra, CRIET and University of Milano-Bicocca, Italy

12:20 – 12:40  “How History is used in City Branding – based on the case of Chinese cities”
Chunying Wen, Communication University of China, Beijing, China
Li Yannan, Communication University of China, Beijing, China

Friday, September 6th
SESSION III/B

11:00 – 11:20  “The country branding process. Comparing international experiences through qualitative research”
Vittoria Marino, University of Salerno, Italy
Giada Mainolfi, University of Salerno, Italy

Jessica Helmi, Deakin University, Australia

11:40 – 12:00  “Corporate Community Relations: A sub-Saharan bank perspective”
Linda Deigh, University of Bedfordshire, UK
Jillian Farquhar, University of Bedfordshire, UK
Maria Palazzo, University of Salerno, Italy

12:00 – 12:20  “Creating networks for the promotion and governance of regional brands: the case of Marche Region”
Chiara Rinaldi, University of Macerata, Italy
Alessio Cavicchi, University of Macerata, Italy
12:20 – 12:40  “How Chinese Ancient City Identify Itself - A case study of city reposition in the context of cultural industry”
Xinxin Liu, Communication University of China, Beijing, China
Chen Xiaonan, Communication University of China, Beijing, China

12:45  Light lunch

Friday, September 6th
SESSION IV

14:00 – 14:20  “Private labels, Retail Branding and Corporate Reputation: a Model of Analysis. The Case of Retail Franchising for place competitiveness”
Maria Teresa Cuomo, University of Salerno, Italy
Debora Tortora, University of Salerno, Italy
Gerardo Metallo, University of Salerno, Italy
Rossella Gambetti, Catholic University of Milan

14:20 – 14:40  “Place attachment and brand management: the case of Friuli Colli Orientali”
Silvia Cardinale, Brunel University London, UK
TC Melewar, Middlesex University London, UK
Ahmed Rageh, University Utara Malaysia, Malaysia

14:40 – 15:00  “Distilling the essence of the brand of the Fens”
Charles Dennis, University of Lincoln, UK
Eleftherios Alamanos, University of Lincoln, UK
Johan van Rekom, Rotterdam School of Management, Netherlands
TC Melewar, Middlesex University London, UK

15:20  Conclusion and greetings
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