

Call for Papers, Cases, Doctoral Presentations and Artwork for the

Sixth Annual Conference of the International Place Branding Association (IPBA):

Hosted by IMPGT, Aix-Marseille University, Aix-en-Provence

Aix-en-Provence: 12-14 October 2022

Venue: [Institut de Management Public et Gouvernance Territoriale](#)

Doctoral Colloquium: Wednesday 12 October

Full Conference: Thursday-Friday 13-14 October

Stay informed:

Like our Facebook Page: www.facebook.com/IPBApage/

Indicate your intention to join the event: <https://fb.me/e/2KNwldDwo>

Follow us on Twitter: www.twitter.com/IPBA_Conf

IPBA website: www.placebranding.org

Conference Website: <https://ipba.sciencesconf.org/>

The International Place Branding Association invites research papers, doctoral colloquium presentations, practitioner case-studies and artwork for its Sixth Conference, which will take place in Aix-en-Provence between Wednesday 12th and Friday 14th October 2022. The conference builds on the collective success of IPBA's previous conferences (London 2016, Swansea 2017, Macao 2018, Volos 2019, Barcelona 2021) and the earlier International Colloquia on Place Brand Management (London and Aosta), the International Conference on Destination Branding and Marketing series (IFT Macao, University of South Carolina, and Swansea), the City Branding Symposia (Stockholm and Beijing), the Corfu Symposia on Managing & Marketing Places, and the Poznan Best Place Summit.

THEME AND AIMS OF THE CONFERENCE

The conference aims to bring together scholars, practitioners and students of place branding and related fields (nation branding, public diplomacy, city branding, country branding, destination branding). It is the main vehicle to advance the aims of the International Place Branding Association, which include providing a forum for the exchange of ideas around the theory and practice of place branding, linking the members of the international place branding community in a beneficial manner, bringing scholars and practitioners closer together and advancing the professionalization of the field.

The conference will gather place branding experts from academia, practice and policy making for a valuable discussion around this fascinating cutting-edge intersection of marketing, tourism, economic development, events organisation, heritage management, spatial design, public diplomacy and human geography. Special opportunities for networking will be offered.

We invite scholars and practitioners to submit abstracts and cases for inclusion in the conference programme; doctoral candidates to submit presentations to the doctoral colloquium; and scholars, researchers, practitioners, students and artists to submit Place Branding-inspired artistic work for presentation at a special session called the 'IPBA Art Gallery'.

The conference intends to be inclusive of good quality papers and presentations that cover a wide range of topics, but we particularly welcome contributions that:

- Advance the theoretical understanding of the field incorporating cross-disciplinary knowledge.
- Use multiple, comparative case studies that reflect on cross-case conclusions.
- Advance the clarification of major concepts (e.g. place marketing vs. place branding vs. place promotion vs. diplomacy).
- Explore and analyse the differences between major application fields (e.g. tourism vs. resident attachment vs. investment attraction) and/or major place scales (cities vs. regions vs. nations).
- Critically examine the use and potential of digital technologies and social and mainstream media in place branding.
- Elaborate on the role of identity, history and heritage in the branding of places.
- Examine the role of creativity and innovation in place branding strategies.
- Analyse the significance of stakeholder engagement for effective place branding and methods to facilitate it.
- Detail a potential future research agenda for place branding.
- Branding local food and culture; geographical indications; gastronomy in destination branding; culinary and cultural diplomacy.
- Country of origin effects; destination branding; soft power; branding for talent attraction and investment promotion.
- Place branding and cross border areas.
- Place branding and sustainable development.
- Place branding and the arts: discussing creativity and converging artistic and social vision(s) by listening to the plurality of voices during the times of crisis.
- Practitioners' learnings (from policy makers or consultants) based on cases or applied research.

SUBMISSION GUIDELINES

Please read and follow these instructions very carefully. Failure to do so may result in immediate desk rejection by the programme committee. Specific guidelines for some types of submissions are given in the endnotes¹.

All submissions (abstracts, presentations, cases, full papers and artwork descriptions) should be made via the conference website <https://ipba.sciencesconf.org/>. Submissions must not contain any identifying information. Please remove any mention of author names from the actual submission.

The deadline for all submissions is June 5! The two-stage process that we used in the past (feedback to abstract first, then submit full paper) has been abandoned. There is only ONE submission date, which is June 5.

Authors who do not intend to submit a full paper to the conference at all can submit their abstract by June 5, but they will not be allowed to submit full papers afterward. Authors who wish their papers to be considered for publication or for the Best Paper award **must** submit full papers by June 5.

A double-blind review process will be applied to all submissions. Revised and final versions of abstracts, cases, full papers or artworks should be uploaded to the conference website by August 15.

During the submission process, authors will be asked to indicate whether their submission is a) an original research contribution; b) a practitioner case study contribution; c) a doctoral colloquium contribution; or d) an artistic contribution.

Word limit (excluding cover page, references, tables, figures)	
Abstracts	250 to 500 words
Full papers/cases	4 000 to 5 000 words
Keywords	
Provide up to 5 keywords	5 max
Structure for all submissions (i.e. also for abstracts)	
<ul style="list-style-type: none">Title	<ul style="list-style-type: none">Times New Roman (font 11)
<ul style="list-style-type: none">Aims	<ul style="list-style-type: none">single spacing
<ul style="list-style-type: none">Theoretical framework	<ul style="list-style-type: none">2.5 cm margins
<ul style="list-style-type: none">Main research approach	<ul style="list-style-type: none">Harvard style references
<ul style="list-style-type: none">Key arguments/findings	
<ul style="list-style-type: none">Conclusions	
<ul style="list-style-type: none">Practical implications	
<ul style="list-style-type: none">References	

At least one author of accepted submissions must register to present by September 15, 2022. Abstracts, cases, full papers, or artworks submitted but not registered after this date will not be published in the conference proceedings nor included in the final programme. Delegates at the main conference will only be programmed for a maximum of one presentation. PhD students can participate in the doctoral colloquium as well as present another paper at the main conference if they wish. Queries are welcome and can be directed ipba-submission@sciencesconf.org.

PARTICIPATION IN THE DOCTORAL COLLOQUIUM

PhD students are invited to submit an abstract of the presentation that they intend deliver during the Doctoral Colloquium. All submissions for the Doctoral Colloquium will be reviewed based on abstract. During the colloquium, all students will get a chance to present and discuss their work with a panel of experienced place branding researchers and their peers. In addition, PhD students can also submit full papers (usually with their supervisors) for presentation at the main conference if they wish. The doctoral colloquium requires a separate registration.

PARTICIPATION IN THE ART GALLERY

For artwork, submissions may include explorations or interpretations of historical and current place branding themes. All works submitted must be original and inspired by the contributors' research, practice or wider engagement with place branding, place marketing and related issues. The main aim is to allow members of the community to express their ideas, concerns, ambitions, reflections, questions or conclusions around place brands in ways outside the constraints of usual scientific and academic formats. In this way, we might be able to further inspire each other's future explorations and direct our research to new avenues. As Albert Einstein said, "Creativity is contagious; pass it on!" Artwork submissions are welcome in any of the following formats: poems and lyrics; songs and music; films and videos; collage; photographic essays; drawings and paintings; sculptures and mixed media.

PUBLICATIONS PLAN

Selected full papers from the conference will feature in a Special Issue of [Place Branding and Public Diplomacy](#). The organisers are pursuing further publication opportunities in relevant journals. All abstracts submitted and accepted will be included in the Book of Abstracts, which will be shared with all conference participants in electronic form. Accepted full papers will be made available to delegates in proceedings (in public electronic form with ISBN number) if the authors so wish.

KEY DATES

Submissions	
Submission of abstracts / full papers / cases / presentations / artwork deadline	June 5
Feedback to authors	July 15
Resubmission of papers / cases / artwork deadline	August 15
Registration	
Early Bird Registration closing date	August 15
Registration closing date	September 15
Conference	
	October 12-14

CONFERENCE DETAILS

Full conference details, including registration and accommodation details, will be available via <http://ipba.sciencesconf.org>

PRELIMINARY PROGRAMME

Day	Main Programme	Late-Afternoon & Evening Programme
Wednesday	<p>The Doctoral Colloquium</p> <p>12:30-13:00: Registration with coffee</p> <p>13:00-13:10: Welcome</p> <p>13:10-16:00: Parallel poster discussion sessions</p> <p>16:00-17:00: Reporting and closing</p>	Welcome Reception
Thursday	<p>08:30-09:00 Registration with coffee</p> <p>09:00-09:30 Welcome</p> <p>09:30-10:10 Keynote</p> <p>10:10-10:40 Coffee</p> <p>10:40-12:00 <i>4 parallel sessions (round I)*</i></p> <p>12:00-12:30 Art Gallery</p> <p>12:30-13:30 Lunch</p> <p>13:30-14:50 <i>4 parallel sessions (round II)*</i></p> <p>14:50-15:20 Tea</p> <p>15:20-16:40 <i>4 parallel sessions (round III)*</i></p> <p>16:40-17:20 Keynote</p>	Gala Dinner
Friday	<p>09:30-10:10 Keynote</p> <p>10:10-10:40 Coffee</p> <p>10:40-12:00 <i>4 parallel sessions (round IV)*</i></p> <p>12:00-12:30 Plenary session</p> <p>12:30-13:30 Lunch</p> <p>13:30-14:50 <i>4 parallel sessions (round V)*</i></p> <p>14:50-15:20 Tea</p> <p>15:20-16:40 <i>4 parallel sessions (round VI)*</i></p> <p>16:40-17:00 Joint Plenary Closing</p>	Drinks Reception and Free Evening

* During parallel sessions each presenter will be assigned a minimum twenty-minute time slot including Q&A.

PROGRAMME COMMITTEE

- Christophe Alaux, IMPGT, Aix-Marseille University, Aix-en-Provence, France (Chair)
- Don Dioko, IFT Institute for Tourism Studies, Macao SAR, China
- Nigel Morgan, University of Surrey, UK
- Magdalena Florek, Poznan University of Economics and Business and Best Place Institute, Poland
- Hong Fan, Tsinghua University Beijing, China
- Mihalis Kavaratzis, University of Leicester, UK

CONFERENCE ORGANISING COMMITTEE

- Christophe Alaux, IMPGT, Aix-Marseille University, Aix-en-Provence, France (Conference Chair)
- Robert Govers (Representing IPBA)
- Laura Carmouze, Aix-Marseille University, France
- Camille Chamard, IAE Pau-Bayonne, France
- Camille Dessendier, Aix-Marseille University, France
- Lély Tan, Aix-Marseille University, France
- Sarah Serval, Aix-Marseille University, France

CONFERENCE SCIENTIFIC COMMITTEE

- Eli Avraham, University of Haifa, Israel
- Erik Braun, Copenhagen Business School, Denmark
- Cecilia Cassinger, Lund University, Sweden
- José Fernández Cavia, Pompeu Fabra University, Barcelona, Spain
- Alex Deffner, University of Thessaly, Volos, Greece
- Charles Dennis, Middlesex University, UK
- Keith Dinnie, University of Dundee, UK
- Don Dioko, IFT Institute for Tourism Studies, Macao SAR, China
- Jasper Eshuis, Erasmus University Rotterdam, Netherlands
- Hong Fan, Tsinghua University Beijing, China
- Joao Freire, IPAM - Marketing School for Business, Portugal
- Magdalena Florek, Poznan University of Economics and Business and Best Place Institute, Poland
- Massimo Giovanardi, Università di Bologna, Italy
- Sonya Hanna, Bangor University, Wales, UK
- Marta Hereźniak, University of Lodz, Poland
- Andrea Insch, University of Otago, New Zealand
- Mihalis Kavaratzis, Manchester Metropolitan University, UK
- Arja Lemmetyinen, University of Turku, Finland
- Andrea Lucarelli, Stockholm Business School, Sweden
- Chiara Mauri, LIUC - Università Cattaneo, Italy
- T.C. Melewar, Middlesex University UK
- Nicolas Papadopoulos, Carleton University, Canada
- Cecilia Pasquinelli, University of Naples 'Parthenope', Italy
- Efe Sevin, Towson University, USA
- Gary Warnaby, Manchester Metropolitan University, UK
- Staci Zavattaro, University of Central Florida, USA
- Sebastian Zenker, Copenhagen Business School, Denmark

ART GALLERY CURATORS

- Mihalis Kavaratzis, University of Leicester, UK

CONFERENCE FEES

Standard Individual – early bird (before September 15)	€425
Standard Individual – late	€499
Student – early bird (before September 15)	€310
Student – late	€360
Day rate – early bird	€260
Day rate – late	€310
The doctoral Colloquium	€30

ⁱ Please note these detailed instructions for guidelines on specific ways in which you might want to participate in the conference:

Research presentation based on abstract only

Submit your abstract by June 5. There will be no opportunity to submit a full paper afterwards. You will not be in the race for the best paper award and might miss out on the publication plan.

Research presentation based on full paper

Submit your full paper by June 5. With the full paper, you will be in the race for the best paper award and possibly be included in the publication plan.

Practitioner case study presentation based on abstract only

Submit your abstract by June 5. There will be no opportunity to submit a full paper afterwards. You will not be in the race for the best paper award and might miss out on the publication plan.

Practitioner case study presentation based on full paper

Submit your full paper by June 5. With the full paper, you will be in the race for the best paper award and possibly be included in the publication plan.

Doctoral presentations

Submit your abstract by June 5 latest. All submissions for the Doctoral Colloquium will be reviewed based on abstract. In addition, PhD students can also submit full papers (usually with their supervisors) for presentation at the main conference if they wish; in which case, the standard guidelines for research presentation based on full paper apply, as noted above.

Artworks

Review, selection and acceptance will be based on the abstract. The abstract should include a summary overview of the submission, a clear description of the general approach and main theme that the work deals with, a clear statement of the purpose of the work, an explanation of why the specific medium was chosen and a statement of how the work will contribute to an enriched understanding of the theory and/or practice of place branding and related topics. The work itself should be in PDF, MP3, JPEG or other appropriate format (please see below for details) or mention a link to access it.

Presenters must ensure that they provide the work in appropriate format for physical exhibition (where appropriate). Exhibition space, a standard projector and stereo speakers will be available but presenters must provide any additional equipment they require.

The works will be presented during a special session and, where appropriate, will be exhibited during the conference in public areas.

- Poems: Participating poets will perform original work in the English language, which will also be printed and exhibited. Please send poems no longer than 3 A4 pages.
- Songs and music: songs and musical pieces by participating singers and musicians will be played in recorded form for the audience. The lyrics of the songs should be in English and must be sent in written. Maximum length of audio submissions is 5 minutes. Please send an MP3 file of the song or musical piece or a link to the video of its performance and include the lyrics in the submission.
- Films, videos and animations: Films and videos by participating presenters will be shown on screen. The length of the videos must not exceed 8 minutes. Please upload the video on Vimeo (<http://vimeo.com>) and include the Vimeo link and password in the submission documents.
- Photography: Photographic essays (but not single photographs) will be accepted for presentation in gallery format. The essays must include between 4 and 10 photographs. If accepted for presentation, presenters must bring to the conference (or send by post) a good-quality print of the work for exhibition.
- Drawings, paintings and collage: Accepted submissions will be displayed in gallery format. Submissions should not be larger than 1.5mx1.5m. Please discuss any size specifications beyond these boundaries with the curators. Please send digital photos of your

International Place Branding Association.



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original work. Please also clearly indicate its size. To facilitate the creative process, we will also be accepting partially completed work at the time of submission. In this case, the submission must clearly show what the final piece will look like. Partially completed work will be accepted on the condition that a digital photograph of the final work will be submitted (by email to the curators) by September 1st.

- Sculpture and mixed media: Accepted submissions will be displayed in gallery format. Submissions should fit within a reasonable space and be either mounted on a poster board (1mX1m) or displayed in a freestanding manner (on the floor or a table). Please discuss any size specifications beyond these boundaries with the curators. The organisers of the 'IPBA Gallery' will ensure space requirements but participants will be personally responsible for any costs of transport and display of pieces. Please send digital photos of your original work. Please also clearly indicate its size and any display preferences. To facilitate the creative process, we will also be accepting partially completed work at the time of submission. In this case, the submission must clearly show what the final piece will look like. Partially completed work will be accepted on the condition that a digital photograph of the final work will be submitted (again by email to the curators) by September 1st.

Please indicate your intention to submit your work to the 'IPBA Art Gallery' when submitting. If you wish to discuss ideas beyond these formats or you wish to work outside these guidelines, please contact the curators.