

6 session Course/3 day Workshop on City Branding.



“Paris is romance, Milan is style, New York is energy, Washington is power, Tokyo is modernity, Lagos is corruption, Barcelona is culture, Rio is fun. These are the brands of cities, and they are inextricably tied to the histories and destinies of all these places...

Whether a place is looking to rebuild, enhance or reinvigorate its image, a comprehensive brand strategy is the first step to achieving this goal.”

CEOs for Cities. Branding Your City Report.

Who is this workshop for?

This workshop is for tourism companies wanting to brand or give more meaning to their city, regional town, those working in territorial marketing or cultural marketing.

It is also taught as a short course for BA or MA students in the domains of Marketing and Communication, Brand development, Product or service development, Brand Content, CRMs, CRS Marketing, Sport, Leisure and Tourism.

Context

In today's globalised world, every city is competing with every other one for its share of the world's tourists, investors, talent, cultural exchange, business visitors, events and media profile. Simon Anholt developed the City Brands Index in 2006 as a way to measure the image and reputation of the world's cities, and to track their profiles as they rise or fall. Since that time, City Branding has become very popular with many of the world's larger cities branded and medium to smaller sized cities taking their brand strategy very seriously. And it's not just cities, its towns, its regions, its also groups of producers from a region gathering together to form their own unique “place” identity. Film-induced Tourism is also becoming a real trend in the tourism sector and this aspect will also be discussed in the workshop.

So what are the things to be considered?

Whether a place is looking to rejuvenate parts of the city, promote itself as a specialist, rebuild, enhance or change its image, a comprehensive brand strategy is the first step to achieving this goal. Branding is a tool that can be used by cities to define or re-define themselves and attract positive attention. Brand Stories can also be very interesting for cities and places. Supplying them with creative content to sell not just the place, but the products and services found there,

Course Outline

This workshop is a mix of Creative writing, creative thinking and brand strategy.

Objectives

The goal of the workshop is to understand City or Destination Branding, as it is sometimes called. To brainstorm the future of the city. Where it is now, and where it is going? Define the ‘city brand’, its story and its objectives.

This can be run as a 3 day workshop or 6 sessions of 3 hours.

First session

Introduction and warm ups.
Introductory Presentation
1 warm-up creative exercise
1 creative exercise
Summary and feedback of First session

Second Session.

The 4 keys to the City
Creative Exercise.
Random stories and Brand Speak.
Random Places storytelling exercise

/2...

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Third Session. Visual Storytelling.

Introductory Presentation

1 warm up exercise

Visual brand storytelling exercise

Fourth Session. Love my City.

How to form lasting relationships with people and Cities.

Introductory Presentation

Exercise. Who are you talking to?

Fifth Session. The perfect Story. Developing Your Strategy.

Introductory Presentation

Exercise. The customer journey.

Exercise: Develop Your Universes

Sixth Session. Presentations.

The final oral and visual presentations of your chosen place can take any format. You decide from:

Roleplay, Storytelling, Powerpoint, Video, Total immersion, Audience participation...

