

## Conference Announcement for 5 - 7 December 2012

### 4<sup>th</sup>. International Conference on Destination Branding & Marketing:

#### 'Creative & Competitive Places'

Welsh Centre for Tourism Research, Cardiff Metropolitan University, UK

#### Why Attend?

DBM IV will gather destination marketing experts from academia, industry and policy to discuss the relationships between tourism, economic development, events and heritage management, spatial design and public diplomacy. Delegates will learn from destination branding leaders and innovators, who will discuss their experiences of opportunities, pitfalls and prospects.

#### Key Conference Themes

We invite papers and presentations from practitioners and researchers on the following themes:

- Creativity & innovation in place and destination branding
- Cooperation, partnership, leadership & competition in destination branding & marketing
- Destination branding and marketing economics, measurement & effectiveness
- Place reputation management/stewardship
- Destination image and national, regional and community identities
- Destination, crisis and risk management, communications & PR
- Destination branding and events
- Branding, heritage, culture and the creative industries
- Hospitality and hotel management in a destination branding context
- Destination brands, gastronomy and cuisine
- Destination brands, spatial design and a sense of place
- Delivering the brand promise, stakeholders and citizenship inclusion
- Sustainable development and the future

#### Our Keynote/Invited Speakers

- Malcolm Allan, Director, Destination Consulting, Colliers International UK
- Tom Buncle, Managing Director of Yellow Railroad International Destination Consultancy
- Sophie Flensburg, PR Manager, Visit Sweden
- Dr. Mihalis Kavaratzis, University of Leicester
- Jon Munro, Managing Director & Bethan Richards, Creative Director of Cinchmarketing
- Roger Pride, Chief Executive, Cardiff & Co.

#### Submission Guidelines

Abstracts are required for all submissions (300 word max), indicating the nature of the presentation (practitioner or academic). They should and include: (i) title; author(s); affiliations; (ii) aims, approach, key arguments/ findings and be e-mailed to [dbmconference@cardiffmet.ac.uk](mailto:dbmconference@cardiffmet.ac.uk). All academic abstracts and full papers will be double-blind reviewed for publication in the conference proceedings CD (with ISSN).

## Key dates:

- Abstracts: **31<sup>st</sup>. May 2012**
- Authors notified of acceptance: **31<sup>st</sup>. July 2012**
- Full papers (max 5,000 words) for ISBN conference proceedings: **28<sup>th</sup>. September 2012**
- Final Conference Registration: **1<sup>st</sup>. November 2012**

## Publication Plan/Awards:

Selected papers will appear in a special issue of the *Journal of Destination Marketing & Management*, **awards** sponsored by the *Journal of Place Branding & Public Diplomacy* and the *Journal of Destination Marketing & Management*.

## Conference Fees

Full conference details are available at [www.cardiffmet.ac.uk/wctr](http://www.cardiffmet.ac.uk/wctr) (final registration **1<sup>st</sup>. November 2012**). For all registration and accommodation details, please contact the conference administrator at [dbmconference@cardiffmet.ac.uk](mailto:dbmconference@cardiffmet.ac.uk). The conference venue is the four-star city centre Radisson Blu Hotel, Cardiff where delegates are entitled to a special discounted rate ([www.radissonblu.co.uk/Cardiff](http://www.radissonblu.co.uk/Cardiff)).

- **Early Bird Delegate Rate £325** includes conference fee, welcome reception, lunches & gala dinner (register before 28 September 2012 or pay the full rate of £375).
- **Early Bird Student Rate £190** includes conference fee, welcome reception, lunches & gala dinner (register before 28 September 2012 or pay the full rate of £230).
- **Day Delegate Rate £120** includes conference fee & lunch (only available for one day).

## Conference Organizers

- Welsh Centre for Tourism Research, Cardiff Metropolitan University (CMU)
- International Tourism Research Centre, Institute for Tourism Studies (IFT), Macau
- International Tourism Research Institute and the College of Hospitality, Retail, and Sport Management, University of South Carolina (USC)
- Finnmark University College, Norway
- The Institute for Tourism, Zagreb, Croatia
- Pompeu Fabra University, Spain

## Conference Chairs

- Professor Nigel Morgan (Cardiff Metropolitan University)
- Professor Annette Pritchard (Cardiff Metropolitan University)
- President Fanny Vong (IFT)
- Professor Brian Mihalik, Dean, College of Hospitality, Retail, and Sport Management, (USC)

