
Call for Papers: 2018 Place Branding International Forum

Communication University of China

The 1st Place Branding International Forum will take place in **Beijing, China** from **12th to 14th July**. The topic of this forum is *Share& Co-creation: The Value of Place Brand*, it is designed to focus on how to intergrade the development of place brand theory and the tendency of its practice. The academic of the Institute and practitioner members in relevant industry could showcase examples of how place branding can influence places.

The Place Branding International Forum will be organized each year by Communication University of China. It dedicates to developing the theory and practice of place management and marketing. We invite scholars and practitioners to submit abstracts for inclusion in the conference programme.

Participants in this forum will hear from experts from the research fields of urban planning, regional economic development, advertising, marketing, tourism, human geography, big data computing and more. Additionally, governors and practitioners from city publicity and tourism departments, and media managers will participate in this forum as well.

TOPIC OF THE FORUM

- Place Brand Theory
- Place Brand and Big Data
- Evaluation of Place Brand
- Place Brand and Public Diplomacy
- Place Brand and Public Governance
- The Reflection and Production of Place Image
- Place Brand and Sustainable Development of City
- Place Brand and City Planning
- Place Brand and Tourism
- Place Brand and Culture
- Place Brand and Sports

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- Place Brand and History
 - Place Brand and Literature, Film
 - Place Brand and Festival Activity
 - Place Brand and Advertisements
 - Crisis Management of Place Brand

SUBMISSION GUIDELINES

- Abstracts in English (around 1000 words, excluding references) should include: title, author(s) and their affiliations, summary of aims, main approach, key arguments/findings, and references.
- Times New Roman (font 11) should be used with single spacing, 2.5 cm margins and Harvard style references.
- A double-blind review process will be undertaken for all submissions. All accepted abstracts will be included in the Book of Abstracts.
- Submitted via email to **amc@cuc.edu.cn**
- Contact number: 86-10-6578-3168; 86-10-6578-3359

IMPORTANT DATES

- Submission of abstracts closes: May 31
- Feedback to abstracts: June 20
- Conference: July 12-14

FEES

- No registration fees to the participants. Lunch will be provided during the forum. Participants need to pay for transportation, accommodation and other expenses.
- There are two visiting activities for participants, who can sign up according to personal wishes. For these activities, the attendances need to pay \$350. The payment method will be announced in the second round of notice.

APPENDIX: Introduction to Host Institutions

1. The Laboratories for Regional Branding Studies

The Communications University of China, together with THUPDi, founded the Laboratories for Regional Branding Studies in 2017. With a global mindset, both CUC and THUPDi are using the laboratories to develop theory and research methods of building regional brands through comprehensively channeling knowledge from various fields, such as regional development, spatial planning, tourism culture, and public diplomacy. The goal is to actively explore new ideas in discipline construction, personnel training and practical application. The partners are both working hard to build the laboratory into a world-class think-tank as well as a discipline and research platform that embodies production, study, scientific research, and practical application.

2. The Asia Media Research Center of Communication University of China

Founded in 2002, the Asia Media Research Center of Communications University of China is a scientific research institution directly under the administration of CUC. The Center spiritual philosophy is “From Asia and Beyond”, and they conduct in-depth research and platform development of Asian media, city image, and regional brands. AMRC is one of the earliest research institutions for city image founded in China and provides consultant services for governmental institutions at home and abroad, including but not limited to the State Council Information Office of the People’s Republic of China, the Seoul Metropolitan Government, the International Publicity Office of Shenzhen City and the government of Liuzhou. AMRC has also organized planning projects of the cultural industry parks in Kunming, Haikou, Suzhou and other places as well.

3. THUPDi

Founded in 1993, THUPDi Co. Ltd (whose original name was Beijing Tsinghua Urban Planning and Design Institute) is a state-owned enterprise exclusively-financed by Tsinghua University. THUPDi makes full use of the academic resources and advantages of Tsinghua University and adheres to the development idea of combining urban planning engineering practices with scientific research and education. THUPDi now has nearly 30 professional institutes covering urban and rural planning, landscape

architecture, municipal and transportation, science and technology and media, and architectural design. All these capacities cover China's most important city planning projects and thus, generate and store massive full-dimensional city data in economy, culture, geography, space, industry, and heritage.

4. Laboratories for Regional Branding Studies

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