



University of Dundee

Geddes Institute / Space and Society Research Group Seminar

Place Branding

Dr Bjoern Jacobsen, Luebeck, Germany

Thursday 4 October 2012; 1.00 pm – 4.30 pm

Lecture Theatre 5018 Matthew Building

Dr Bjoern Jacobsen, Luebeck Business Development Corporation, Luebeck, Germany, will lead a research seminar on the subject of 'Place Branding'. The session will be in two parts. Dr Jacobsen will begin by exploring the theoretical foundations of place branding in the context of economic development, as well as ways of measuring the effectiveness of such approaches. He will then take a look at the creative industry as one target sector of place branding and apply a model developed in this business sector to show how it can be applied in practice.

All are welcome to attend

The first part of the session aims to provide everyone (from the beginners level to expert level) with an understanding of the concept of place branding while the second part seeks to show how theoretical findings can be applied to practice and help managers to justify the resources spent on place branding.