City Branding for Local Economic Development

Bien Hoa, November 22 - 23, 2013

Overview and Context of the Workshop:

The Federation of Canadian Municipalities (FCM) is dedicated to improving the quality of life and sustainability of local communities by promoting strong, effective and accountable municipal government. Since 1987, FCM has delivered international programs to support exchanges between municipal governments in Canada and developing countries that increase their capacity to deliver relevant services to their communities.

In August 2010, FCM signed a Contribution Agreement with the Canadian International Development Agency (CIDA) –now Foreign Affairs, Trade and Development Canada– for a five-year program, Municipal Partners for Economic Development (MPED). The long-term goal of MPED is to support sustainable and equitable economic development in selected developing countries in Africa, Asia and the Americas. Specifically, it supports local governments and local government associations (LGAs) in Vietnam, Cambodia, Mali, Burkina Faso, Tanzania, Nicaragua and Bolivia so that they can provide more effective, inclusive services that advance sustainable and equitable local economic development (LED).

Through MPED, ACVN seeks opportunities to provide training to members that can help them achieve their objectives of development and economic growth. One of the LED modalities that has attracted considerable attention in the last few months –in particular, as a result of Vietnamese delegates participating to a study visit to the Ukraine in June 2013– is the preparation and implementation of realistic and well-structured municipal marketing strategies and, within that strategy, a well-articulated brand definition and approach.

Workshop Objectives:

Now more than ever communities must have a realistic and well-structured marketing strategy anchored in a strong local brand if they are to compete in a highly globalized environment. Place branding and marketing have become an important and necessary part of local economic development. Effective economic development marketing requires more than just having a website and brochures. It requires a thoughtfully crafted message and information that directly addresses the "needs" of a specific target audience.

This workshop is intended to provide an insight place branding for LED. Participants will gain:
1) An understanding of the importance and rational of place branding and marketing for LED;
2) Knowledge of the fundamentals of successful community place branding efforts;
3) An outline of the place branding methodology including the process and research tools;
4) Learn how to conduct research analysis for defining a place brand;
5) Gain insight from international best practices in community marketing and branding within Vietnamese local economic development efforts.

Workshop Format and Approach:

Through a series of presentations, case studies, and interactive sessions this two-day and a half day workshop will highlight and discuss the fundamentals of developing and implementing a high-impact community marketing and branding strategy.   Considerable emphasis will be placed on the use and application of international best practices with a specific emphasis on those replicable best practices that have relevance within a Vietnamese context. Presenters will include Canadian community marketing experts.

The audience will include LED practitioners, consultants, representatives of MPED partner communities, and others.

Agenda
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Day One

	Nov. 22, 2013: Place branding introduction	
Time	*Topic*	*Speaker / Moderator*
08:00 – 8:30	Registration.	
8:30 – 8:45	Introduction And Welcome. The Objectives Of The Workshop.	MPED/ACVN
8:45 – 9:00	Introduction of participants and their expectations	
9:00 – 9:45	What Is Place Branding *This session will introduce the general concept of place branding and define the main business and marketing concepts that we will discuss throughout the workshop. The content is intended to provide a broad overview of the subject in preparation for in-depth discussions during the remainder of the workshop.*	Kadie Ward
9:45 – 10:30	What Is Marketing And Why Is It Important To Local Economic Development? *This session will briefly define and discuss what is meant by the term "marketing"; outline some of the core principles of "place" versus "product" marketing; discuss the evolution of marketing within an LED context; and explore and discuss (using examples) the various reasons why communities are marketing themselves.*	Kadie Ward
10:30– 10:45	*Break*	
10:45 – 12:00	Sales, Marketing And Branding *The terms: sales, marketing and branding are often used interchangeably. This session will review the important differences between these common terms and discuss where they fit in the broader process of fostering local economic development and the role place branding plays in relation to each of these concepts.*	Kadie Ward
12:00 –13:00	*Lunch*	
13:00 – 14:30	*Participant Prentations* MPED cities participating in the workshop will have 15 – 20 minutes to present an overview of thier city and thier current "place brand." They may also want to discuss their current demonstration project and its relation to place braning. Each presentation will be followed by a question and answer period.	Partner cities
14:30 – 15:15	*"3Ts" of Local Economic Development and Place Branding* We will have a more detailed discussion about how place branding can be used to support the local economic development goals of attracting trade, talent, and tourism. Ward will present a detailed overview while representatives from Thai Nguyen will present thier current LED project on attracting tourism.	
15:15 – 15:30	Wrap up and summary	

Day Two

Time	Topic	Speaker / Moderator
	Nov. 23, 2012: Place Branding Methodology i.e. getting started ☺	
8:30 – 8:45	Summary of day one and introduction to the second day of the workshop.	MPED/ACVN
8:45 – 9:00	Place branding methodology: general overview *This session introduces the standard place branding methodology and introduces the first steps a community must take in identifying and articulating its brand.*	Kadie Ward
9:00 – 9:45	Place branding methodology: defining the research question *We will identify what market problem place branding solves and discuss how to construct a research question to help us identify the research needed to articulate the place brand.*	Kadie Ward and participants
9:45- 10:30	Place branding methodology: research design and tools *This session introduces the basic research design for a defining a place brand and how the different types of market research can be used in place branding. Case studies and best-practices will be shared.*	Kadie Ward
10:30 – 10:45	*Coffee Break*	
10:45 – 11:30	Place branding methodology: research design and tools *This session introduces the basic research design for a defining a place brand and how the different types of market research can be used in place branding. Case studies and best-practices will be shared.*	Kadie Ward
11:30 – 12:15	Place branding methodology: research design and tools con't *This session looks further into primary and secondary research tools and provides an interactive opportunity for the participants to practice what they have learned.*	Kadie Ward and participants
12:15– 13:00	*Lunch Break*	
13:00 – 13:30	Place branding methodology: research design and tools con't *This session looks further into the role of the "working group" and stakeholder management in the place brand development process.*	
13:30 – 14:00	Research Analysis Part 1: Data *In this session we will define the process of analyzing the research with a goal to articulate your place brand based on the results of your research.*	Kadie Ward
14:00 – 14:45	*In this session we will introduce creative brainstorming tools with a practical activity looking at creative brand development using visual and verbal exercises to express the key messages.*	Kadie Ward
14:45 – 15:00	*Coffee Break*	
15:00 – 16:00	Research Analysis Part 2: Creative Continued *In this session we will introduce creative brainstorming tools with a practical activity looking at creative brand development using visual and verbal exercises to express the key messages.*	Kadie Ward
16:00 – 16:30	*Wrap up and next steps*	