

WHY ATTEND?

An excellent opportunity to explore innovative ways to make places more attractive for living, working and playing by:

- Engaging with experts
- Networking with people and organisations committed to destination creation
- Getting good ideas for your own place

TARGET AUDIENCE

The conference is planned for an audience of decision makers and actors at the local level. Hence Elected Members, Council officials, design and marketing professionals, local development practitioners, community leaders and social entrepreneurs will all find value in the content presentation and participant interaction at the conference.

OVERVIEW

Two specific themes form the continuous narrative for the conference namely place making and place branding.

Place Making has gained international recognition as a framework for judging good public spaces as well as for the time-tested systematic process and tools to develop a good public space. The custodians of this process are organisations such as the Project for Public Spaces (PPS) in New York. Two definitions used by PPS:

“Placemaking is a dynamic human function: it is an act of liberation, of staking claim, and of beautification; it is true human empowerment.”

“Placemaking is turning a neighborhood, town or city from a place you can’t wait to get through to one you never want to leave.”

Place Branding is relatively in its infancy as a public process where key stakeholders in a city, town or neighbourhood use the principles of brand development and user experiences to promote their place. In recent years a mix of local place advertising and events/festivals are becoming very visible in the public eye, but is there clear place distinction or are place perceptions morphing into noise and sameness?

Royal Marine Hotel, Dún Laoghaire, Ireland

CONFERENCE PROGRAMME

Tuesday 6th March 2012

- 13.00 Registration
- 13.45 **Welcome**
– An Cathaoirleach, Cllr John Bailey
- 14.00 **Session 1:**
- Why do certain places get all the nice shops?**
– Tim Radley, *Managing Director, VM Unleashed*,
a UK-based international Retail Consultancy
- A masterplan to make Dun Laoghaire Harbour an international waterfront destination**
– Gerry Dunne, *CEO, Dun Laoghaire Harbour Co*
- Re-branding Dún Laoghaire: Successes of the BRAND Project**
– Wessel Badendorst, *Project Manager, Dún Laoghaire-Rathdown County Council*
- 15.45 Participant networking (Tea/coffee)
- 16.15 **Session 2:**
- Developing and Branding Kilkenny - the Invest Kilkenny experience**
– Joe Crockett, *County Manager, Kilkenny County Council*
- The Titanic Quarter: Belfast rises again**
– Conal Harvey, *Chairman, Titanic Quarter Ltd.*
- Building on Dublin's Identity: The Dublin Identity Branding Project**
– Lorna Maxwell, *SEO, Economic Development, Dublin City Council*
- 17.45 Day 1 – Conclusion
- 19.00 Dinner in Dún Laoghaire – your choice!

Wednesday 7th March 2012

- 10.00 Registration and tea/coffee
- 10.30 **Welcome and Recap of Day 1**
- 11.00 **Session 3:**
- Co-production in the regeneration of urban spaces**
– Dr. Hans Schlappa, *Hertfordshire University Business School*
- Developing the Dublin Mountain trails**
– Richard Cremins, *Board Director, Dublin Mountains Partnership*
- Bloomsday in Dún Laoghaire**
– Linking heritage and fun to retail
– Don McManus, *Chair, Dún Laoghaire Business Association*
- The Dundrum Town Centre experience**
– Don Nugent, *Director, Dundrum Town Centre*
- 12.30 Lunch
- 14.00 **Session 4:**
- Helping people create and sustain public spaces that build stronger communities**
– Fred Kent, *Founder Project for Public Spaces, New York*
- Streets as Places – Global examples of the positive effects of street transformations**
– Gary Toth, *Director, Project for Public Spaces*
- The Metals Project – Public space creation in Dún Laoghaire**
– Bob Hannan, *Senior Architect, Dún Laoghaire-Rathdown County Council*
- 15.45 **Panel Discussion:** Moderator – Olivia O'Leary
What methods and principles do we apply in developing and promoting our own areas? What works well? What can we do differently?
- 17.00 Evaluation and Conclusion
- 19.00 Cocktail Reception
- 19.30 **Gala dinner: Guest speaker – Tánaiste Eamon Gilmore – Branding Ireland Inc. – strategies at local level.**

How to register

On-line at www.destinationcreation2012.com

For enquiries call +353 1 442 9249

Price €225 per person early bird registration before February 3rd, or €250 thereafter