

## Invite to take part

**In the 2<sup>nd</sup> International conference on marketing of waterfront cities**



## **CITIES BY THE WATER: Images Real and Virtual**

**February 13–15, 2014, Petrozavodsk, Republic of Karelia**

### **The concept and subject of the conference**

Overall subject of the conference is connected with marketing of the waterfront territories, appear interdisciplinary and involves wide range of issues - from scientific and methodological issues of territorial marketing to practical issues of marketing plans development and implementation, building and promotion of waterfront cities brand. Subject of the conference brings together issues of strategic and spatial planning, territorial marketing and branding, landscape and urban design of waterfront cities, development of artistic crafts and "event" marketing, city information policy and improvement of citizens' activity.

The conference is considered as an open dispute platform to discuss the full range of issues related to information policy formation and implementation at the municipal level, as well as involvement of citizens, NGOs, business into information exchange processes and open discussion on mechanisms and ways of urban development.

The conference will present the interim results of the projects " Contemporary Old City: enhancing cultural tourism across the border" and "City Branding Phase II: Common branding of medium-sized cities".

### **The conference participants**

Executives and specialists of foreign and national waterfront cities' administrations, ranging from large urban centers to small towns and urban villages, located on the banks of water bodies (seas ,lakes and rivers), scientists and experts in the field of strategic planning and territorial marketing and branding, spatial planning, experts in the field of architecture, landscape planning and design, development of national cultures, organization and running of cultural events, as well as artistic intellectuals, business community and NGOs are invited for participation in the conference.

### **The conference events**

The Conference is linked with the annual International Winter Festival "Hyperborea", one of Petrozavodsk city branding events. Attending of the festival activities will make additional cultural and business part of the program.

### **Applications for participation in the conference**

Application forms for participation in the conference please send before January 20, 2014 by fax +7(8142) 57-07-27 or e-mail to: [mikhailova@krc.karelia.ru](mailto:mikhailova@krc.karelia.ru) / [druzhinina@krimel.karelia.ru](mailto:druzhinina@krimel.karelia.ru)

*The conference is supported by the projects:*

*«Contemporary old city: enhancing cultural tourism across the border» (ENPI CBC "Karelia" Program)  
"City Branding Phase II: Common branding of medium-sized cities" (Nordic Council of Ministers)'*



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Nordic Council of Ministers