

BARCELONA, Tuesday 21 July 2020

RETHINKING THE CITY BRAND IN TIMES OF COVID-19:

roadmaps to economic and
social recovery



Agenda

Date: Tuesday 21st July 2020

Time: 9:30 am – 13:30 am (all times in CEST)

Promoted by: City Promotion – City Branding, Barcelona City Council in association with UPF – Barcelona School of Management & International Place Branding Association.

Language: English

Registration: register for this free of charge webinar [here](#)

9:30 am - 9:35 am	Introduction to the webinar by Mr. Mario Rubert, City Promotion Director of the Barcelona City Council.
9:35 am - 9:40 am	Welcome word by Mr. Oriol Amat , Dean of the Barcelona School of Management of the Universitat Pompeu Fabra.
9:40h - 9:50 am	Welcome word and brief reflexion on how Barcelona's resilience strategy has performed during the ongoing covid19 crisis and how it is providing roots for recovery planning in all aspects of the place economy by Mr. Jaume Collboni , 1 st Deputy Mayor of the Barcelona City Council.
9:50 am -10:20 am	Keynote Presentation: The New Agility, Cities, COVid19, and the DNA of Cities by Prof Greg Clark CBE FAcSS, Global Advisor, Chair/NED, Author
10:20 am -10:30 am	<i>Q&A time moderated by Q&A time moderated by Mr. Mario Rubert</i>

10:30 am - 11:30 am	Panel Discussion 1: Managing the global crisis. Outstanding Practices in city response to the Covid19.
	<i>Introduction of the panel members by the moderator Mr. Miquel Molina, Deputy Director of the LA VANGUARDIA newspaper.</i>

	<i>The Lisbon case: Mr. Diogo Ivo Cruz, Project Director of Invest Lisboa.</i>
	<i>The Oslo region case. Ms. Siw Andersen. Director of Communication, Oslo Business Region</i>
	<i>Q&A time moderated by the Moderator, Mr. Miquel Molina</i>

11:30 am-12:30 pm	Panel Discussion 2: City alliances as successful crisis response strategies: public-private collaboration.
	<i>Introduction of the panel members by the moderator, by Ms. Nicole Kalemba, Professor of the Marketing Area of UPF Barcelona School of Management.</i>
	<i>The London case: Ms. Rose Wangen-Jones, Managing Director for Marketing of London and Partners .</i>
	<i>The Tel Aviv case: Mr. Eytan Schwartz, Head of Media and Communications of the Tel Aviv-Yafo Municipality</i>
	<i>Q&A time moderated by Ms. Nicole Kalemba</i>

12:30 pm -1:45h pm	Panel Discussion 3: City branding research: new trends and how to face the COVID aftermath
	<i>This third panel will have a round table format with a short Introduction of the panel members by the moderator, Josep Fernández Cavia, Associate Professor of the Department of Communication of the Universitat Pompeu Fabra, followed by main bullet points by panelists, followed by discussion among panelists with Q&A time open to webinar attendees.</i>
	<i>Ms. Hong Fan, Professor at the School of Journalism and Communication at Tsinghua University.</i>
	<i>Ms. Magdalena Florek, Associate Professor at the Poznan University of Economics and Business University.</i>
	<i>Dr. Mihalis Kavaratzis, Associate Professor in Marketing of the University of Leicester, Adviser on Place Marketing/Branding.</i>
	<i>Mr. Robert Govers, independent international adviser, scholar, speaker, author on the reputation of cities, regions & countries and chairman of the International Place Branding Association.</i>

1.45 pm - 1:50 pm	Conclusion and wrap-up webinar by Ms. Consol Vancells, Head of City Branding Projects of the Barcelona City Council.
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All times in CEST (Central European Summer Time)