



**REPORT TO: THE EXECUTIVE MAYOR AND MEMBERS OF THE MAYORAL COMMITTEE  
AND CORPORATE SERVICES PORTFOLIO COMMITTEE**

**1. ITEM NUMBER**

**2. SUBJECT**

**FEEDBACK ON THE INTERNATIONAL/OUTSIDE THE BORDERS OF THE  
RSA TRIP UNDERTAKEN FROM 6 – 9 NOVEMBER 2018 TO ATTEND THE  
CITY NATION PLACE GLOBAL CONFERENCE & AWARDS IN LONDON,  
UNITED KINGDOM**

**ONDERWERP**

**TERUGVOERING OOR DIE BUITELANDSE REIS BUIE DIE GRENSE VAN  
DIE RSA ONDERNEEM VAN 6 – 9 NOVEMBER 2018 OM DIE “CITY  
NATION PLACE”-WÊRELDKONFERENSIE EN –TOEKENNINGS IN  
LONDEN, VERENIGDE KONINKRYK, BY TE WOON**

**ISIHLOKO**

**INGXELO ENGOHAMBO KUMAZWE APHESHEYA KWIMIDA  
ENGAPHANDLE KWASEMZANTSI AFRIKA EQHUTYWE UKUSUSELA  
NGOWE-6 UKUYA KOWE-9 KWEYENKANGA 2018 UKUZIMASA  
INKOMFA JIKELELE YEZIXEKO ZEZIWE NONIKEZELO-MABHASO ESE-  
LONDON, E-UNITED KINGDOM**

**3. EVENT SUMMARY**

EVENT DETAILS	
CONFERENCE/SEMINAR	City Nation Place Global Conference & Awards
OTHER	Attendance for Destination Promotion, Media Outreach & Knowledge Gathering
DATE	7 – 8 November 2018
VENUE	<b>One Whitehall Place, Whitehall Court, London SW1A 2EJ</b>
CITY	<b>London</b>
COUNTRY	<b>UNITED KINGDOM</b>

JAH

**ATTENDEE DETAILS**

NAME AND SURNAME

DESIGNATION

Clayton Barnes (Staff No. 10046281)

**SPO: NEW MEDIA, PLACE MARKETING****PROVIDE SUMMARY OF HOST ORGANISATION / CITY**

City Nation Place (CNP) Global is the annual forum for place marketing professionals from around the world to gain essential insight into the latest trends and international best practice in destination marketing. Delegates representing cities, nations and regions from over 35 countries attended the conference in London on 7 and 8 November 2018. The event forms part of a series of international place marketing conferences created and delivered by No-4 Media & Events, a limited company registered in the UK. Other conferences hosted by the organisation include City Nation Place Americas, hosted in New York, USA, and City Nation Place Asia Pacific, hosted in Singapore.

**4. OBJECTIVE**

Key objectives and reasons for attendance were:

- to understand and determine international best practice in terms of place marketing communication;
- to gain insight into how global cities create an authentic place marketing narrative which engages and inspires ;
- to establish relationships with government counterparts, marketing communication professionals, tourism marketing organisations and investment promotion agencies; and
- to reach out and build relationships with international media.

**5. OUTCOMES**

The conference reaffirmed the power and importance of Place Marketing for cities of the future. With the rise of globalisation and increased competition for investment, people and resources, Place Marketing has become a necessary requirement for city and regional governments globally. Chris Fair, CEO of Resonance Consulting and a keynote speaker at the event, noted that successfully branding and communicating a destination can significantly contribute to its economic and social success. "A business or a potential resident or a visitor can go anywhere they want today, so articulating differentiating and unique characteristics is important to attracting investment, people and capital to your place."

A key outcome of the conference for the City was the announcement that Cape Town ranked among the Top 15 cities in the world for its sense of Place. The ranking forms part of Resonance Consultancy's 2019 List of the World's Best Cities. To score a city within the Place category, Resonance and global

market research and a consulting firm Ipsos, evaluated the perceived quality of the city's natural and built environments, specifically in the subcategories of weather, safety, neighbourhoods and landmarks, and parks and outdoor activities.

The knowledge acquired by the City is invaluable and the relationships formed with place marketing practitioners and media in key markets in Europe, the United States, Canada, South America and East Africa will help further the destination objectives of the Place Marketing branch.

The City of Cape Town engaged with representatives from the New York Times (place branding division) and National Geographic, and conducted six meetings with the following individuals:

Chris Fair, President and CEO of Resonance Consulting (Vancouver & New York)

**Outcome:** Potential feature to be discussed for Resonance Consultancy's website.

Claire Lampon, Digital Media Manager at Historic Royal Palaces (London, UK)

**Outcome:** Future knowledge sharing and digital content exchange to be discussed.

Hilda Ogada, Manager: Branding & Marketing at Brand Kenya (Nairobi)

**Outcome:** Future media hosting and digital content exchange to be discussed.

Daniel Valverde, Country Brand Director, Costa Rica

**Outcome:** Future knowledge sharing and content exchange to be discussed.

Todd Babiak, Writer and Partner at Places Are People (Edmonton, Canada)

**Outcome:** Potential future hosting/familiarisation visit to be discussed.

Daniela Montiel, International Partnerships Manager, Imagen de Chile (Santiago, Chile)

**Outcome:** Agreed to future knowledge sharing and digital content exchange.

- |                                     |   |                             |
|-------------------------------------|---|-----------------------------|
| <input type="checkbox"/>            | - | Partnership Agreement       |
| <input type="checkbox"/>            | - | Membership Agreement        |
| <input type="checkbox"/>            | - | Grants Agreement            |
| <input type="checkbox"/>            | - | Memorandum of Understanding |
| <input type="checkbox"/>            | - | Statement of Intent         |
| <input checked="" type="checkbox"/> | - | Other                       |

## 6. ACTIONS REQUIRED

All actions required are subject to the necessary authority being obtained, where applicable.

*Handwritten signature*



The City of Cape Town to follow-up on opportunities for future knowledge sharing and leverage of digital platforms with the following individuals:

- Claire Lampon, Digital Media Manager at Historic Royal Palaces (London, UK)
- Hilda Ogada, Manager: Branding & Marketing at Brand Kenya (Nairobi)
- Daniel Valverde, Country Brand Director, Costa Rica
- Daniela Montiel, International Partnerships Manager, Imagen de Chile (Santiago, Chile)

## 7. IMPLICATIONS

- |     |   |  |                              |
|-----|---|--|------------------------------|
| 7.1 | <b>Constitutional and Policy Implications</b> | No <input checked="" type="checkbox"/> | Yes <input type="checkbox"/> |
| 7.2 | <b>Environmental implications</b>             | No <input checked="" type="checkbox"/> | Yes <input type="checkbox"/> |
| 7.3 | <b>Financial Implications</b>                 | No <input checked="" type="checkbox"/> | Yes <input type="checkbox"/> |
| 7.4 | <b>Legal Implications</b>                     | No <input checked="" type="checkbox"/> | Yes <input type="checkbox"/> |
| 7.5 | <b>Staff Implications</b>                     | No <input checked="" type="checkbox"/> | Yes <input type="checkbox"/> |
| 7.6 | <b>Risk Implications</b>                      | No <input checked="" type="checkbox"/> | Yes <input type="checkbox"/> |

## 8. RECOMMENDATIONS

Recommended that:

- a) the feedback report on the trip City Nation Place Global Conference & Awards in London, United Kingdom, undertaken by Clayton Barnes (SPO: New Media, Place Marketing) on 6 – 9 November 2018 **be noted**.

### AANBEVELINGS

Daar word aanbeveel dat:

- a) Daar kennis geneem word van die terugvoeringsverslag oor die reis na die "City Nation Place"-wêreldkonferensie en -toekennings in Londen, Verenigde Koninkryk, van 6 – 9 November 2018 onderneem deur Clayton Barnes (SPO: nuwe media, plekbemarking).

### IZINDULULO

Kundululwe ukuba:

JMH

- a) Makuqwalaselwe ingxelo emalunga nehambo emalunga neNkomfa Jikelele yeZixeko zeZizwe noNikezelo-mabhaso ese- London, e-United Kingdom, eqhutywe ngu-Clayton Barnes (SPO: New Media, Place Marketing) ukususela kowe-6 ukuya kowe-9 kweyeNkanga 2018.

## 9. GENERAL DISCUSSION

Over 200 delegates from cities across the world attended the 4th annual City Nation Place Global Conference & Awards in London on 7 and 8 November 2018 to focus on the challenges and opportunities that connect place branding teams – whether working in foreign ministries, trade departments, destination marketing organisations, investment promotion agencies, economic development boards, mayoral offices, city marketing boards, or regional marketing agencies.

Sessions covered included:

- How a place's brand underpins its resilience
- What the rise of fake news means for place brands and what impact this should have on communication strategy
- Case study: Puerto Rico – Changing the narrative
- Stronger together – How destinations organise to collaborate together
- Building your place brand whilst driving sector specific engagement
- The evolving role of the private sector in place brand strategy
- Leveraging the power of Hollywood movies to brand your place
- Case study: Ireland - Managing the economics of the impact of tourism

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## 10. ANNEXURES

Annexure A – City Nation Place Global Programme

Annexure B – Key Outcomes Presentation

### FOR FURTHER DETAILS, CONTACT:

DATE	15 November 2018		
NAME	Clayton Barnes	CONTACT NUMBER	021 417 4983
E-MAIL ADDRESS	clayton.barnes@capetown.gov.za		
DIRECTORATE	Enterprise & Investment	FILE REF	No
SIGNATURE :			

  
EXECUTIVE DIRECTOR: CORPORATE SERVICES

MR. CRAIG KESSON

NAME

*Craig Kesson.*

DATE

*3 December 2018.*

COMMENT:



MANAGER: INTERNATIONAL RELATIONS

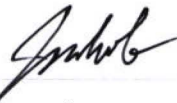
DR. DENVER VAN SCHALKWYK

COMMENT:

*6/12/2018*

DATE

*NOTED*



LEGAL COMPLIANCE

☐ REPORT COMPLIANT WITH THE PROVISIONS OF COUNCIL'S DELEGATIONS, POLICIES, BY-LAWS AND ALL LEGISLATION RELATING TO THE MATTER UNDER CONSIDERATION.

☐ NON-COMPLIANT

COMMENT:

NAME

*Joan-Mari Holt*

TEL

*021 400 2753*

DATE

*10/12/2018*

*For information. JMH*

  
CITY MANAGER

DATE

*Lungelo Mbandazayo*  
**11 DEC 2018**  
*City Manager*

☒ SUPPORTED FOR ONWARD SUBMISSION TO:

MAYCO ☒

RELEVANT SECTION 79 OR 80 COMMITTEE ☒

☐ NOT SUPPORTED

☐ REFERRED BACK

COMMENT:

*Noted.*



# City Nation Place 2018

7-8th November 2018 Agenda





08:00 **Early registration for Breakfast Briefing Attendees Only**

08:10 **Breakfast briefing**

Learn from masterful storytelling: find out how National Geographic engages 350m fans through social media (By invitation-only: please apply when registering)



**Annabelle Canwell**  
SVP Brand Partnerships, National Geographic

08:30 **Conference registration & refreshments**

09:00 **Welcome & Introduction**



**Clare Dewhirst**  
Founder and Director , City Nation Place

09:15 **A tale of two cities: how a place's brand underpins its resilience**

Two very different cities share insights into how a place's brand can help it to bounce back from political, social, environmental or economic challenges and thrive in the face of adversity.



**Adriana Campelo**  
Chief Resilience Officer , City of Salvador



**Laura Citron**  
Chief Executive, London & Partners

10:00 **#FakeNews**

What does the rise of fake news mean for place branding strategies and what impact should this have on communication strategy? This discussion will explore the intersection between diplomacy, nation/city branding, and fake news, drawing on perspectives from both the private and the public sector.



**Andreas Sandre**  
Author of 'Digital Diplomacy: Conversations on Innovation in Foreign Policy,' and Press & Public Affairs Officer, Embassy of Italy in the US



**Sean Evins**  
Politics and Government Outreach, Europe, Middle East and Asia, Facebook



**Consol Vancells Casanovas**

City Branding Project Coordinator, City Promotion Department, Barcelona City Council

12:20

## **City Nation Place Awards Preview**

See the highlights of the shortlisted entries in our next two categories - Best Use of Social Media & Best Communications Strategy

12:30

## **Breakout Sessions**

Delegates choose sessions to dig deeper into the issues that matter to them

### **Building your brand whilst driving sector specific engagement**

During this session, we explore the key principles which can give power to your FDI sector marketing strategy. Learn from practical examples and the latest thinking from investment promotion branding experts.



**Jessica Wardle**

Managing Partner, M&C Saatchi



**Mary Harris**

Managing Director, M&C Saatchi Export



**Claus Lønborg**

CEO, Copenhagen Capacity



**Jo Simmons**

Account Director - Government, LinkedIn

### **Creating the ideal structure to manage a nation's brand: building a stakeholder engagement programme and defining key performance indicators**

What should be the ideal management structure to manage the nation brand project

How to deal with different stakeholders and different agendas

Establishing and creating the right metrics, nation brand indicators and constructing a brand performance dashboard

How to ensure the brand strategy transcends government changes



**Jose Torres**

CEO, Bloom Consulting

# Leveraging the power of Hollywood movies to brand your place

From “Midnight Express” to “Zorba the Greek” – every nation has a movie that they feel uncomfortable with, few have movies to be proud of. In this session, packed with insider tips, learn how to use Hollywood, and film, as a tool to promote your city, nation or place

Identifying the opportunities and the common pitfalls

The do's and don'ts of attaching celebrities to your place brand

How to create the right connections

Understanding the budget implications



**Emrah Yucel**  
CEO, I Mean It

## Over tourism and place identity

Understanding what we mean by “over-tourism”

Hear the results of new research benchmarking quality experiences to determine if over-tourism is a supply-side or perception issue

Learn from the experience of Barcelona: what new approaches is the city taking from both the supply-side [city planning and policy] and the promotion perspective?

What are the long-term implications of over-tourism for a place brand?



**Chris Fair**  
CEO, Resonance Consultancy



**Joan Torrella**  
Director, Barcelona Tourism

## 14:50 Breakout Sessions

Delegates choose sessions to dig deeper into the issues that matter to them

## Data-driven place branding strategies

How to implement a more analytical approach to drive your place branding strategy, utilizing traditional research techniques, new approaches and emerging tools

How to use research and data at your fingertips to guide your vision and measure your progress

Learn from real examples of place branding in action



**Jason McGrath**  
SVP, IPSOS Global Reputation Centre



**Rhett Skelton**  
Executive Vice President, Skylight Intelligence



## story

How tourism has fitted into Ireland's economic agenda as a driver of growth  
Insights into the marketing approaches which have delivered tourism success  
How Ireland is dealing with the challenges and responsibilities that accompany growth in tourism



**Niall Gibbons**  
CEO, Tourism Ireland

16:20

## Maintaining momentum

If launching a place brand is a skill, maintaining momentum is an art. Two very different places share their experience and explain how they have created a platform that is constantly refreshing but still maintains consistency, keeps delivering results and keeps meeting different objectives.



**James Wright**  
CNBC Marketing Media Money



**Patricia Maher**  
CEO, Grenada Tourism Authority



**Conrad Bird**  
Campaign Director, GREAT Britain Campaign

17:00

## City Nation Place Awards Presentations

The winners are announced in all categories of the City Nation Place Awards 2018

17:15

## Summing Up & Close

