Marketing Cities, Regions and Towns

Contributed by Brahm
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The event looks at branding cities to attract investment and will be attended by those involved in the marketing, promotion and regeneration of cities and regions. Issues that will be addressed include the importance of branding, city identity, attracting business investment and tourism.

Malcolm will be examining the complexities of the integrated marketing campaign currently underway on behalf of Bradford City Regeneration, and sharing Brahmâ€™s expertise from this.

The talk will address key topics including:
How effective marketing of urban regeneration can change the brand identity and perceptions of a city, region or town

The importance of public consultation, and presenting the vision

Winning the hearts and minds of the community

For further information please see www.symposium-events.co.uk. Or contact Malcolm Cowing at Brahm on 0113 230 4000 or email m.cowing@brahm.com.