

Call for Papers, Panels, Cases, Doctoral Presentations and Artwork for the

Ninth Annual Conference of the International Place Branding Association (IPBA)

Hosted by:

**Manchester Metropolitan University Business School
Manchester, United Kingdom, 29 - 31 October 2025**

Doctoral Colloquium:

Wednesday 29 October 2025

Venue: Manchester Metropolitan University Business School

Main Conference:

Thursday 30 & Friday 31 October 2025

Venue: Holiday Inn – Manchester City Centre

The International Place Branding Association invites research papers, doctoral colloquium presentations, panel proposals, practitioner case-studies and artwork for its ninth conference, which will take place in Manchester between Wednesday 29th of October and Friday 31st of October 2025.

The conference builds on the collective success of IPBA's previous conferences (London 2016, Swansea 2017, Macao 2018, Volos 2019, Barcelona 2021, Aix-en-Provence 2022, Helsingborg 2023, Bangkok 2024) and the earlier International Colloquia on Place Brand Management (London and Aosta), the International Conference on Destination Branding and Marketing series (IFT Macao, University of South Carolina, and Swansea), the City Branding Symposia (Stockholm and Beijing), the Corfu Symposia on Managing & Marketing Places, and the Poznan Best Place Summit.

Stay informed:

Like our Facebook Page: www.facebook.com/IPBApage

Follow us on LinkedIn: <https://www.linkedin.com/company/15190408>

Join our LinkedIn group: <https://www.linkedin.com/groups/12012113/>

Indicate your intention to join the event:

<https://www.facebook.com/events/1645180613092319> and/or

<https://www.linkedin.com/events/7267550078662328320>

IPBA website: www.placebranding.org

Conference Website: www.ipba2025.mmu.ac.uk

Email: ipba2025@mmu.ac.uk

AIMS AND THEMES OF THE CONFERENCE

The conference is the main vehicle to advance the aims of the International Place Branding Association, which include providing a forum for the exchange of ideas around the theory and practice of place branding, linking the members of the international place branding community, bringing scholars and practitioners closer together and advancing the professionalisation of the field.

Building on the momentum of the 2024 IPBA conference, the 2025 IPBA conference endeavours to bring together scholars, practitioners and students of place branding and related fields (nation branding, public diplomacy, city branding, country branding, destination branding) working at the intersection of marketing, tourism, economic development, public diplomacy, events organisation, heritage management, spatial design, public administration, human geography and communications. Special opportunities for networking will be offered.

We particularly encourage submissions that:

- Advance and enrich the theoretical and practical understanding of place branding.
- Explore the symbiotic relationship between place branding and other disciplinary realms.
- Advance the clarification of major concepts (e.g., place marketing vs. place branding vs. place promotion vs. diplomacy).
- Explore and analyse the differences between major application fields (e.g., tourism vs. resident attachment vs. investment attraction) and/or major place scales (cities vs. regions vs. nations) as well as cross-border areas.
- Focus on the role and potential of place branding for sustainable development.
- Examine the overlaps between place branding and public diplomacy as well as the intersection between crisis communication and place branding.
- Develop an agenda for engaged scholarship in place branding.
- Critically examine the use and potential of digital technologies and social and mainstream media in place branding.
- Examine the role of culture, creativity and innovation in place branding strategies.
- Analyse the significance of stakeholder engagement for effective place branding and methods to facilitate it.
- Use multiple, comparative case studies that reflect on cross-case conclusions.
- Focus on branding and marketing local food and culture, geographical indications, gastronomy in destination branding, culinary and cultural diplomacy.
- Explore country of origin effects, soft power and place branding, branding for talent attraction and investment promotion.
- Examine the roles and practices of Destination Management and Marketing Organisations in accordance and/or conflict with place branding strategies.
- Focus on practitioners' learnings (from policy makers or consultants) based on cases or applied research.

We also invite doctoral candidates to submit presentations to the **Doctoral Colloquium**.

Finally, we invite submissions to the 2025 edition of the **IPBA Art Gallery**, a special feature of the IPBA conference that presents place branding-inspired artistic and innovative work by scholars, researchers, artists and students converging artistic, creative and scientific methods and means of presentation.

SUBMISSION GUIDELINES

Please read and follow these instructions carefully. Failure to do so may result in immediate desk rejection by the programme committee. All contributions (research paper abstracts, doctoral presentation abstracts, panel proposals, cases, full papers and artwork descriptions) should be submitted via EasyChair <https://easychair.org/conferences/?conf=ipba2025>. Submissions must not contain any identifying information. Please remove any mention of author names from the actual submission. Specific guidelines for some types of submissions are given in the endnotesⁱ.

The deadline for all submissions is 5 May 2025. Please note that the two-stage process that we used in the past (feedback to abstract first, then submit full paper) has been abandoned. There is only ONE submission deadline, which is 5 May 2025.

Authors who do not intend to submit a full paper to the conference at all can submit their abstract by 5 May 2025, but they will not be allowed to submit full papers afterwards. Authors who wish their papers to be considered for publication or for the Best Paper award **must submit full papers** by 5 May. A double-blind review process will be applied to all submissions. Revised and final versions of abstracts, cases, full papers or artworks should be uploaded to EasyChair by 15 August 2025.

Please ensure that you consider the following general guidelines when preparing your submission.

Word limit (excluding cover page, references, tables)	
Abstracts	250 to 500 words
Full papers/cases	3,000 to 5,000 words
Keywords	
Provide up to 5 keywords	
Structure for abstract and paper submissions	Format
• Title	• Times New Roman (font 11)
• Aims	• single spacing
• Theoretical framework	• 2.5 cm margins
• Main research approach	• Harvard style references
• Key arguments/findings	
• Conclusions	
• Practical implications	
• References	

During the submission process, authors will be asked to indicate whether their submission is a) an original research contribution; b) a practitioner case study contribution; c) a doctoral colloquium contribution; d) a panel proposal or e) an artistic contribution.

At least one author of accepted submissions must register to present by 15 September 2025 and we encourage you to use the Early Bird option (by 8 September 2025). Abstracts, cases, full papers, panels or artworks submitted, but not registered after this date, will not be published in the conference proceedings nor included in the final programme. Delegates at the main conference will only be programmed for a maximum of two presentations. PhD students can participate in the doctoral colloquium as well as present another paper at the main conference.

Queries are welcome and can be directed to: ipba2025@mmu.ac.uk.

PARTICIPATION IN THE DOCTORAL COLLOQUIUM

PhD students are invited to submit an abstract of the presentation that they intend to deliver during the Doctoral Colloquium. All submissions for the Doctoral Colloquium will be reviewed based on abstract. During the colloquium, all students will get a chance to present and discuss their work with a panel of experienced place branding researchers and their peers. In addition, PhD students can also submit full papers or abstracts (usually with their supervisors) for presentation at the main conference if they wish. The doctoral colloquium requires a separate registration.

ORGANISING A PANEL SESSION

Panel sessions are intended to stimulate public discussion about critical issues or core challenges to place branding research and practice. Panels consist of four presenters and a discussant, or five presenters. Panel proposals should include 1) a 350-word rationale for the panel; 2) names and affiliations of all presenters; 3) a title and 150-word abstract from each presenter. Panel proposals should include contributions from at least two different countries, feature gender balance, and include not more than two contributors from a single faculty, department, or school. Panels consisting of researchers and practitioners are encouraged.

PARTICIPATION IN THE ART GALLERY

For artwork, submissions may include explorations or interpretations of historical and current place branding themes. All works submitted must be original and inspired by the contributors' research, practice or wider engagement with place branding, place marketing and related issues. The main aim is to allow members of the community to express their ideas, concerns, ambitions, reflections, questions or conclusions around place brands in ways outside the constraints of usual scientific and academic formats. In this way, we might be able to further inspire each other's future explorations and direct our research to new avenues. As Albert Einstein said, "Creativity is contagious; pass it on!" Artwork submissions are welcome in any of the following formats: poems and lyrics; songs and music; films and videos; collage; photographic essays; drawings and paintings; sculptures and mixed media, performances. For more information and questions about the IPBA Art Gallery you can contact the curator Mihalis Kavaratzis at: m.kavaratzis@mmu.ac.uk.

PUBLICATIONS PLAN

Selected full papers from the conference might be invited to feature in a Special Issue of [Place Branding and Public Diplomacy](#) (an additional review process applies). The organisers are pursuing further publication opportunities in relevant journals. All abstracts submitted and accepted will be included in the Book of Abstracts, which will be shared with all conference participants in electronic form. Accepted full papers will be made available to delegates in proceedings (in public electronic form with ISBN number) if the authors so wish.

PRELIMINARY PROGRAMME (precise timings subject to confirmation)

Day	Main Programme	Late-Afternoon & Evening Programme
Wednesday	The Doctoral Colloquium 13:30-14:00: Registration with coffee 14:00-14:15: Welcome 14:15-16:15: Parallel discussion sessions * 16:15-16:30: Reporting and closing	16:30: Manchester City Centre Walking Tour 18:30: Welcome Reception
Thursday	08:30-09:00 Registration with coffee 09:00-09:30 Welcome 09:30-10:10 Keynote 1 10:10-10:40 Coffee 10:40-12:00 <i>Parallel sessions (round I) *</i> 12:00-12:30 Art Gallery 12:30-13:30 Lunch 13:30-14:50 <i>Parallel sessions (round II) *</i> 14:50-15:20 Tea 15:20-16:40 <i>Parallel sessions (round III) * and panels</i> 16:40-17:20 Keynote 2	19:30: Gala Dinner
Friday	09:00-09:30 Arrivals with coffee 09:30-10:10 Keynote 3 10:10-10:40 Coffee 10:40-12:00 <i>Parallel sessions (round IV) *</i> 12:00-12:30 Art Gallery 12:30-13:30 Lunch 13:30-14:50 <i>Parallel sessions (round V) * and panels</i> 14:50-15:20 Tea 15:20-16:40 <i>Parallel sessions (round VI) * and panels</i> 16:40-17:00 Joint Plenary Closing	17:30: Drinks Reception and Free Evening
Saturday	10:00 Guided tours in Manchester	

* During parallel sessions each presenter will be assigned a minimum twenty-minute time slot including Q&A. For the Doctoral Colloquium this will be minimum 30 minutes.

KEY DATES

Submissions	
All submissions	5 May 2025
Feedback to authors	15 June 2025
All resubmissions	15 August 2025
Registration	
Early Bird Registration closing date	8 September 2025
Registration closing date	2 October 2025
Start Conference	29 October 2025

CONFERENCE FEES

Standard Individual – Early Bird (before 8 September 2025)	£420
Standard Individual – Late	£490
Student – Early Bird (before 8 September 2025)	£295
Student – Late	£345
Day rate – 30 October	£280
Day rate – 31 October	£230
The Doctoral Colloquium (separate registration)	£30

CONFERENCE DETAILS

Full conference details, including registration and accommodation details, will be available via www.ipba2025.mmu.ac.uk.

CONFERENCE ORGANISING COMMITTEE

- Mihalis Kavaratzis, Manchester Metropolitan University, UK (Chair)
- Chloe Steadman, Manchester Metropolitan University, UK (Co-chair)
- Nikos Ntounis, Manchester Metropolitan University, UK (Co-chair)
- Robert Govers (Representing IPBA)
- Gary Warnaby, Manchester Metropolitan University, UK (Doctoral Colloquium Chair)

PROGRAMME COMMITTEE

- Mihalis Kavaratzis, Manchester Metropolitan University, UK (Chair)
- Nikos Ntounis, Manchester Metropolitan University, UK (Co-chair)
- Chloe Steadman, Manchester Metropolitan University, UK (Co-chair)
- Gary Warnaby, University of Manchester, UK (Doctoral Colloquium Chair)
- Don Dioko, IFT Institute for Tourism Studies, Macao SAR, China
- Hong Fan, Tsinghua University Beijing, China
- Magdalena Florek, IPBA and Best Place Institute, Poland
- Nigel Morgan, University of Surrey, UK

CONFERENCE SCIENTIFIC COMMITTEE

- Eli Avraham, University of Haifa, Israel
- Cecilia Cassinger, Lund University, Sweden
- Alex Deffner, University of Thessaly, Volos, Greece
- Keith Dinnie, University of Dundee, UK
- Don Dioko, IFT Institute for Tourism Studies, Macao SAR , China
- Jasper Eshuis, Erasmus University Rotterdam, Netherlands
- Hong Fan, Tsinghua University Beijing, China
- José Fernández Cavia, Pompeu Fabra University, Barcelona, Spain
- Joao Freire, IPAM - Marketing School for Business, Portugal
- Magdalena Florek, IPBA and Best Place Institute, Poland
- Massimo Giovanardi, Università di Bologna, Italy
- Sonya Hanna, Bangor University, Wales, UK
- Marta Hereźniak, University of Lodz, Poland
- Andrea Insch, University of Otago, New Zealand
- Lisa Källström, Kristianstad University, Sweden
- Mihalis Kavaratzis, Manchester Metropolitan University, UK
- Arja Lemmetyinen, University of Turku, Finland
- Andrea Lucarelli, Stockholm Business School, Sweden
- Chiara Mauri, LIUC - Università Cattaneo, Italy
- Nikos Ntounis, Manchester Metropolitan University, UK
- Nicolas Papadopoulos, Carleton University, Canada
- Cecilia Pasquinelli, University of Naples 'Parthenope', Italy
- Olga Rauhut Kompaniets, Halmstad University, Sweden
- Chloe Steadman, Manchester Metropolitan University, UK
- Efe Sevin, Towson University, USA
- Viriya Taecharungroj, Mahidol University, Thailand
- Gary Warnaby, Manchester Metropolitan University, UK
- Staci Zavattaro, University of Central Florida, USA
- Sebastian Zenker, Copenhagen Business School, Denmark

ART GALLERY CURATOR

- Mihalis Kavaratzis, Manchester Metropolitan University, UK

DOCTORAL COLLOQUIM CHAIR

- Gary Warnaby, Manchester Metropolitan University, UK

ⁱ Please note these detailed guidelines on specific ways in which you might want to participate in the conference:

Research presentation based on abstract only

Submit your abstract (250-500 words) by May 5. Please note that there will be no opportunity to submit a full paper afterwards. You will not be considered for the best paper award and may miss out on the publication plan.

Research presentation based on full paper

Submit your full paper (3,000-5,000 words) by May 5. Full papers are considered for the best paper award and inclusion in the publication plan.

Practitioner case study presentation based on abstract only

Submit your abstract (250-500 words) by May 5. Please note that there will be no opportunity to submit a full paper afterwards. You will not be considered for the best paper award and may miss out on the publication plan.

Practitioner case study presentation based on full paper

Submit your full paper (3,000-5,000 words) by May 5. Full papers are considered for the best paper award and inclusion in the publication plan.

Panel sessions

Panel sessions are intended to stimulate public discussion about critical issues or core challenges to place branding research and practice. Panels consist of four presenters and a discussant, or five presenters. Panel proposals should include 1) a 350-word rationale for the panel; 2) names and affiliations of all presenters; 3) a title and 150-word abstract from each presenter. Panel proposals should include contributions from at least two different countries, feature gender balance, and include not more than two contributors from a single faculty, department, or school. Panels consisting of researchers and practitioners are encouraged.

Doctoral presentations

All submissions for the Doctoral Colloquium will be reviewed based on abstract. The deadline for submission is May 5. In addition, PhD students can also submit full papers (usually with their supervisors) for presentation at the main conference; in which case, the standard guidelines for a research presentation based on a full paper applies, as noted above.

Artworks

Review, selection and acceptance will be based on the abstract. The abstract should include 1) a summary overview of the submission, 2) a clear description of the general approach and main theme of the work, 3) a clear statement of the purpose of the work, 4) a justification of the chosen medium, and 5) a statement of how the work will contribute to an enriched understanding of the theory and/or practice of place branding and related topics. The work itself should be in PDF, MP3, JPEG or other appropriate format (please see below for details) or mention a link to access it. Presenters must ensure that they provide the work in appropriate format for physical exhibition (where appropriate). Exhibition space, a standard projector and stereo speakers will be available but presenters must provide any additional equipment they require. The works will be presented during a special session and, where appropriate, exhibited during the conference in public areas.

- *Poems*: Participating poets will perform original work in the English language, which will also be printed and exhibited. Please send poems no longer than 3 A4 pages.
- *Songs and music*: songs and musical pieces by participating singers and musicians will be played in recorded form for the audience. The lyrics of the songs should be in English and must be sent in written. Maximum length of audio submissions is 5 minutes. Please send an MP3 file of the song or musical piece or a link to the video of its performance and include the lyrics in the submission.
- *Films, videos and animations*: Films and videos by participating presenters will be shown on screen. The length of the videos must not exceed 8 minutes. Please upload the video on Vimeo (<http://vimeo.com>) and include the Vimeo link and password in the submission documents.
- *Photography*: Photographic essays (but not single photographs) will be accepted for presentation in gallery format. The essays must include between 3 and 8 photographs. If accepted for presentation, presenters must bring to the conference (or send by post) a good-quality print of the work for exhibition.
- Drawings, paintings and collage: Accepted submissions will be displayed in gallery format. Submissions should not be larger than 1.5m x 1.5m. Please discuss any size specifications beyond these boundaries with the curators. Please send digital photos of your original work. Please also clearly indicate its size. To facilitate the creative process, we will also be accepting partially completed work at the time of submission. In this case, the submission must clearly show what the final piece will look like. Partially completed work will be accepted on the condition that a digital photograph of the final work will be submitted (by email to the curators) by 15 August.
- *Sculpture and mixed media*: Accepted submissions will be displayed in gallery format. Submissions should fit within a reasonable space and be either mounted on a poster board (1m x 1m) or displayed in a freestanding manner (on the floor or a table). Please discuss any size specifications beyond these boundaries with the curators. The organisers of the 'IPBA Gallery' will ensure space requirements but participants will be personally responsible for any costs of transport and display of pieces. Please send digital photos of your original work. Please also clearly indicate its size and any display preferences. To facilitate the creative process, we will also be accepting partially completed work at the time of submission. In this case, the submission must clearly show what the final piece will look like. Partially completed work will be accepted on the condition that a digital photograph of the final work will be submitted (again by email to the curators) by 15 August.