



BIP proposal: Attractiveness, branding and governance of cities and urban regions. A multidisciplinary approach

## Detailed programme

### Parts and number of working hours

Part 1 - Virtual	Introduction and presentation of essential concepts and tools (8 sessions of 3 hours)	
	- Preparatory readings and screenings	24 hours
	- Face-to-face teaching and discussions (8x3 hours)	24 hours
	- Personal work: application to a concrete case	24 hours
Part 2 – Physical mobility	Presentation of models and examples of integration into territorial strategies (5 sessions of 8 hours)	
	- 5x4 hours teaching and discussions (morning)	20 hours
	- 5x4 hours case analysis (afternoon) + social events (evening)	20 hours
Part 3 - Virtual	Personal work : Comparative analysis of a specific problem and support by teachers from partner institutions	40 hours
Total		152 hours





## Part 1: Virtual component

Session	Theme	Responsible
Session 1	Public Policy and Place	All partners
Session 2	Place and its characteristics	Solange Hernandez
Session 3	Attractiveness and competitiveness	Renaud Vuignier
Session 4	Local governance and stakeholders' analysis	Vincent Mabillard
Session 5	Types of territorial attractiveness: successes and failures	Laura Carmouze
Session 6	Principles, phases and targets of place marketing	Christophe Alaux
Session 7	Tools for diagnosing and implementing attractiveness strategies	Martial Pasquier
Session 8	Assessing the impact of attractiveness strategies	Sarah Serval





## Part 2 : Mobility component

	Morning 8-12	Afternoon 14-18	Possible speakers
Monday	Introduction of the physical session The development of place attractiveness strategies	The example of a metropolis: Ghent or Aix-Marseille Provence	Managers of Aix-Marseille Provence or Ghent
Tuesday	Place and economic integration strategies (the cluster approach)	Lausanne and sport Presentation of the Vaud/Lausanne strategy Visit to an international sports organization	Managers of ThinkSport and UEFA Professors ISSUL-UNIL
Wednesday	Place and regional integration strategies	PDO/IGP presentation and analysis Visit to the Maison du Gruyère	Philippe Bardet (interprofession Gruyère)
Thursday	Place and residential integration strategies	Presentation of a concrete example: La Manche, Le Lot or l'Aveyron	Cécile Cubizolle (Aubergne)
Friday	Place and sustainable integration strategies (applying the Ecological Fresco – Climate Fresco)	Tour of Lausanne and meeting with Lausanne Tourisme	Steeve Pasche

