

PLACE BRAND MANAGEMENT

FOR

CITIES AND REGIONS

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AMSTERDAM



THE HAGUE



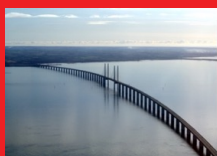
ZOETERMEER



HILVERSUM



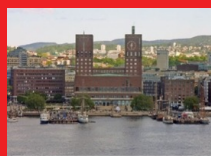
FOR THE LOVE OF PLACE



COPENHAGEN-MALMÖ



LUXEMBOURG



OSLO



RIO DE JANEIRO







**PLACES DON'T NEED BRANDS
THEY ARE BRANDS**





RESULTS

BOTSWANA

RESULTS

GABORONE

IT MIGHT BE UNFAIR, BUT THIS IS HOW IT WORKS



AFRICA



SOUTHERN AFRICA

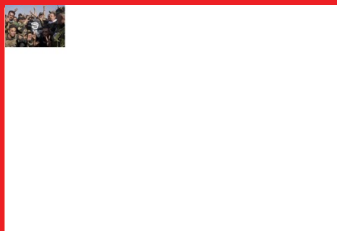


BOTSWANA



GABORONE

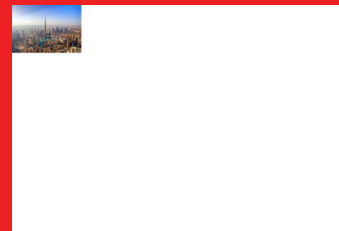
THERE ARE PLACES ALL OVER THE PLACE



MIDDLE EAST



UNITED ARAB EMIRATES



DUBAI

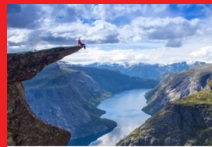


PALM ISLANDS

THERE ARE PLACES ALL OVER THE PLACE



SCANDINAVIA



NORWAY



OSLO



BYGDØY

**PLACES DON'T NEED BRANDS
THEY ARE BRANDS**



SO LET'S MANAGE THEM
AS SUCH

**PLACE
MARKETING**  **PLACE
BRANDING**

PLACE (S)LOGO'S < PLACE BRANDING



AMSTERDAM



BERLIN



COPENHAGEN



MADRID

PLACE MARKETING PLACE PROMOTION



OFF-LINE PRINT



RADIO & TELEVISION



ON-LINE PRESENCE



LIVE EVENTS

PLACE MARKETING



PLACE BRANDING

BALANCING SUPPLY AND DEMAND

**FOREIGN DIRECT INVESTMENTS
DESTINATION MANAGEMENT
BUSINESS DEVELOPMENT
TOURISM PROMOTION
TALENT ATTRACTION
EVENTS (M.I.C.E.)**

REPUTATION MANAGEMENT

**ON-BRAND BEHAVIOUR
ON-BRAND COMMUNICATION**

REALITY

action

CHOICE

PLACE MARKETING

&

PLACE BRANDING

PERCEPTION

image

THE MIND

KEY PERFORMANCE INDICATORS

action

SEGMENTED
PLACE MARKETING

&

PLACE BRANDING

INDIVISABLE

image

KEY PERCEPTION INDICATORS

demand

PLACE PROMOTION

action

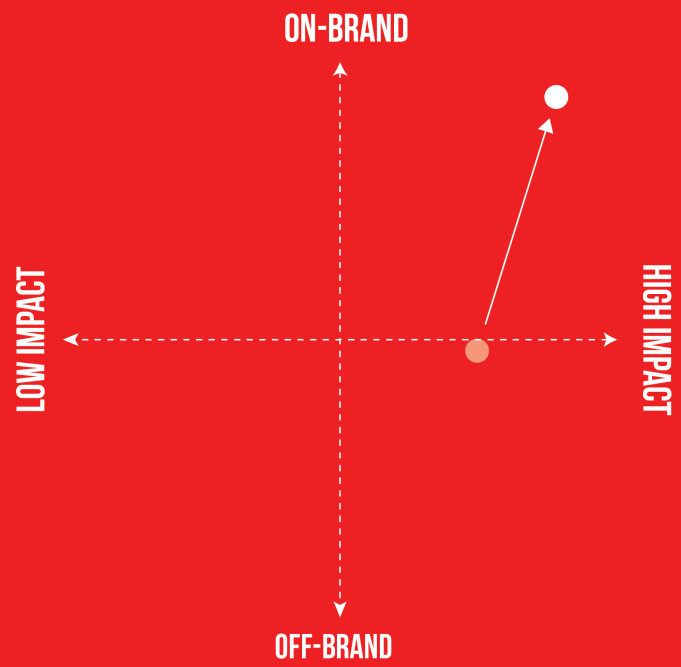
PLACE MARKETING
&
PLACE BRANDING

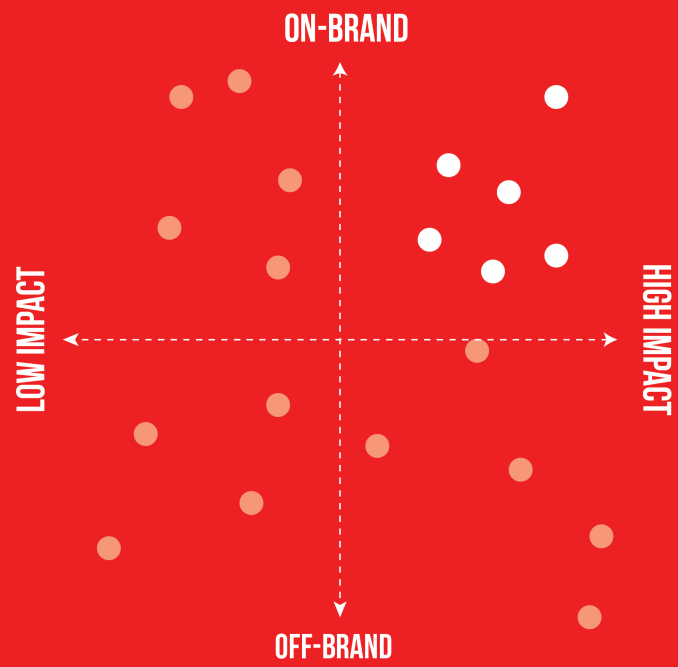
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PLACE DEVELOPMENT

supply







**SO WHAT TO DO
ABOUT IT?**

THE HAGUE









Global
Parliament
of Mayors

THE HAGUE GLOBAL MAYORS' CALL TO ACTION

HAGUE TALKS

SETTING PEACE AND JUSTICE IN MOTION



Nuclear
Security
Summit
2014 The Hague

Nuclear
Security
Summit
2014 The Hague

Nuclear Security Summit 2014

The Hague, the Netherlands





**JUST
PEACE.**
FESTIVAL OF PEACE & JUSTICE

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The Hague

THE HAGUE INTERNATIONAL 24 09 2017 OPEN DAY

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World's first financial tribunal opens for business

A tribunal devoted to settling the world's most complex and contentious financial cases opened for business today in [The Hague](#).

Comprised of a group of judges and other international legal and market experts with more than 2,000 years of relevant collective experience, the P.R.I.M.E. Finance Disputes Centre will take on cases which are too specialised for many national or local courts.

It also aims to create an internationally-agreed body of law in areas where different countries often hand down conflicting rulings.

It was the brainchild of Professor Jeffrey Golden of LSE's Law Department and he is chairman of its management board.



P.R.I.M.E. FINANCE
Panel of Recognised International Market Experts in Finance









HET MERK DEN HAAG

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INTERNATIONAL CITY OF PEACE AND JUSTICE

FOR A BETTER WORLD

THE HAGUE

