



Academic
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CITY MANAGEMENT PLATFORM

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Oxford Debate

'How to Reach Place Excellence'

22 May 2019

Oxford Conference Room (1 Woodin's Way, Oxford, UK)

An exclusive format of events of the Academic Union, Oxford

The 'City management platform' programme is a joint product of the Academic Union, Oxford, and the Academic Union Expert Centre, a special partnership and discussion platform for regional city managers, specialists and famous experts in the field of urban and territorial management.

The platform provides for networking and improvement of professional skills for city and regional officials in administrative positions in local authorities/municipalities, mayors and governors in order to stimulate the competitiveness of the city/region, increase investment, improve the quality of life of residents and attract tourists.

Advantages for participants:

- ✓ Full video report of the Debate 'How to Reach Place Excellence' will be posted on the official channel of the Academic Union, Oxford, and will be announced to professional audiences in 54 countries.
- ✓ Participants receive Oxford Debate expert certificates entitled 'How to Reach Place Excellence' and special honours – the flag and certificate of investment and innovative attractiveness.
- ✓ Speaking notes and presentation pages of the participants are published in a special edition of the Socrates Almanac (ISSN 2053-4736).
- ✓ The sizzle reels of participants are shown on special screens in the centre of Oxford.
- ✓ The sessions are held in the VIP format (only 12 participants) which allows maximum comfort and attention to each participant.

Event format:

- ✓ **In the Partner session** each participant will give a brief presentation of his/her city and cooperation offers.
- ✓ **The Work shop session** guarantees increase of knowledge level in the field of branding, development and management of territories for managers and specialists who are striving for best results and implementation of plans and strategies for the city development.
- ✓ **In the Discussion session** participants will share their opinions on how cities can compete and become successful through a clear place strategy, collaboration, innovation, talent attraction and place branding and will present successful cases of innovation implementation.
- ✓ **The protocol part of the meeting** will be devoted to awarding Oxford Debate expert certificates 'How to Reach Place Excellence' and special honours for achievements in the field of investment and innovative attractiveness.
- ✓ **For successful networking** business dinner and an exclusive Oxford tour are planned.

The programme/Important dates:

- ✓ Date of the event – 22 May 2019.
- ✓ The venue – Oxford Conference Room (1 Woodin's Way, Oxford, UK).
- ✓ The deadline for presentation materials submission – 20 May 2019.
- ✓ The deadline for submission of speaking notes and presentation pages for publication – 30 May 2019.
- ✓ The publication of digest prior to 15 June 2019 – online version, prior to 12 December 2019 – printed version.

Discussion topics:

- ✓ The concept of City Excellence;
- ✓ Talent and investor attraction and place branding, for city competitiveness;
- ✓ Place management, place branding and place development for achieving of Place Excellence;
- ✓ Place strategy, innovation;
- ✓ Case studies of successful cities and regions;
- ✓ Q&A.

Moderator and speaker of Work shop session: Jörgen Eriksson



Jörgen Eriksson, Founding Partner of Bearing Consulting, France (with offices in Great Britain, Croatia, South Africa, Spain, Sweden). **Jörgen** is a creative and inspiring professional with more than 20 years of experience in international strategy and innovative consulting for public and private sector executives on four continents. He holds an advisory role in the development of innovation systems, development and assessment of strategy, market studies, place branding, place management and inward investment strategies. **Jörgen Eriksson** has become the in-demand expert in innovation management, strategy development, business development, risk assessments, risk management and mitigation, post-merger integration, project finance and international expansion development.

The programme:

10:00-10:30 Registration and morning coffee

10:30-11:30 Partner session

11:30-11:35 Break

11:35-12:30 Work shop session

12:30-12:35 Break

12:35-13:30 Discussion session

13:30-14:00 Tea/coffee break

14:00-14:30 Protocol session. Presentation of the certificates and honours.

14:30-17:00 Oxford tour and partner dinner in the oldest Oxford pub, The Turf Tavern, a favourite resting place of Bill Clinton, Indira Gandhi and other famous people who were educated in Oxford.