

'Identity, Image and Economics - Principles of Regional Branding'



Trident Hotel,
Kinsale, West
Cork, Ireland
May 18th, 19th
& 20th, 2005

'Identity, Image and Economics - Principles of Regional Branding' is a transnational development initiative supported by the LEADER+ programme and promoted by *Innovatie Platform Duurzame Meierij* (The Netherlands), *The Sussex Downs Conservation Board* (UK) and the *West Cork LEADER Co-op* (Ireland)



Are you concerned about where your own region seems to be going?
Are you ready to take on the challenges of regional sustainable development?
Are you also inspired by new countryside enterprises and regional cooperation?

Market forces, demographic change, structural reform and social trends combine to present rural regions with formidable challenges. Whereas agriculture and the development of natural assets traditionally formed the cornerstone of the rural economy, vibrant regions now require a broader and more diverse economic base.

New development models, innovation, a strategic focus, partnership and the integration of complementary economic sectors are key resources in optimising productive potential and achieving territorial advantage. Allied to these resources, the natural and cultural assets as well as a distinctive image and identity can be harnessed to enhance economic competitiveness.

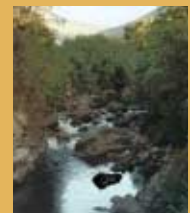
Against this backdrop **'Identity, Image and Economics - Principles of Regional Branding'** seeks to provide a forum for discussion and analysis on the strategies, policies and principles necessary to stimulate innovative thinking in diversifying, re-vitalising and repositioning rural areas.


Please note that the working language of the seminar will be English only

The principal objectives of the seminar include:

- Outline the context and rationale for the development of a regional brand
- Establish the fundamental principles of a regional brand
- Investigate the critical success factors for development
- Present case studies of emerging and established development initiatives
- Provide a comparative analysis of diverse strategies for regional branding
- Assess regional branding as a development approach to diversify and differentiate rural economies
- Determine best practice in regional branding
- Identify challenges in implementing regional branding strategies
- Facilitate research, training or marketing co-operation projects between compatible regions
- Develop a forum and network for inter-regional collaboration

The seminar will be of interest to regions developing or implementing innovative regional branding strategies throughout the European Union. It is open to representatives of Economic Development Agencies, Government Departments, State and Semi-state Bodies, Commercial Organisations, Agri- Co-operatives, Academic Institutions, NGO's, Farm Organisations, Producer Groups, Marketing Organisations, Environmental and Sectoral Interests.





CONFERENCE PROGRAMME

Wednesday 18th May

Arrival of delegates

17.30 Opening Reception & Welcome - Municipal Hall, Kinsale

Buffet & Entertainment

Thursday 19th May

8.30 Registration of Delegates - Trident Hotel, Kinsale

Chairperson: Lord Renton

Session 1

9.00 Welcome & Opening Presentation – Brian Crowley M.E.P

9.15 Chairman's Introduction and Overview

9.30 Perspectives on Regional Branding

- Innovatie Platform Duurzame Meierij

- Sussex Downs Conservation Board - Martin Beaton

- West Cork LEADER Co-op - Ian Dempsey

11.00 Coffee Break

11.30 Branding: Principles, Definition and Values – Ian Dempsey

Discussion/Q&A

12.30 Lunch

Session 2

14.00 The Delivery of Sustainability Benefits
through Accreditation Schemes - Robert Deane

14.30 Regional Development in a 'Post-Agrarian' Age - Hans Mommaas

15.00 Economies of Scope: Clusters and Competitiveness - Jim Power

15.30 Coffee Break

16.00 Parallel
Workshops

Workshop 1 – Defining and
Creating Image and
Identity: Developing Brand
Values

Workshop 2 – Organisation:
Funding, Investments, and
Communication

Workshop 3 – Inclusion and
Participation: Integration of
Complementary Economic
Sectors

Workshop 4 – Quality
Standards: Development,
Compliance & Monitoring

18.00 Proceedings
end

20.00 Dinner and
Entertainment



Friday 19th

Session 1

Chairperson

9.00 Introduction

9.10 Parallel Workshops

Workshop 1 – Defining and Creating Image and Identity: Developing Brand Values

Workshop 2 – Organisation: Funding, Investments, and Communication

Workshop 3 – Inclusion and Participation: Integration of Complementary Economic Sectors

Workshop 4 – Quality Standards, Compliance & Monitoring

11.00 Coffee Break

11.20 Presentation of Workshop Findings

Workshop 1 – Defining and Creating Image and Identity: Developing Brand Values

Workshop 2 – Organisation: Funding, Investments, and Communication

Workshop 3 – Inclusion and Participation: Integration of Complementary Economic Sectors

Workshop 4 – Quality Standards: Development, Compliance & Monitoring

Discussion/Q&A

12.45 Lunch

14.00 Field Trips

(Three separate trips to view projects under the following themes Food, Tourism & Alternative Farm Enterprise)

17.15 Arrival In Kinsale/ Conference Proceedings end





Please indicate the workshops you wish to attend (1st & 2nd choice).

Workshop 1 – Defining and Creating Image and Identity: Developing Brand Values

Workshop 2 – Organisation: Funding, Investments, and Communication

Workshop 3 – Inclusion and Participation: Integration of Complementary Economic Sectors

Workshop 4 – Quality Standards: Development, Compliance & Monitoring

Fieldtrips

I wish to participate in the following fieldtrips (please select one)

1. Food

2. Tourism

3. Alternative Farm Enterprise

I do not wish to participate in the fieldtrips



The seminar will provide a forum to discuss potential project collaborations on regional branding themes. A post conference meeting will take place in Kinsale on Saturday, 21st May. Please note that attending this post conference meeting will require you to make additional arrangements. Please indicate if you are interested in participating in this process.

SPEAKER PROFILES



Lord Renton

Lord Renton is Chairman of the Lords EU Select Committee on Environment and Agriculture and Chairman of the Sussex Downs Conservation Board. He served as Chief Whip, as Under-Secretary and as Minister of State at the Foreign and Commonwealth Office, and at the Home Office, and Minister for the Arts.



Robert Deane

Robert Deane is an Associate of Land Use Consultants. He joined LUC from the National Farmers Union where he was the policy advisor in the South West of England for seven years and was previously a farm conservation advisor for FWAG.



Hans Mommaas

Hans Mommaas is Professor in Leisure Studies and Director of Telos, Brabant Center for Sustainable Development at Tilburg University. Besides he is a member of the Council for Housing, Spatial Planning and the Environment and scientific director Regional Development of Transforum.



Jim Power

Jim Power joined Friends First Group in 2000 as Chief Economist and Director of Investment Strategy. He previously worked as Chief Economist at Bank of Ireland and Treasury Economist at AIB Group. He currently lectures part-time in Financial Management at Dublin City University.



REGISTRATION FORM

Company Name: _____

Address: _____

Participants 1. _____

2. _____

3. _____

Telephone: _____

Email: _____

Conference Fee: €175 per person

Conference places are limited, please book early. Return the completed booking form with payment to Jean O'Sullivan, West Cork LEADER Co-Op., South Square, Clonakilty, West Cork, Ireland. Email: jean@westcorkleader.ie.

For booking by phone or queries, please contact: Jean O'Sullivan at 00353 23 34035



PRACTICAL DETAILS

Located in Irelands spectacular South West, the historic town of Kinsale is located 20 kms from Cork International Airport. Scheduled flights to Cork are available from many European destinations. For further information, please consult www.corkairport.ie.



The award winning town of Kinsale is an exemplar of Irish tourism and reflects the best of Irish hospitality. Its harbour setting and narrow winding streets plays host to a wide range of tourist accommodation, restaurants, attractions and amenities (www.kinsale.ie). For your stay we are happy to recommend the following Fuchsia accredited establishments:-

Trident Hotel	Kinsale Town	021 4772301	www.tridenthotel.com
Actons Hotel	Kinsale Town	185077400	www.actonshotelinslae.com
Old Bankhouse Guesthouse	Kinsale Town	021 4774075	www.oldbankhousekinsale.com
The Whitehouse Guesthouse	Kinsale Town	021 4772125	www.whitehouse-kinsale.ie
Bolands Townhouse Self-Catering	Kinsale Town	021 4772161	www.bolandkinsale.com
Charthouse B & B	Kinsale Town	021 4774568	www.charthouse-kinsale.com
Lochinver Farmhouse B & B	12kms	021 4778124	http://indigo.ie/~hsforde
Glebe Country House B & B	10kms	021 4778294	http://indigo.ie/~glebehse/

We would be happy to suggest other accommodation options in Kinsale and throughout West Cork.

For further information, please contact: Jean O'Sullivan, West Cork LEADER Co-Op. at 00353 23 34035 or jean@westcorkleader.ie, alternatively consult www.corkkerry.ie



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This conference is being produced in parallel with Dutch and English partners using INTERREG funding to add value to EU funded projects on sustainability



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Provincie Noord-Brabant

