



INVITATION
CONFERENCE
2016 SEPTEMBER 14 – 15
HYATT REGENCY
DÜSSELDORF
THE CITY AS A BRAND



REGISTRATION:
LEBENDIGE-STADT.DE



PARTICIPATION IS FREE
FOR REPRESENTATIVES OF
PUBLIC AUTHORITIES

FOUNDATION AWARD CEREMONY
THE FOUNDATION
2016 SEPTEMBER 14
 HYATT REGENCY
 DÜSSELDORF

CONGRESS 2016
THE CITY AS A
BRAND SEPTEMBER 15
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THE FOUNDATION AWARD

Every year, the "Lebendige Stadt" Foundation awards projects in cities and municipalities that show a best-practice profile and should therefore be recommended to be implemented elsewhere. The German Olympic Sports Confederation is partner of this year's Foundation Award.



WELCOME TO THE 2016 CONGRESS IN DÜSSELDORF

Creating an identity and branding system is of great importance to cities. Cities raise their profiles in the competition to attract inhabitants, workers, and companies.

- Which profile suits a city?
- Are culture, sports, or science important marketing aspects?
- How can a city bridge the gap between tourism and spectacularization?
- How can you involve citizens in promoting their city?

We will discuss these and other key questions at our knowledge exchange at MedienHafen Düsseldorf.

FOUNDATION AWARD 2016:
"The inclusive Sport City cosmopolitan – active – intercultural"

Speakers



DIPL.-ING. KASPAR KRAEMER
 Architect and Chairman
 of the Foundation jury



ALEXANDER OTTO
 Chairman of the Board of Trustees
 "Lebendige Stadt" Foundation



DR. MICHAEL VESPER
 Chairman of the Board Deutscher
 Olympischer Sportbund (DOSB)

September 14, Hyatt Regency Düsseldorf
06.30 p.m. Get-together
07.00 p.m. Foundation Award Ceremony

The award is open to projects that promote the integration of refugees through sport in an exemplary fashion. The Foundation is looking for projects that are planned and organized by a city in cooperation with a sports association.

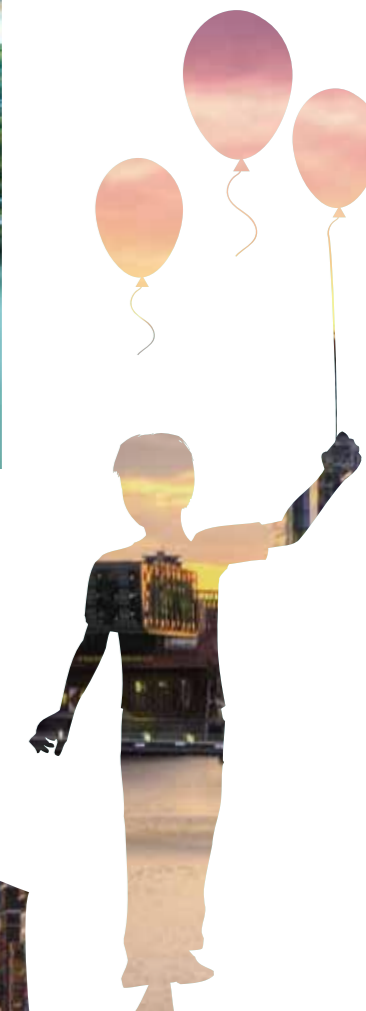
The event is hosted by



DR. ANDREAS MATTNER
 Chairman of the Executive Committee
 "Lebendige Stadt" Foundation



A modern and attractive office and residential quarter was constructed at MedienHafen Düsseldorf. Listed and protected warehouses were restored and modernized. German and international architects helped MedienHafen achieve international renown.



PROGRAM MORNING

SEPTEMBER 15
HYATT REGENCY
DÜSSELDORF

- 9.30 a.m. **Get-together**
- 10.00 a.m. **Welcome Address**
DR. ANDREAS MATTNER
Chairman of the Executive
Committee "Lebendige Stadt"
Foundation
- 10.10 a.m. **Introduction**
ALEXANDER OTTO
Chairman of the Board of Trustees
"Lebendige Stadt" Foundation
- 10.20 a.m. **Welcome Speech**
THOMAS GEISEL
Lord Mayor of the City of
Düsseldorf
- 10.30 a.m. **Introductory Speech:**
"Identity vs. Brand –
or is there a Link?"
RUTH MACKENZIE
Artistic Director of the Holland Festival
in Amsterdam
- 11.00 a.m. **Ruhr region: Using City Marketing**
as a Tool to attack Prejudices
GARRELT DUIN
Minister of Economy, Energy, and
Industry of North Rhine Westphalia
- 11.30 a.m. **Coffee Break and Networking**

- 12.00 a.m. **Nine Steps to a strong City Marketing**
PETER PIRCK
Shareholder Brandmeyer
Markenberatung
- 12.20 p.m. **Participatory City Marketing –**
How can I involve my Citizens?
PROF. DR. SEBASTIAN ZENKER
Copenhagen Business School
- 12.40 p.m. **How can Sports influence a City Brand?**
REINER CALMUND
Former Bundesliga-Manager,
businessman and author
- 13.00 p.m. **The City as a Stage**
DR. H.C. PETER HARRY CARSTENSEN
Former Prime Minister
of Schleswig-Holstein

in conversation with
PROF. DR. H. C. MARKUS LÜPERTZ
Artist
- 13.30 p.m. **Lunch**



PROGRAM AFTER-NOON

SEPTEMBER 15
HYATT REGENCY
DÜSSELDORF

- 14.30 p.m. **Announcement of the Conference 2017**
- 14.40 p.m. **Panel Discussion: Using Events for a**
stronger City Brand? It is the content
that counts.

KLAUS HEBBORN
Alderman German Council of Cities,
Head of the Department of Education,
Culture, Sports, and Equality
- TINA HEINE**
Artistic Director "Jazz & The City,"
Salzburg
- 15.00 p.m. **Products, Finances, Marketing: The City**
as a Company
PROF. DR. BURKHARD SCHWENKER
Chairman of the Advisory Council Roland
Berger Strategy Consultants
- 15.20 p.m. **Panel Discussion: The benefits of my**
City – which of them should be
showcased?

DR. MONIKA GRIEFAHN
Director for Environment and Social
Responsibility of AIDA Cruises,
Former Minister

in conversation with
FRIEDRICH NEUKIRCH
Member of the Board of Markenverband
e.V., President of G·E·M
- Presenter:**
BRIGITTE FUCHS
Managing Director Scholz & Friends
Düsseldorf

- 16.00 p.m. **Coffee Break and Networking**

What can we learn from...?
- 16.20 p.m. **...the most attractive Civic Festival?**
DR. FRANK MENTRUP
Lord Mayor of the City of Karlsruhe
- 16.35 p.m. **...the most vibrant Memorial City?**
BURKHARD JUNG
Lord Mayor of the City of Leipzig
- 16.50 p.m. **Closing Speech**
MICHAEL BATZ
Light Artist and Scenographer
- 17.10 p.m. **End of the Conference**



BOOKING

YOU CAN BOOK A HOTEL ROOM DIRECTLY AT THE RATES LISTED; PLEASE REFER TO "LEBENDIGE STADT"

BEST-PRACTICE CHARACTER

SINCE BEING ESTABLISHED, THE FOUNDATION HAS INITIATED AND SUPPORTED A VARIETY OF PROJECTS THAT EXHIBIT "BEST PRACTICES." THE TOTAL FUNDING VOLUME IS AROUND € 29 MILLION.



HOTEL	ROOM RATES SR incl. breakfast	BOOKING	VALID until
HYATT REGENCY DÜSSELDORF Speditionstrasse 19 40221 Düsseldorf	from € 195.00	TEL. +49 (0)211 9134 2212 dusseldorf.regency@hyatt.com	17.08.2016
INNSIDE DÜSSELDORF HAFEN Speditionstrasse 9 40221 Düsseldorf	€ 155.00	TEL. +49 (0)211 4471 70 innside.dh@melia.com	01.08.2016
MERCURE HOTEL DÜSSELDORF HAFEN Volmerswerther Strasse 35 40221 Düsseldorf	€ 129.00	TEL. +49 (0)211 3022 0 H7190@accor.com	26.07.2016
HOLIDAY INN EXPRESS Am Wehrhahn 80 40211 Düsseldorf	€ 99.00	TEL. +49 (0)211 7306 90 duesseldorf@fmhos.com	01.09.2016
GÜNNEWIG HOTEL ESPLANADE Fürstenplatz 17 40215 Düsseldorf	€ 79.00	TEL. +49 (0)211 3868 50 hotel.esplanade@guennewig.de	20.07.2016

MOBILITY



Timetable
Rheinbahn



Taxi-App
Düsseldorf



Round Table 2016 "Refugees"

LOCATION

Hyatt Regency Düsseldorf, Speditionstrasse 19, 40221 Düsseldorf

COSTS

The conference fee of €150 plus VAT includes attendance of the conference as well as the award ceremony. There are no discounts for attending individual parts of the conference. The price stated is per person. Hotel and travel costs are not included in the cost. Participation is free for representatives of public authorities.

REGISTER ONLINE AT WWW.LEBENDIGE-STADT.DE

For questions, please e-mail events@lebendige-stadt.de or call +49 (0)40 6087 6176.

You may cancel your registration free of charge up until August 15, 2016. English interpreting services and translations will be available for the conference.

The "Lebendige Stadt" Foundation reserves the right to change the program in the event of unforeseeable circumstances.

This invitation is subject to the condition that all required approvals have been issued by the responsible entities.



Initiative
Transparente
Zivilgesellschaft



Revitalization Krupp-Park Essen



Illumination of the "Speicherstadt" warehouse district in Hamburg



Initiative for better schoolyards



Foundation "Lebendige Stadt"

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Executive Director German Olympic Sports Federation

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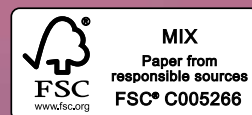
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Department of Urban Planning HafenCity of University Hamburg (retired)

PROF. H. C. DR. H. C. FRITZ SCHRAMMA

Former Lord Mayor of Cologne



We thank our supporters and joint organizers.



DSK Deutsche Stadt- und Grundstücksentwicklungsgesellschaft



LORENZ VON EHREN