




Isle of Man  
**International  
Business School**

Scoill Dellal Eddyraashoonagh Vannin



# WORKSHOP—17 JUNE 2010


## Branding Islands and Small States: Challenges and Best Practices

The Isle of Man International Business School has launched a Small States and Islands Research Centre with the purpose of providing a meeting and reflection space for policy makers, practitioners, academics and students.

This workshop is intended to be the pilot of a series of events that will support the growth of the Centre. This first workshop will be delivered by keynote consultants and academics in country branding and place marketing.

The theme of the workshop is to explore the different purposes of a branding initiative, to learn lessons from branding experts about the specific challenges of using country branding for small states and islands, and to discuss possible solutions to these challenges. The primary audience for this workshop is government officials involved in branding initiatives, either in the Isle of Man or in other small states and islands. Business people and academics with similar interests and backgrounds are also invited to attend.

The workshop will take place at the Isle of Man University Centre at the Nunnery Estate in Douglas. Attendance at the workshop will cost £25, to include lunch and refreshments.



# Schedule



**08:30 to 09:30** Registration. Refreshments available.

**09:30 to 10:00** Welcome by Professor Ged Watts, Director of the International Business School.

**10:00 to 11:00** **Place branding islands: bridging gaps**, *Robert Govers*

Robert Govers is the Visit Flanders Chair in Tourism Management at University of Leuven in Belgium. He is a co-author of the recently released *Place Branding* book with Palgrave-Macmillan. Robert will describe his general philosophy about place branding and will share his research experience of branding regions, using Flanders, Dutch Zeeland, Dubai and Wales (all, in some way, 'islands' in their own right) as case studies. Robert will also discuss the potential gaps that can emerge between identity, projected and perceived images and what can be done about it.

**11:00 to 11:30** Break

**11:30 to 12:30** **The implementation of an island brand**, *Alistair Audsley*


Alistair Audsley is an entrepreneur and consultant. His consulting firm, Truly Consulting, specialises in developing brand identity for small states and nations. In his presentation, Alistair will discuss front-line implementation issues and he will use *Freedom to Flourish* as a case study.

**12:30 to 14:00** Lunch

**14:00 to 15:00** **Rhetoric, reality, reputation – new challenges for small states**, *Tim Cullen*

Tim Cullen is an Associate Fellow at the Saïd Business School, Oxford, Executive Director of the Small Countries Financial Management Centre, and a Commissioner on the Isle of Man's Financial Supervision Commission. Tim will discuss the reputational challenges faced by small states in light of the global financial crisis.

**15:00 to 15:30** Break



# Schedule



## **15:30 to 16:30** The future of branding, *Wally Olins*

Wally Olins is one of the world's most respected and experienced practitioners of corporate identity and branding. Currently the Chairman and co-founder of Saffron Brand Consultants, he has worked with a number of countries on branding issues, among them Portugal and Poland. Olins is the author of several books, including the seminal *Corporate Identity* and *Wally Olins' On B®and*, both published by Thames & Hudson. He has also been Visiting Fellow at Said Business School in Oxford and the London Business School, and Visiting Professor at Lancaster University and Copenhagen Business School. He was awarded a CBE in 1999.

Wally Olins will discuss five big changes that are affecting the way our world works. First is the increasingly multi polar world in which we all live. A world in which the traditional hegemony of western Europe and north America over cultural and social trends has ended and brands from newly emerging world powers with completely different cultural and social backgrounds are becoming a major influence. Second is the new spirit of the times in which CSR is no longer optional and conspicuous compassion will replace conspicuous consumption. Third on Wally's list is the new role for corporations – beyond making money for their shareholders. Fourth is what Wally calls the digital spaces and how they facilitate two way conversations between a brand and its stakeholders. Finally, Wally speaks about the 'sense of place' that surrounds many of today's great brands and what role the 'country of origin effect' plays in this.

## **16:30 to 17:30** Plenary Session

**17:30** Workshop closes





# Registration Form

Please use this form to register for the *Branding Islands and Small States* workshop, which will take place on 17 June 2010 at the Isle of Man International Business School. Attendance at the workshop will cost £25, to include lunch and refreshments. If you have any queries, please contact Michel Leseure by e-mail at [m.leseure@ibs.ac.im](mailto:m.leseure@ibs.ac.im) or by phone on (44)1624 693713. We will acknowledge receipt of your registration form as soon as it is received.

**Data Protection**

The Isle of Man International Business School (The IBS) is registered as a Data Controller with the office of the Isle of Man Data Protection Registrar, as required under the Data Protection Act 2002. We will only process data in accordance with this Act for the purposes notified to the Supervisor.

Please complete this Application Form clearly in **BLOCK CAPITALS**.  
 Please include **international dialling codes** for telephone/ fax numbers outside the Isle of Man.

<p><b>1. Personal Details</b></p> <p>Title _____ Surname _____</p> <p>Forename(s) _____</p> <p>I prefer to be known as _____</p> <p><input type="checkbox"/> Male    <input type="checkbox"/> Female</p>
<p><b>2. Contact Details</b></p> <p>Organisation _____</p> <p>Address _____</p> <p>_____</p> <p>_____</p> <p>_____ Postcode _____</p> <p>Daytime Telephone _____</p> <p>Mobile _____</p> <p>Fax _____</p> <p>Email _____</p>
<p><b>3. Special Needs or Support</b></p> <p><small>Please tick and provide further details as appropriate</small></p> <p><input type="checkbox"/> Dietary restrictions</p> <p><input type="checkbox"/> Medical conditions <small>eg. allergies, epilepsy, diabetes</small></p> <p><input type="checkbox"/> Learning needs <small>eg. dyslexia</small></p> <p><input type="checkbox"/> Physical disabilities</p> <p><input type="checkbox"/> Other</p> <p>Details: _____</p> <p>_____</p>
<p><b>4. Emergency Contact(s)</b></p> <p>Name(s) _____</p> <p>Relationship to you _____</p> <p>Telephone(s) _____</p>

<p><b>5. Payment Details</b></p> <p>Your source(s) of Funding</p> <p><input type="checkbox"/> Self                      <input type="checkbox"/> Employer</p> <p><input type="checkbox"/> Tick here if paying cash on the day</p> <p>Invoicing Address <small>(if different to your correspondence address in Section 3)</small></p> <p>Name _____</p> <p>Job Title _____</p> <p>Organisation _____</p> <p>Address _____</p> <p>_____</p> <p>Postcode _____ Reference _____</p>
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**Please return completed application forms to:**  
 Enquiries and Admissions Team, International Business School,  
 The Isle of Man University Centre, Old Castletown Road,  
 Douglas, Isle of Man, IM2 1QB  
**T: +44 (0)1624 693700**  
**F: +44 (0)1624 665095**  
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