



A. Vé Marketing, Territorial Attractor

Territorial Marketing Training – Initiation – Animation on territorial attractiveness and identity

- ✓ **Teaching & Training:** university sessions or short training modules
- ✓ **Half-day initiations on territorial marketing:** ambassadors; territorial agents; consular staff; HRD... and **specialized advice to companies** on how to integrate a territorial brand into their communication whether corporate, events, sales, CSR or internal...
- ✓ **Specialized Animation & Communication:** speaker; journalist; mediator (seminars, round tables, conferences, general or specialized media...)

Context – Objectives

- ✓ **The rise in territorial attractiveness approaches** questions communication and marketing professions, both in the public and the private sector
- ✓ **A new business sector** has emerged, that of territorial marketing, although the outlines and contents are as yet poorly defined

- ✓ **The initiation module** gives an introduction to this area in order to better understand its environment in a simplified format that is accessible to all
- ✓ **The teaching session** provides lessons or tutorials – initial or vocational training – to students or adults in higher education institutes, or high schools
- ✓ **The communication activity** concerns speaker functions for seminars, conferences, round tables (preparation and/or animation, or specialized writing missions to produce articles, files, forums etc.

Partners & Public

- ✓ **Public or semi-public organizations:** Local authorities, CCI, Chamber of Trades, semi-public companies, local public companies, public establishment of an industrial and commercial character, Public Institution for Cultural Cooperation, elected or territorial associations, professional unions, employers or employees, labeling bodies...
- ✓ **Teaching institutions and training organizations:** universities, vocational high schools, technical colleges, engineering or business schools; La Gazette des Communes, La Lettre du Cadre Territorial, Cap'Com (a network of territorial communication), CNFPT (National center for territorial civil service), INET (National institute for territorial studies), ENA (French national administration school)...

- ✓ **Companies** or partners for territorial attractiveness approaches: communication agencies, consulting companies...
- ✓ **Territorial brand ambassador companies:** business directors, managers, marketing and/or communication executives, HRD (recruitment – residential appeal)...
- ✓ **Media:** Newspapers, magazines, radios –TV, publishers of digital media and specialized newsletters, event organizers – symposiums – conferences

Why?

- ▶ **Many public or semi-public organizations pursue territorial attractiveness:** this only makes sense if it is shared. To strengthen appropriation in the broadest sense, sharing information before the approach is developed, or after it is carried out, will help to reinforce the effectiveness of such approaches. It will also help avoid the misunderstanding of the sometimes confusing methods, tools and actions for the agents of local authorities and associated organizations, consular staff and employees of private sectors
- ▶ The 2017 Deloitte Report indicates: **the competitiveness of companies is dependent on territory;** it advises them to get closer to public authorities: how can a company appropriate and integrate a local anchor in its communication? How can it promote the economic bonus represented by an intangible asset of territorial identity?

How?

- ▶ **The intervention of a resource person external** to the local community or the territorial organization makes it easier to legitimize the subject by removing it from a particular context, be that hierarchy, political position or a known provider
- ▶ **The possibility of a simplified educational format**, with an accessible to all, territorial marketing story-telling approach. This appeals to the spontaneous reactions of the participants, does not block the diaries, or make the subject too technical with regard to territorial identity and attractiveness, and is intended to be shared by public or private stakeholders
- ▶ Example: groups of territorial agents and local employees before or after the development of an attractiveness strategy and its operational implementation; elected representatives in a deliberating session to place the choice of action in its global context and the current environment; consular employees, HRD, communication and / or marketing directors of the companies associated with the attractiveness process

The themes:

adaptable format = comprehensive teaching
specialized modules / diversified initiation

- ▶ From competitive identity to economic attractiveness of territories
- ▶ Territorial marketing and the evolution of public communication; respective roles

- ▶ Tourism and local communities; economic governance and partnership
- ▶ Political action and territorial marketing
- ▶ Territorial brands: new intangible assets at the service of territorial and entrepreneurial attractiveness; how and why appropriate the territorial identity in local or private communication?
- ▶ The marketing of the local public service, the creation of the territorial marker by the user
- ▶ The strategic (problematic) and operational (concrete examples) approaches of territorial attractiveness: Contemporary trends (place making and global marketing; residential appeal and territorial hospitality); creation and management of a territorial brand; role of events and trade fairs; digital tools of territorial attractiveness shared by public and private stakeholders; animation of ambassador networks; social networks; influence and reputation...

@Albine Villegier

CV Site: www.albine-villegier.fr

Blog: <http://territoires-en-paysage.overblog.com>

- ❖ **Education:** University diploma in Philosophy (Paris I, 1985); Master's degree in Public Law and European Law (Grenoble II, 2000); Master 2 in information & Communication (research thesis "Competitive identity and economic attractiveness: local communication within a region between territory and landscape" Rennes II, 2011); Master 2 in Administration, Economy and Public Management (UBO – IPAG Brest, 2011); vocational training at INET (2012-2016), at CNFPT (Finances, 2010)
- ❖ **Current position:** Brand manager **Tout commence en Finistère**, Finistère 360° Agency + University lecturer, Rennes II University "*Territorial marketing strategies and methods*"

- ❖ **2012–2016:** Territorial Marketing and Communication in Economic Development Manager, Urban Community South Greater Paris (5th EPCI in Île-de-France)
- ❖ **2008–2011:** Editorial communication and Presidential representation; strategy of public policies of economic, agricultural, tourism and attractiveness development, Finistère's county council office
- ❖ **Wide-ranging background:** private sector (hospitality industry; credit and financing of business equipment to SMEs; specialized journalism in European law + daily regional media; communication consultant); public and associative sector (Territorial group trainer, contractor at the Chaire university ANMT Aix-en-Provence; Mayor's office Paris XIX; Villard de Lans elected official; member of the Pierre Mendès France Institution...)

Contact

Tel: +33 (0)6 60 90 89 73 / E-mail: vill@wanadoo.fr

Rates and quotations upon demand

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