

MatchPoints The Opportunities and Challenges of Globalisation
15 - 16 November 2007 University of Aarhus

Friday 16 November

Workshop: Tourism and branding 1

Organised by VisitDenmark

- 10.30 Dorte Killerich, CEO (VisitDenmark):
“New strategies for the branding of Denmark”.
- 10.50 Gordon Gaffney, Manager (Fáilte Ireland):
“The 1990s rebranding of Ireland”.
- 11.10 Lars Bernhard Jørgensen, Manager (Wonderful Copenhagen):
“Just how wonderful? Branding, realism and customer expectations”
- 11.25 Lene Bak, Partner and Chief Consultant (Pluss Leadership)
“Small Season – Big Business?”
- 11.50 Debate chaired by Director Lars Erik Jønsson, Director (VisitDenmark).
- 13.00 Lunch
- 14.00 The Jyllands-Posten Globalisation Award 2007

Workshop: Tourism and Branding 2

Organised by Institute of Language, Literature and Culture (UA)

- 14.30 Anne-Mette Hjalager, Managing Director and Senior Consultant
(Advance 1):
“Branding and Innovation in Tourism”
- 14.45 Lori Pennington-Gray, Associate Professor, Director (Center for Tourism
Research and Development, University of Florida):
“Evaluating Destination Branding”
- 15.00 Lise Lyck, Associate Professor, Director (Centre for Tourism Management,
CBS):
“The Role of Tourism in a Global World”
- 15.15 Jody Pennington, Associate Professor (University of Aarhus):
“Constraints on Innovative Destination Brands”
- 15.30 Debate chaired by David Harding, Foreign Lecturer (University of Aarhus)