

imagine..



Creative Industries Research
global perspectives

Invitation to seminar

Destination branding: stakeholder approach and six thinking hats

By Zaida Perez

PhD Student, University of Wales Institute Cardiff

Edward de Bono introduces the method of the six thinking hats to encourage lateral thinking in a strategic system. The aim of this seminar is however to examine how this six thinking hats method may be applied and appropriated as a tool to understand and analyse stakeholder interests.

More specifically, this session, which involves audience participation, will use destination branding as a case example. One of the challenging aspects of destination branding is in stakeholder analysis, and it is here that the six thinking hats can be most helpful. Specific case studies will be presented.

Zaida Perez is a Chartered Marketer and accredited lecturer by the University of Birmingham. Lecturer in Tourism and Marketing related modules at the Birmingham College of Food, Tourism and Creative Studies. Zaida's current research (PhD) focuses on the role of destination branding in revitalising the costa brava and aims to review the relevance and effectiveness of destination branding strategies for destinations in decline through a case study of the Costa del Maresme and Costa Brava region.

Time

Tuesday April 4
from 14.00 - 15.30

Place

CBS - Kilen
Lecture Hall KS.71
Kilevej 14A
2000 Frederiksberg

Registration

No registration is required.
Please feel free to forward this to others who might have an interest in participating

Arranged by imagine..

imagine.. is a research centre at Copenhagen Business School. imagine.. conducts research on the experience economy and organization of creativity in firms, projects and networks.

www.cbs.dk/imagine



**Copenhagen
Business School**
HANDELSHØJSKOLEN