

Appendix

Place branding, as a scientific discipline that brings together lecturers and students during the last few years, is the basis for many activities of marketing communications and branding department at the Ural Federal University named after the first President of Russia B. N. Yeltsin. One of the most serious in the theoretical and practice-oriented form of this area development is to conduct scientific – practical conferences.

Conference showed a high demand of small and medium-sized cities in modern communication tools of areas development that University carrying out training on management of communications can give today.

According to the experience of combining distance format of participation in the conference and classroom activities in the form of round-table discussions at the sites of small and medium-sized cities it can be concluded that this format is perfectly suited to objectives of University cooperation development with municipalities on the basis of the interests cooperation. The University, which prepares professionals, gets the opportunity to show its potential to partners and to identify their problematic issues that are unique to this city. The city also has access to current trends in the field of territories development and realizes the possibility to choose questions which are most important to it.

In March 2011 in the frames of the conference online discussion was held which was devoted to “Creating city brand: Experience, Problems and Prospects” with representatives of municipalities of the Kurgan region (Shadrinsk, Dalmatovo, Kurgan) and the Department of Culture, Kurgan region, and the following panel discussions: “Creating city brand: Experience, Problems and Prospects” in the Government of the Sverdlovsk region, “Image as a tool for territory promotion”, “The integration of the cultural potential in the city brand” with the participation of representatives of the nine municipalities of the Sverdlovsk region (Ekaterinburg, Irbit, Berezovsky, Revda, Degtyarsk, Verh-Neyvinsk, Aramil, Kushva, Koptelovo). A wide geography of publications: Ekaterinburg, St. Petersburg, Omsk, Vladivostok, Ulyanovsk, Tambov, Kurgan, Shakhty, Usolye is represented in the book collection of the conference “Small and medium-sized cities of Russia as a problem area of place branding”.

From March 30 to April 6, 2012 the Department, in collaboration with the city administrations of the Sverdlovsk (Novouralsk, Berezovsky) and Kurgan (Shadrinsk. Dalmatovo) regions had a round table in the frame of Russian scientific-practical distance conference “Branding for small and medium-sized cities in Russia: experience, problems and prospects”:

- “Branding of “closed” cities: Challenges and Opportunities” (Novouralsk);

- “Strategies and tools to promote Berezovsky city” (Berezovsky);
- “Educational Technologies of brand territory design” (Shadrinsk);
- “Business as an active participant in the promotion of Shadrinsk city” (Shadrinsk);
- “Tobolsk, Verkhoturys, Dalmatovo – three spiritual fortresses: strategies and tools of the spiritual centers of the Urals and Siberia promotion” (Dalmatovo).

Distance format of the conference allowed to attract professionals interested in the study of the stated theme from 29 cities in 22 regions of the Russian Federation (Berezniki, Biysk, Verkh-Neyvinsk, Verhoturye, Vladivostok, Volgograd, Ekaterinburg, Krasnoyarsk, Kurgan, Magnitogorsk, Makhachkala, Moscow, Naryan-Mar, Nizhny Novgorod, Nizhniy Tagil, Novosibirsk, Novouralsk, Omsk, Petropavlovsk-Kamchatsky, Ryazan, Samara, St. Petersburg, Tambov, Ulan-Ude, Ulyanovsk, Ufa, Chelyabinsk, Cherepovets, Shadrinsk) and the Ukraine (Simferopol). In total, over 200 representatives from Universities, Government bodies and local self-government, business, cultural workers and media took part in the conference.

About 40 participants from Armenia (Yerevan), Germany (Dortmund, Dusseldorf), Russia (Ahtubinsk, Barnaul, Volgograd, Voronezh, Ekaterinburg, Izhevsk, Kaliningrad, Maikop, Moscow, Novosibirsk, Chelyabinsk, Shadrinsk), Ukraine (Simferopol) took part. In the International Scientific and Practical Conference “Branding for small and medium-sized cities in Russia: experience, problems and prospects”. Articles of 29 researchers were published in the conference collected book.

Conducted conference demonstrated the high demand for small and medium-sized cities in modern communication tools of the territories development which University, preparing specialists in communication management, can provide.