

**WEBINAR PROGRAM<sup>1</sup>**  
of the 4<sup>th</sup> International Transdisciplinary Research and Practice Online Conference  
**“Connect-Universum - 2018”**

The theme of the Conference: “Digital Place Brand Management: Global and Local Aspects”  
(29-30 November, 2018)

**Organizers of the Conference:**

- TSU Department of Social Communication
- Laboratory of High-Hume New Media Technologies
- TSU Center for Research “Trans-Siberian Scientific Way” (TSSW)
- The Laboratory for Comparative Research in Quality of Life

**Partners of the Conference:**

- Institute of Place Management - IPM, Manchester Metropolitan University, UK
- Research and Education Centre “Civil Society and Social”, Institute of Administration and Civil Service, Russian Presidential Academy of National Economy and Public Administration
- International Institute of Modern Educational Technologies, Russian State University for the Humanities
- Faculty of Marketing, Plekhanov Russian University of Economics
- Cultural Forum of Russian Regions
- Tomsk Regional Non-Profit Organization of Social Communications “Strategy of Success”

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<sup>1</sup> There might be changes in the webinar program. The key speakers will present their reports during the webinar, other speakers’ reports will be posted at <http://connect-universum.com/> & <http://connect-universum.tsu.ru/>. You can find more information about the speakers on their personal pages on the Conference website (section “People”).

## 29 November (Thursday)

Moscow time	Tomsk time	First name, last name, country, city	Topic of the report	Language of the report
6.20	10.20	Eduard Galazhinsky Artem Rykun Lyudmila Borilo Irina Kuzheleva-Sagan (Russia, Tomsk)	<i>The opening speech by the senior TSU officials and the Conference Organizing Committee</i>	English/ Russian
6.40	10.40	Snezhana Nosova (Russia, Tomsk)	<b>Presentation of the Russian Edition of the book “Knowmad Society: Education Futures”</b> ( <a href="https://www2.educationfutures.com/knowmad/">https://www2.educationfutures.com/knowmad/</a> ) edited by John Moravec (translation – by Snezhana Nosova, scientific editing – by Irina Kuzheleva-Sagan)	English/ Russian
7.00	11.00	John Moravec (USA, Minneapolis)	How can we better ensure the success of the campus, its individuals, and the community it serves?	English
7.20	11.20	Sandra Braun (Canada, Calgary)	Ancestral tourism and digital place brand management	English
7.40	11.40	Steve Millington (UK, Manchester)	Learning from Blackpool: Re-enchanting sterile streets	English
8.00	12.00	Roberto Bruni (Italy, Cassino)	Place brand positioning: Perspectives from value co-creation and strategic narrative	English
8.20	12.20	Irina Kuzheleva-Sagan (Russia, Tomsk)	Social space 4.0 as an attribute of the digital age	Russian
8.40	12.40	Irina Terentyeva (Russia, Nizhny Novgorod)	Nizhny Novgorod – Gorky – Nizhny Novgorod: Communicative and socio-constructivist aspects of place branding	Russian
9.00-9.40	<b>13.00-13.40</b>	<b>COFFEE BREAK</b>		

9.40	13.40	Dmirty Gavra (Russia, Saint - Petersburg)	New power relations in the digital attention economy as a challenge for place brand management	English
10.00	14.00	Nick Fedaeff (New Zealand, Oakland)	Stories by a traveling artist – “man of the world”	English
10.30	14.30	Olga Astafieva  Olga Shlykova  Oksana Konysheva  Sergei Kuvshinov, Konstantin Kharin  Elena Yaroslavtseva (Russia, Moscow)	Resources of the symbolic capital of the cultural environment: Bolstering image or place rebranding?  Digital transformation in culture: Regional practices  The cultural space of Rosatom: Project collaboration in the digital age  Age-old traditions and modern technology. Museum-workshop “3Da Vinci” in the digital format  Values of diversity and the issue of place branding	Russian
12.00	16.00	Martin de Jong (Netherlands, Delft)	From city branding to implementation. Avoiding green washing and adopting sustainable urban transformation	English
12.20	16.20	Scott Cunningham (Netherlands, Delft)	Places as a Nexus: A discussion on how places attract inventors	English
12.40	16.40	Marta Hereźniak (Poland, Lodz)	Creating place brand experience is the online environment. Challenges, methods, best practice	English
13.00	17.00	Alexandra Endaltseva (France, Paris)	Conferencing out and about: Academic rituals and territories	English
13.30-13.50	17.30-17.50	Lauren Miller (Netherlands, Amsterdam)	Makesense: how we engage citizens to become changemakers in their cities	English

## 30 November (Friday)

Moscow time	Tomsk time	First name, last name, country, city	Topic of the report	Language of the report
6.00	10.00	Dean Kruckeberg, Katerina Tsetsura (USA, Charlotte)	A voyage into uncharted waters: Societal implications of today's global media environment	English
7.00	11.00	Sergei Samoilenko (USA, Fairfax)	Reputation management of academia as a “territory of progressive science”	English
7.20	11.20	Ekaterina Polyanskaya, Dina Spicheva (Russia, Tomsk)	Image of Siberia in the International Scientific Discourse	English
7.40	11.40	Marina Shilina (Russia, Moscow)	Digital place brand management in the Economy 4.0 and the national strategy "The Digital Economy of the Russian Federation 2017-2025": New paradigms of research	English
8.00	12.00	Vladislav Razmanov (Russia, Tomsk)	A brand of a place and a brand of a corporation: The power of synergy	Russian
8.20	12.20	Artemii Fominykh (Russia, Tomsk)	How should places speak in the digital world in order to be heard?	Russian
8.40	12.40	Natalia Karnaukhova, Gulnafist Okushova (Russia, Tomsk)	Searching for brand identity: Analysis of city social spaces (the case of the Siberian city of Tomsk)	Russian
9.00-9.40	<b>13.00-13.40</b>	<b>COFFEE BREAK</b>		
9.40	13.40	Marina Bychkova (Russia, Tomsk)	Culture and historical complex “Golden Whip” as the basis of the brand of the great Mongolian State	Russian

10.00	14.00	Alexander Grand (Russia, Moscow)	How to “sell” a country: A practical guide	Russian
10.20	14.20	Asia Veksler (Russia, Moscow)	The “Green Ring” project as a new approach to the place identity of the Russian national parks	Russian
10.40	14.40	Sergey Klyagin (Russia, Moscow)	Competition of ontological paradigms in digital place branding	Russian
11.00-11.40	<b>15.00-15.40</b>	<b>COFFEE BREAK</b>		
11.40	15.40	Anna Polisuchenko (Ukraine, Kiev)	Virtual tours and augmented reality in the contemporary travel journalism	Russian
12.00	16.00	Evgeniy Rimskikh (Russia, Saint - Petersburg)	Digitalization of cities: The Russian context	Russian
12.20	16.20	Pavel Rodkin (Russia, Moscow)	The problem of communicative destructiveness in place branding in integrated communications	Russian
12.40	16.40	Irina Arkhangelskaya (Russia, Nizhny Novgorod)	Building regional brands in the digital age (Analysis of the US and Russian practices)	English
13.00	17.00	Kristel Hartkamp-Bekker (Netherlands, Amersfoort)	The age-mixing and free choice model of education: how do these schools look like and what kind of spaces is needed to support this model of education?  (This topic is a lead-up to the International Transdisciplinary Online Conference “Connect-Universum-2020” on promotion of new educational formats and technologies in the global digital world)	English