

## ORGANISATIONAL INFORMATION

The registration form appended to this brochure should be sent by post (address below) or e-mail ([marketingterytorialny@pswbp.pl](mailto:marketingterytorialny@pswbp.pl)) by 17 February 2012.

Conference papers will be published in the form of a monograph. Furthermore, selected papers will be published in the Pope John Paul II State School of Higher Education in Biała Podlaska periodical entitled "Economic and Regional Studies" ("Studia Ekonomiczne i Regionalne"). Editorial requirements for a publication are appended to the brochure. For further information please consult the website: <http://www.pswbp.pl/index.php/pl/konferencje-eiz> or the Conference Office.

## FEE

- ⇒ Participants without a paper: PLN 300/€80,
- ⇒ Doctoral students and students with a paper: PLN 400/€100,
- ⇒ Other participants with a paper: PLN 500/€130,
- ⇒ The cost of publication without participating in the conference: PLN 250/€70.

This covers: full board, including a formal dinner, the study trip organised on the second day and the publication and conference materials. The fee does not cover the cost of accommodation.

Please make payment to the following bank account:  
**KREDYT BANK S.A. O/Biała Podlaska**  
4515001-3311213300179490000  
with the annotation "Marketing terytorialny"

## IMPORTANT DATES

- ⇒ by 17 February 2012 – submitting the registration form
- ⇒ by 29 February 2012 – paying the fee and submitting the abstract
- ⇒ by 13 April 2012 – sending the paper for review
- ⇒ 26-27 April 2012 – Conference

## ACCOMODATION

Participants are asked to book hotels personally. The following hotels are suggested:

- Hotel Delfin, Al. Jana Pawła II nr 11, tel. /+ 48 083/ 344-51-41
- Hotel Dukat, ul. Warszawska 129, tel. /+ 48 083/ 342-22-04
- Zajazd Jolanta, Czosnówka 97, tel. /+ 48 083/ 344-36-81

## CONTACT INFORMATION

### Pope John Paul II State School of Higher Education in Biała Podlaska

Institute of Economics and Management  
Sidorska 95/97, 21-500 Biała Podlaska  
Phone number 0-83 344 99 05, phone/fax. 0-83 342 65 31  
e-mail: [marketingterytorialny@pswbp.pl](mailto:marketingterytorialny@pswbp.pl)



Pope John Paul II State School  
of Higher Education  
in Biała Podlaska

Institute of Economics and Management

## II SCIENTIFIC CONFERENCE

# TERRITORIAL MARKETING AS A FACTOR IN LOCAL AND REGIONAL DEVELOPMENT

Biała Podlaska  
26-27 April 2012

## MAP DIRECTIONS



# TERRITORIAL MARKETING AS A FACTOR IN LOCAL AND REGIONAL DEVELOPMENT

26-27 April 2012

## CONFERENCE VENUE

Pope John Paul II State School of Higher Education  
in Biała Podlaska, Sidorska 95/97

## SCIENTIFIC COMMITTEE

prof. Mieczysław Adamowicz, Pope John Paul II State School of  
Higher Education in Biała Podlaska

prof. Włodzimierz Deluga, Koszalin University of Technology

prof. Wojciech Florkowski, The University of Georgia

prof. József Lehota, Szent István University

prof. Sylwester Makarski, University of Rzeszów

prof. Tadeusz Markowski, University of Lodz

prof. Andrzej Szromnik, Cracow University of Economics

prof. Andrzej Wiatrak, Warsaw University

prof. Joanna Szwacka-Mokrzycka, Pope John Paul II State School  
Of Higher Education in Biała Podlaska

prof. Józef Bergier, Pope John Paul II State School Of Higher Edu-  
cation in Biała Podlaska

dr Magdalena Florek, Poznań University of Economics, Best Place  
– European Place Marketing Institute

## ORGANISING COMMITTEE

dr Magdalena Zwolińska-Ligaj – Chairperson

dr Agnieszka Smarzewska

dr Katarzyna Świerczewska-Pietras

Aneta Chrząszcz, MA

Katarzyna Korneluk, MA

## SCOPE OF THE CONFERENCE

Local government authorities focus their activities not only on administra-  
tion, but also on stimulating the local or regional development, which  
should result in raising the general level of wellbeing of the people, and  
increasing the efficiency and effectiveness of economic operators. Local  
government authorities become public managers supervising the develop-  
ment of territorial units according to the so-called New Public Manage-  
ment theory, of which territorial marketing is an important element.

To grow and attract mobile factors of development, which include the  
financial capital, technology, tangible resources, labour force, information,  
and the effective use of available internal potential, cities, districts and  
regions need adequate management and promotion. Internal marketing  
tools stimulate the desired behaviour of people, as well as businesses and  
non-profit organisations located within the given spatial unit. Moreover,  
external marketing tools (national and international) are currently used  
more extensively to further the development of territorial units.

## PURPOSE OF THE CONFERENCE

The aim of the Conference is to present new trends in territorial market-  
ing, disseminate the results of surveys conducted in various research  
centres, and to confront them with the practical experiences of opera-  
tors concerned with territorial marketing. This conference will provide the  
second opportunity to discuss and exchange experiences in the use  
of marketing tools in the management of local and  
regional development. The first conference, held in January 2011 and dedi-  
cated to the use of marketing tools in the management of local and re-  
gional development, indicated the need to continue the meetings to allow  
the presentation and discussion on the issues of territorial marketing.

We kindly invite representatives of the academia, local government  
units and NGOs to participate in the conference. Please, forward the invi-  
tation to your colleagues or any other people expressing interest in the  
Conference.

## THEMATIC SECTIONS

- ⇒ Shaping the marketing image of local government units.
- ⇒ Territorial marketing versus innovation and competitiveness of  
cities and regions.
- ⇒ Territorial marketing as a management tool of the local govern-  
ment units.
- ⇒ Construction of the marketing strategy of territorial units.
- ⇒ Internal marketing, external marketing.

## HONORARY PATRONAGE

Marshal of the Lubelskie Voivodeship

Mayor of the city of Biała Podlaska

Governor of the Bialski County

Mayor of the Biała Podlaska Municipality

Mayor of the Janów Podlaski Municipality

The Union of the Voivodeships of the Republic of Poland

The Union of the Municipalities of the Lublin Region

Best Place – European Place Marketing Institute

Polish Tourist Organization

The Janów Podlaski Stud Ltd.

## MEDIA PATRONAGE



[www.pswbp.pl](http://www.pswbp.pl)

Pope John Paul II State School  
of Higher Education  
in Biała Podlaska

INSTITUTE OF ECONOMICS AND MANAGEMENT

