



Subject:	MIPIM 2018 and Marketing Belfast - Update
Date:	13 th September 2017
Reporting Officer:	Nuala Gallagher, Director, City Centre Development
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Restricted Reports

Is this report restricted?

Yes No

If Yes, when will the report become unrestricted?

- After Committee Decision
- After Council Decision
- Some time in the future
- Never

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Call-in

Is the decision eligible for Call-in?

Yes No

1.0	Purpose of Report
1.1	The purpose of the report is to update Committee on MIPIM 2018 and on-going marketing activities to promote Belfast to the investment and development community.
2.0	Recommendations
2.1	The Committee is asked to; <ul style="list-style-type: none">• Note the approach to MIPIM 2018 including activities currently being undertaken to promote Belfast to the investment and development community.

3.0	Main report
3.1	<p>The Belfast Agenda highlights the Council's ambition to attract 1 billion of investment into the city, along with medium term goals to develop 1.5m sq of Grade A Offices, and 2,500 hotel bed spaces by 2021. Delivering this ambitious agenda requires a further step change in how we position and promote the city. Belfast continues to grow in global awareness and popularity as a place to do business. In order to capitalise on this growing awareness, Belfast needs to remain visible to the international investment and development community and ensure our city narrative and messaging are clearly articulated to this target audience.</p>
3.2	<p>Belfast at MIPIM 2018 will build on the success of the Belfast delegations to MIPIM in 2016 and 2017. Following our participation at the European Cities Event at MIPIM 2017 the Council has been invited to participate at the European Waterfront Cities Network at EXPO Real in October 2017. Estates Gazette will also host a Belfast Question Time in October. To support these activities, a marketing pack is being developed which incorporates the new Belfast brand tailored to the business community. This pack will include a brochure, sector factsheets, presentation pack and standalone investment website.</p>
3.3	<p>An update on marketing activities currently being undertaken to promote Belfast as a destination for investment, development and regeneration is outlined below.</p>
	<p>MIPIM 2018</p>
3.4	<p>MIPIM is the international market for real estate professionals. The next exhibition will be held at the Palais de Festivals, Cannes, France from the 13–16 March 2018.</p>
3.5	<p>Belfast at MIPIM 2018 will build on the success of the Belfast delegations to MIPIM in 2016 and 2017. These put Belfast firmly on the radar of investors and developers who had not previously considered the city as a location for doing business.</p>
3.6	<p>CGR Committee in April 2017 provided:</p> <ul style="list-style-type: none"> • Approval for officers to scope out options for re-positioning the Belfast stand at MIPIM 2018 to an area of higher footfall; • In principle approval that the existing £60,000 investment be enhanced, subject to officers presenting more detailed proposals at later Committee and; • Authorisation for officers to commence procurement for consultancy support for programming, event management, communications, and design.

3.7	Unfortunately, Reed MIPIM, the MIPIM event organisers, have been unable to offer an alternative location for the Belfast stand. The Belfast stand at MIPIM will therefore be situated in the same location as 2016 and 2017.
3.8	BCC is in the process of finalising the appointment of consultancy support to assist with event management; PR, marketing and communication; sponsorship and stand design for MIPIM 2018.
3.9	Following feedback from delegates and key learnings at MIPIM 2017, we have created a number of key objectives for MIPIM 2018. These include reducing the number of events on the Belfast at MIPIM stand, increasing Belfast's presence on main conference agenda, participating at events hosted on other stands, including DIT, and co-hosting events with other cities.
3.10	The Chair of the MIPIM Steering Group and appointed consultancy will be liaising with potential sponsors and partners to secure their participations and financial support for MIPIM 2018.
3.11	Discussions are on-going with Reed MIPIM to include the Belfast delegation on the main conference agenda and with DIT to participate at events in the UK Government Pavilion.
	<p>Marketing pack to promote Belfast to the international investment and developer community</p>
3.12	A key channel to promote Belfast as a destination for investment, development and regeneration will be digital media and international conferences and events attended by BCC and city partners. The launch of the new Belfast Brand is an opportune time to refresh all BCC marketing material for the investment and development community. It is proposed that we create a marketing pack; to include a brochure, sector factsheets, presentation pack and standalone website. This pack will be used at International conferences attended by BCC (including MIPIM Cannes, MIPIM UK, Real Expo), outward visits by BCC to our sister city networks (including Boston, Nashville, China etc) and for inward visits from prospective investors.
3.13	All material will incorporate the new competitive positioning and visual identity for the City of Belfast. The new identity is based on the brand idea - "Belfast. Energy Unleashed", tailored to the business community.

<p>3.14</p> <p>3.15</p> <p>3.16</p> <p>3.17</p> <p>3.18</p>	<p>International investment and development conferences</p> <ul style="list-style-type: none"> • European Waterfront Cities Network at EXPO Real, October 4-6th 2017 <p>Belfast City Council has been invited to participate at the European Waterfront Cities Network at EXPO Real in October 2017, this follows our participation at the European Cities Event at MIPIM 2017. There are a number of events planned over the two-day conference, including open and private events. BCC will participate in a panel discussion at the Urban Innovation and Investment Seminar, a Waterfront Cities Network Meeting with participant cities and a City Leaders' summit. Officers are awaiting information about timetable and number of delegates required and will provide verbal update to Members at Committee.</p> <ul style="list-style-type: none"> • MIPIM UK, October 18-19th 2017 <p>Belfast City Council has been invited to attend the launch of the Northern Ireland Portfolio by Invest Northern Ireland and DIT. Confirmation of attendance is subject to receipt of additional information about the launch.</p> <ul style="list-style-type: none"> • Estates Gazette Belfast Question Time, 5th October 2017 <p>Question Time is Estates Gazette's premier debate and networking event. Following a successful event in 2016, it will be returning to Belfast on the 5th October.</p> <p><u>Financial & Resource Implications</u></p> <p>The cost for this work is accounted for in existing provisions.</p> <p><u>Equality and Good Relations</u></p> <p>None</p>
<p>4.0</p>	<p>Appendices – Documents Attached</p>
	<p>None</p>