



Total Destination Management

News Release

Bill Baker to Address First Place Branding Conference in Portugal

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Total Destination Management, President, Bill Baker will be a keynote speaker at a conference focusing on place branding to be held in Lisbon, Portugal June 17 at Hotel Tiara Park Atlantic.

The conference titled, *Place Branding – Turning Places into Magnetic Brands* will feature leading international experts on place branding from around the world. This is the first conference of its type conducted in Portugal and is being coordinated by Brandia Central, Portugal's leading place branding agency.

Baker's address will focus on "Eight Essentials for Successful Branding by Small European Cities".