

London and Madrid  
8<sup>th</sup> January, 2024

## **Bloom Consulting Introducing Bloom Place Academy**



# **Bloom Place Academy**

Bloom Consulting is thrilled to introduce its sister company, Bloom Place Academy. With a mission to empower Place Brand development and implementation teams in nation, region and city branding and marketing teams in the hospitality, tourism, and travel sectors, Bloom Place Academy is set to revolutionise the world of place branding education by offering pioneering tailor-made training for place branding professionals.

“I am delighted to announce the launch of Bloom Place Academy. It is all set and ready to make a significant contribution to professionalizing the Place Branding sector and enhancing industry know-how.” states Jose Filipe Torres, CEO of Bloom Consulting.

### *Bloom Place Academy's Commitment to Excellence*

Bloom Place Academy's distinctive approach is built on a commitment to excellence. It provides specific, tangible, and tactical guidance to managers, technicians, front-line staff, and promotional personnel, ensuring they understand their Place's Brand strategy and bring it to life.

### *Customized Training for Real Results*

Bloom Place Academy programs are tailored to meet your specific needs, whether you are an agency, attraction, or institution. It delivers an interactive mix of in-person and

**Bloom Consulting** is a global consulting firm specializing in Nation and City Branding and Placemaking, working for countries, regions, and cities across six continents since 2003. Bloom Consulting works for government leaders, mayors, directors of tourism bureaus, trade and investment agencies. This specialization makes Bloom Consulting one of the most advanced and globally renowned companies in the sector. In addition, Bloom Consulting is an official data partner of the World Economic Forum, and the World Bank and the European Travel Commission use Bloom Consulting data for measurement purposes. [www.bloom-consulting.com](http://www.bloom-consulting.com)

online knowledge, learning and skills training – delivered through seminars, workshops, and masterclasses depending on your need. The Bloom Place Academy team of instructors consists of industry and academic experts with a wealth of experience in place branding.

### *Wide Range of Topics*

Bloom Place Academy's curriculum covers every aspect of place branding, ensuring you're equipped to execute brand strategy across diverse touchpoints. We focus on three main areas:

1. Place Brand Initiation – designed for politicians, key stakeholders, and directors who will act as 'Brand Custodians.' It provides a strong academic foundation, preparing places to embark on a comprehensive Place Brand strategy, fostering the knowledge and skills required for effective brand leadership.
2. Place Brand Set-Up – tailored for places in the final stages of brand strategy development. It offers essential guidance on structuring, funding, staffing, and efficiently managing the implementation process. Targeted at 'Brand Builders' in existing Place Brand partnerships and experienced brand development teams, it optimizes the transition from strategy to action.
3. Place Brand Escalation – geared for places that ready to bring the brand to life, at scale. It focuses on the essential knowledge and skills needed to embed the place brand project, such as in policies, projects, programs, events, and marketing, with a focus on operational teams, front-line staff and 'Brand Operators'.

### *Certification for Your Credentials*

Bloom Place Academy also offers CPD (Continuing Professional Development) certification programs that validate your skills and expertise. Earn a recognised qualification that will set you apart in the competitive world of place branding.

### *Contact Bloom Place Academy Today*

Join Bloom Place Academy on this exciting journey to unlock your potential in Place Branding. Contact Bloom Place Academy today to explore how its tailor-made training can transform your Place Branding strategies.

For media inquiries and further information, please contact:

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