



1st International Conference Place Branding Online is the first international congress focused specifically on Place Branding developed by online channels. TOURL will be held in Barcelona on 6 and 7 October, 2011. This event focuses on the emerging topic of the Internet as a communication tool for territory brands and its goal is to build "networks" which allow experts from around the world get in personal contact. Thus, it is intended to encourage mutual learning and generate development opportunities in the field of place branding strategies. More information: <http://www.tourl2011.eu/> .