



Appendices

Appendices

Appendix I: List of Interviewees

City	Date	Interviewee(s)
Amsterdam	27/1/2005	Berenschot Consulting - Project Leader and Account Executives for Marketing Amsterdam
	8/2/2005	Amsterdam Partners - Events and Festivals Manager
	15/2/2005	Municipality of Amsterdam – Advisor of Communication
	17/3/2005	Municipality of Amsterdam - Director Infrastructure Division and Leader of Hospitality Project
	17/3/2005	Municipality of Amsterdam - Vice Mayor of Economic Affairs
	21/3/2005	Amsterdam Uitburo – Director
	4/4/2005	Amsterdam Tourism and Convention Board – Director
	4/4/2005	Amsterdam Regional Chamber of Commerce - Development Consultant
	5/4/2005	Municipality of Amsterdam – Programme Manager Creative Industries, Department of Arts and Culture
	Budapest	20/7/2005
21/7/2005		Szeretem Budapestet Movement – Leader
23/7/2005		Municipality of Budapest – Officer, Chief Architect’s Office
28/7/2005		Branding and Place Branding Consultant
29/7/2005		Urban Development Consultant and Project Leader Budapest Development Plan
6/3/2006		Hungarian Tourism Board - Director, Regional Directorate Of Budapest and Surroundings
7/3/2006		Festival City – Director
8/3/2006		Metropolitan Research Institute - Director and Project Leader Budapest Development Plan
10/3/2006		Horvath Consulting - Account Manager Budapest Brand Project
13/3/2006		Municipality of Budapest - Vice Mayor Cultural Affairs
Athens	30/9/2005	Municipality of Athens - Architect and Urban Planning Consultant
	3/10/2005	Ministry of Tourism Development - Executive Secretary
	4/10/2005	Greek National Tourism Organisation – Officer, Promotion and Communication Division
	4/10/2005	Athens Tourism and Economic Development Agency - General Manager and Development Officer
	17/10/2005	Leo Burnett Greece - Account Director and Account Executive for Region of Attica
	18/10/2005	Organisation for the Promotion of Greek Culture - Consultant to the President and Executive
	19/10/2005	Municipality of Athens - Vice Mayor and Director of the Development Agency
	19/10/2005	Athens Convention and Visitors Bureau – Director

Appendix II: Example of invitation letter

Dear Dr.,

my name is Mihalis Kavartzis and I am a PhD researcher in the University of Groningen in the Netherlands. My research topic is City Marketing and my supervisor is Professor Gregory Ashworth.

My PhD research is a long term project, which is focusing on city marketing processes and effects in major European cities. Among the cities that I am investigating is Budapest, while others are Amsterdam, Berlin and Athens. The study will provide useful information on the city marketing practice of the selected cities and will especially attempt to clarify many aspects of the understanding and implementation of city branding. The thesis has a dual character, as it will contribute to the theory of marketing and branding cities and at the same time provide useful ideas and valuable feedback and comparisons for practitioners. The results of my research will be published as a book by the University of Groningen and parts of the study have already been and will be published in international journals.

Your position as the director of the and your extensive experience in the areas of local governance and urban development, make you an ideal informant for the study. It is precisely your ideas, experiences and knowledge that I am interested in; particularly as city marketing in Budapest is one of your research interests.

I would like to kindly ask for your participation in the research, in terms of committing a little of your valuable time for an interview. In the interview I would like to take the opportunity to discuss with you the general process of marketing the city of Budapest, the goals and effects, the structure of the marketing effort, the actors involved and other relevant topics. The interview is planned not to last more than 45-50 minutes so that it does not interfere with your busy schedule.

Your participation will be greatly appreciated as it will be very valuable for my study.

Please consider if you will be available to arrange an interview and I will contact you in the next couple of days.

I will be in Budapest and will be available for a meeting between the 18th and the 30th of July, so it would be very convenient for me if we could arrange a meeting for one of these days if you are available.

Do not hesitate to contact me if you need any further information or clarification.

Thank you very much in advance!

Looking forward to hearing from you!

Yours Sincerely,
Mihalis Kavartzis

Appendix III: Interview Guide for the research in Budapest

1. Intro

1. What is your position/job/background?
2. What is Marketing/Branding?

2. City Marketing

2.1. General Approach

1. What is the general approach towards city marketing in Budapest?
2. What is the degree of structure for the marketing effort? Is it an effective structure?
3. Which organizations/persons lead the effort? Which organizations/persons participate?
Which organizations/persons execute the actions?
4. How are decisions made and by whom?
5. How is marketing integrated into city management/planning?

2.2. City Marketing Process

1. What is the marketing process followed in Budapest? What are the steps of this process?
2. Is there market research? How is it done, by whom and what are the main conclusions?
3. What is the central strategy of the city and how was it chosen?
4. What are the main goals or expectations of marketing Budapest? How were the goals decided upon?
5. What are the target audiences? How are they identified and chosen?
6. What are the main city marketing projects in Budapest? Why these?
7. Is there any monitoring/evaluating activity? How is it done?

3. City Branding

1. Is there an effort to brand Budapest? How is that done and by whom?
2. What is or what would be the brand Budapest for you?
3. How is the city brand created? What are its main anchors? Its basic components/elements?
4. How is branding integrated into city marketing and city management?
5. How is the brand Budapest communicated?
6. What is for you the difference between the city's brand and the city's image?
7. What are the main differences between marketing and branding?

4. Other Topics

1. What is the link between the city's identity and the city's brand?
2. What is the role of existing residents in the marketing/branding process?
3. Can the city's brand create links between the various target groups or between the residents of the city?

5. Outro

1. Which other people would you advise me to contact?
2. What is the single most important thing you would mention on city marketing?
3. Any other topic?

Thank you!

Contact details.

