

SOFT POWER DESTINATIONS

A large tree in a public square is covered in white paper airplanes, creating a festive atmosphere. People are walking around the tree, and a woman is sitting on a white bench in the foreground. The scene is set in a public square with a red building in the background.

ACTIVATE YOUR SOFT POWER
AND BECOME A DESTINATION

Lord
Cultural Resources



LEADING
CULTURE
DESTINATIONS

WHAT IS **SOFT POWER**?

- The ability to influence behaviour through **persuasion, attraction or agenda setting.**
- In our recent ground-breaking book “**Cities, Museums and Soft Power**”, Gail Dexter Lord, Ngaire Blankenberg and 11 essayists from 13 cities around the world demonstrate how cities and cultural institutions working together can be a force for change.

WHAT IS A SOFT POWER DESTINATION?

Places that people want to visit and
engage with because of their **influence**,
which comes from their

EXCELLENCE

RELEVANCE

SUSTAINABILITY

LEGITIMACY

NOW THERE'S A METHOD FOR CITIES AND CULTURE TO WORK TOGETHER TO

MAKE CITIES BETTER PLACES TO LIVE

- Promote collaboration and social cohesion
- Develop new skills
- Empower people
- Inspire creative and critical thinking
- Link private and public sector partners in common goals
- Support sustainable city-building

CREATE SOFT POWER DESTINATIONS

- Memorable places
- Meaningful experiences
- Tourism attractions
- Economic generators
- Locations where people come together to create new ways of thinking and set the agenda for action

WE OFFER **FOUR** **PROGRAMS** TO HELP ACTIVATE SOFT POWER IN YOUR COMMUNITY

Each is a collaborative crash course in Soft Power—transforming your organization, your community and the social environment around you. Our programme includes events, work sessions and co-created content.

OBJECTIVES

- Enable your key stakeholders and influencers to activate their Soft Power in your community
- Access key leaders who can transform your social footprint
- Build awareness of the paradigm shift of Soft Power
- Corporate Social Responsibility in Action

OUR FACILITATORS

- Thought leaders from many disciplines who have demonstrated leadership, creativity and transformational thinking

Cost will be provided on request

1

**SOFT POWER
DESTINATIONS
SALON**

2

**SOFT POWER
DESTINATIONS
ACADEMY**

3

**SOFT POWER
DESTINATIONS
FORUM**

4

**SPONSORSHIP
CATEGORY –
LCD AWARDS**

1

SOFT POWER DESTINATIONS SALON

- 1 day event
- Up to 20 participants
- 2 speakers, 1 facilitator
- **Key notes, sharing insights / best practise, learning sessions**
- **Facilitated workshop: ideas, filtering process, activation ideas**
- **Create content, association & exposure through media outlets**

Cost will be provided on request



2

SOFT POWER DESTINATIONS ACADEMY

- 2 day event (keynote, workshop, strategy paper)
- Up to 50 participants
- 4 speakers, 1 facilitator
- **Key notes, sharing insights / best practise**
- **Facilitated workshop: ideas, filtering process, activation ideas**
- **Applied Soft Power Destination strategies and partnership leads**
- **Create content, association and exposure through media outlets**



3

SOFT POWER DESTINATIONS FORUM

- 2.5 days event
- Up to 400 participants
- 10-15 speakers, 2 facilitator
- **Access to global Soft Power leaders, direct association**
- **Co-ownership of content, extensive coverage through media (usually partnered with NY Times)**



4

SPONSORSHIP CATEGORY – LCD AWARDS

- Access to Soft Power leaders, direct association extensive content solution for your communications. Extensive coverage through media (last year reach 50m+)

www.lcdawards.com



SOFT POWER DESTINATIONS

OUTCOMES & BENEFITS

- Concrete strategies to activate the Soft Power of your organization and for your district or city
- Best Practise projects to learn from and connect with
- Empower your team to influence your community and create a team spirit around it
- New collaboration opportunities among similar organizations and cultural leaders – facilitated access
- Opportunity for follow-up in depth strategy tailored specifically to your needs and context
- Content for learning and sharing
- Awareness through association and owned / earned media exposure
- Access to partners to grow your Soft Power potential

Soft Power Destinations helps commercial and cultural organizations transform their ability to have direct impact in their community – and to become a destination.



Vienna Museum Quarter, AUSTRIA



Forest Park, St. Louis, USA



Sharjah Biennial 2015, UAE

INAUGURAL SOFT POWER DESTINATION SALON

SOFT POWER DESTINATIONS

Places that people want to visit and engage with because of their influence:

Excellence
Relevance
Sustainability
Legitimacy

Left to right:
Aric Chen, Lead
curator M+ Hong Kong

Deyan Sudijc, Director
Design Museum
London

Jeff Koons, artist

Aida Dellal Hersham,
Fawley Court

Gail Lord, Co CEO
Lord Cultural
Resources

Florian Wupperfeld,
MD, Leading Culture
Destinations

Ngaire Blankenberg,
European MD Lord
Cultural Resources

**Inaugural Soft Power
Destinations Salon
March 2016, Doha,
Qatar**

TEAM

The New York Times

GAIL DEXTER LORD

The world's leading cultural planner with more than 2,200 museum and cultural clients in 460 cities worldwide

NGAIRE BLANKENBERG

European Director of Lord, TED speaker and co-author with Gail of "Cities Museums and Soft Power"

FLORIAN WUPPERFELD

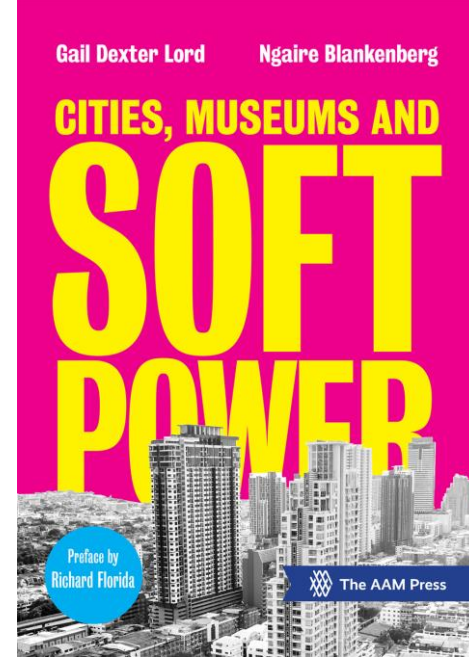
He graduated from UCLA Film School before starting his career as a trend scout in 1997, working with Mercedes Benz on the launch of the Smart car. After seven years as Creative & Media Director at the Soho House Group he launched Leading Culture Destinations, a cultural travel channel. LCD also hosts the annual LCD Awards which the press coined 'The Oscars for Museums'. Florian is also founder of RemixSummits.com and CultureLabel.com

MEDIA PARTNERS

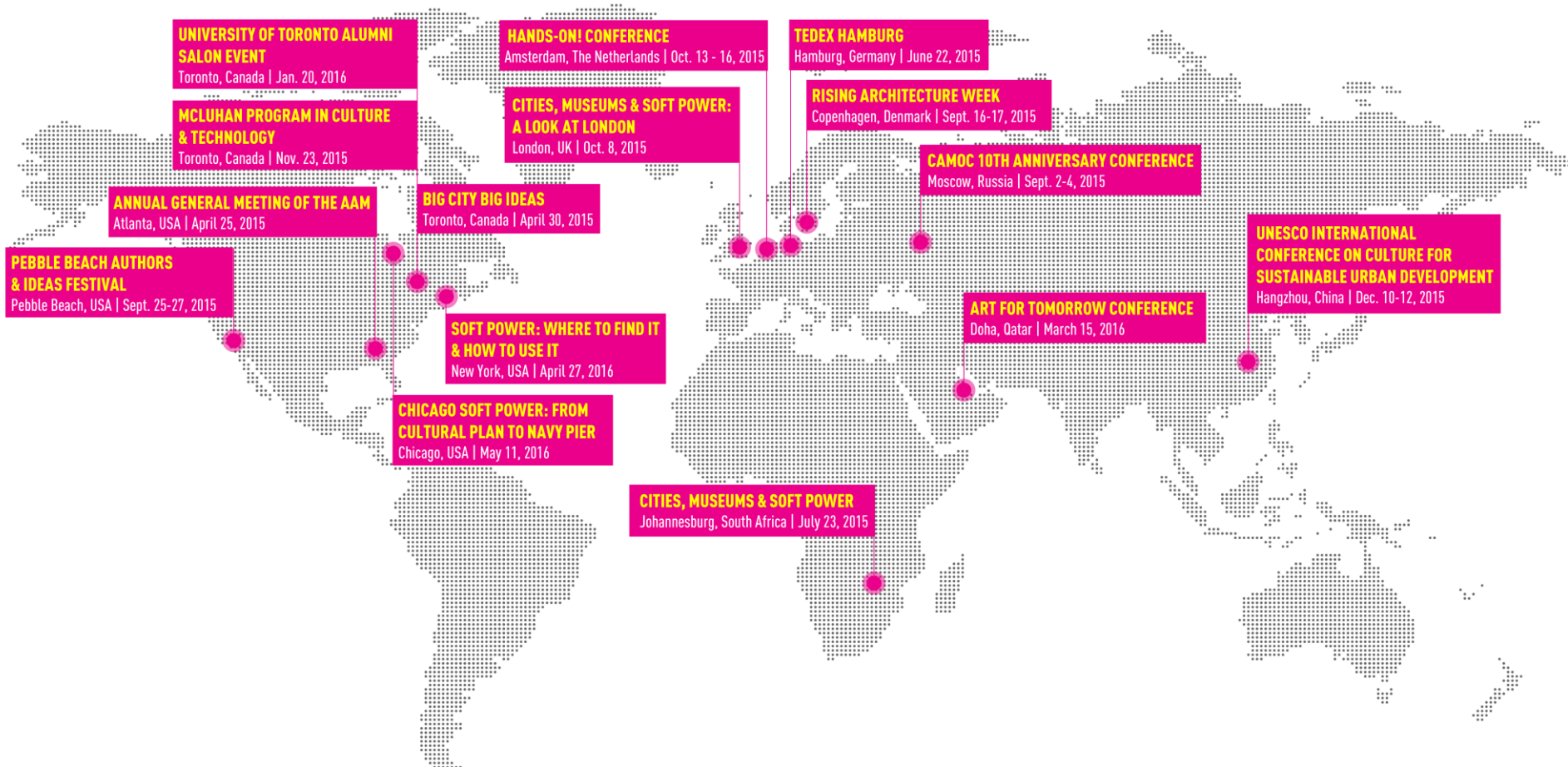
Our team has worked with numerous media partners in the past. The New York Times has been the preferred partner for the activation since the inaugural Salon took place at the Art for Tomorrow Conference in Doha, hosted by the NY Times and the Qatar Museums Authority.

artfortomorrow.com
www.nytimes.com

lord.ca
lcdawards.com



Soft Power Talks and Salons Grow in Popularity



BE INSPIRED – ORGANIZE A SOFT POWER DESTINATION EVENT IN YOUR COMMUNITY

- **CAPACITY BUILDING:** acquire tools and techniques for making better partnerships and collaborations
- **URBAN DEVELOPMENT:** unlock the potential for innovation, creativity, economic development and tourism
- **NEW PERSPECTIVES:** gain confidence in reframing agendas



CONTACT



LEADING
CULTURE
DESTINATIONS

LORD CULTURAL RESOURCES
**/ SOFTPOWER DESTINATIONS PARTNER **

GLORD@LORD.CA

NBLANKENBERG@LORD.CA

LEADING CULTURE DESTINATIONS
**/ SOFTPOWER DESTINATIONS PARTNER **

FLORIAN@LEADINGCULTUREDESTINATIONS.COM

Gail Dexter Lord

Ngair Blankenberg

CITIES, MUSEUMS AND

SOFT POWER

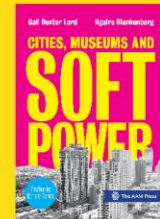


Preface by
Richard Florida



The AAM Press

32 WAYS TO ACTIVATE *your* SOFT POWER *Tips for* Museums and Cities



ORDER AT:
aam-us.org/ProductCatalog/Product?ID=51

What is Soft Power?

"Soft power" is the ability to influence through persuasion, attraction and 'setting the agenda' rather than military or economic force.

POWER DIFFUSION

Governance and Human Resources



Inverse,
Networked
Boards

1

Advisory
Councils

2

Outward-
looking Policies

3

Inspired
Leadership

4

Meaningful
Volunteer and
Internship
Programs

5

Responsive
Operating Hours

9

Free Admission

8

THE SOCIAL COMMONS

Operations

The Best
Employers in
the Creative
Economy

7

Opportunities for Hiring and
Advancement Reflecting the Diversity
of the City

6

Inviting More
People In

10

ADAPTIVE STRATEGIES

Collections and Documentation



Collection
Development for
Social Equity

11

Tagging so
anyone can
search and find

12

Making
Information
Accessible

13

Sharing
Research,
Supporting
Production

14

Connected
Learning

19

Bridging and
Bonding

18

CULTURAL ACCELERATORS

Education, Public Programs and
Exhibitions



Mobile
Knowledge

17

Collaboration
and Exchange

16

Developing
Cultures of
Creativity

15

Learning for a
Lifetime

20

Engaging With
All Forms of
Tourism

21

Encouraging
Contextual
Intelligence

22

Presenting
Useful Ideas in
Useful Places

23

Making Space
for New
Perspectives:
Re-framing the
Agenda

24

POWER CONVERSION

Communication and Marketing



Crowd-sourcing and Participatory Forms
of Income Generation

28

Impact
Investment

27

SOFT POWER FUNDING



Giving Context
and Depth to the
News

26

Participative
Stakeholder
Communication

25

Public-Private
Partnerships

29

Rewarding
Urban
Development

30

THE SOFT POWER EMBRACE

the Role of Cities



Planning
Culturally

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From Cultural Hubs and Heritage
Districts to Cultural Commons

32