



# INVITATION





IDA's World Town Leadership Summit convenes place management leaders from around the globe in a small group setting to explore key city building issues and learn how different countries and cultures address challenges in their context. A diverse cohort of attendees will be enlightened by key research and inspired presentations, all aimed at initiating deep discussions while exploring real-world professional practice challenges. The event is held using the world café discussion format. The overarching theme will delve into the critical role of effective mixed-use district development in fostering economic stability within a post-pandemic landscape. Discussions will focus on the importance of three equally necessary city centre users: the worker, resident, and visitor.

This summit is a fantastic way to visit new towns around the globe and appreciate how different customs, cultures, politics and economics impact the work of place management. In the past, attendees simultaneously found themselves to be teachers, mentors and students. This year's World Towns Leadership Summit will take place 10–13 June 2024 in Stockholm, Sweden and will include a full-day study tour in the town of Uppsala.

<https://downtown.org/event/2024-world-town-leadership-summit/>



Photos from World Towns Leadership Summit 2017 in Malmö, Sweden

# PROGRAM

## MONDAY 10<sup>TH</sup> JUNE

**07.00 pm**

Get together in Stockholm

## TUESDAY 11<sup>TH</sup> JUNE

**09.00 am-12.00 pm**

Official Summit Opening Session and Roundtables

*Location: Sergelkonferensesen, Mäster Samuelsgatan 42*

**12.00-01.00 pm**

Lunch at Restaurant Italienskan, Hötorget 4

**01.00-04.00 pm**

Stockholm Center City Tour

*Meeting Location: Hay Square, Southeast corner near the Stockholm Concert Hall*

**07.00 pm**

Dinner on your Own in Stockholm

## WEDNESDAY 12<sup>TH</sup> JUNE

**09.00 am-12.00 pm**

At the Intersection of Residents & Workers

*Location: Sergelkonferensesen, Mäster Samuelsgatan 42*

**12.00-01.00 pm**

Lunch: Optional Locations at Kungshallen or the Hötorgshallen

**01.00-04.00 pm**

Stockholm Center City Tour – Key Projects part 2

*Meeting Location: Hay Square, Southeast corner near the Stockholm Concert Hall*

## THURSDAY 13<sup>TH</sup> June

**08.00 am-03.00 pm**

Uppsala Study Tour –The Visitor Experience

*Meeting Location: Stockholm Central Station, Centralplan 15*

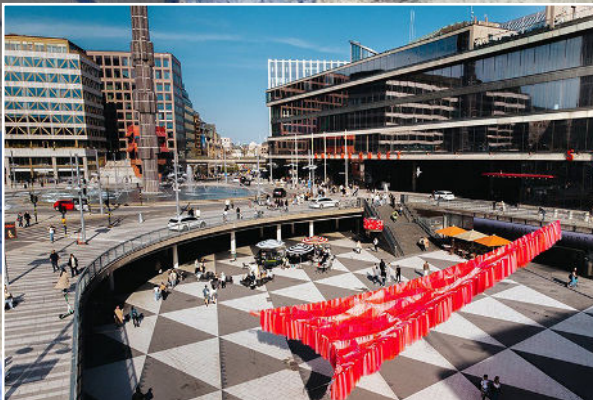
**03.00 pm**

Return Train to Stockholm or Arlanda Airport

## FRIDAY 14<sup>TH</sup> June

**10.00 am-04.00 pm**

Optional City Tour – Brussels, Belgium



## STOCKHOLM – Study Tour 11<sup>th</sup> June

Stockholm is the capital of Sweden and its most populous city with over 970,000 inhabitants.

The vision of Stockholm city includes three target areas: a diverse metropolis for everyone, a sustainably growing and dynamic city, and a smart and innovative metropolis.

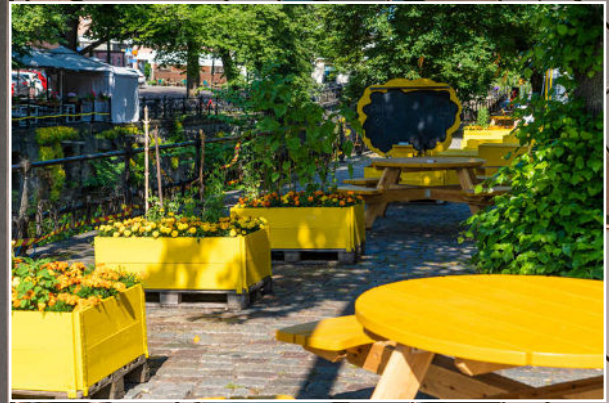
The city, which is located on 14 islands in Lake Mälaren, is known for its beauty, history and culture. It is a popular tourist destination with many attractions, including the Old Town, the Vasa Museum and Skansen.

The Old Town is Stockholm's oldest district and was founded in the 13th century. Here you

can wander around the cobble streets and admire the colorful houses. The Old Town is home to many historical buildings, including the Royal Palace and the Nobel Museum. You will also find many shops, restaurants and cafes here. The Vasa Museum is a must for anyone visiting Stockholm. Here you can see the warship Vasa, which sank on its maiden voyage in 1628. The Vasa was salvaged in 1961 and now has its own museum.

Skansen is a unique attraction that combines a zoo, an open-air museum and a view of Stockholm. Here you can see animals from all over Sweden, learn about traditional Swedish rural life and enjoy a fantastic view of Stockholm.

<https://www.visitstockholm.com/>



### UPPSALA – Study Tour 13<sup>th</sup> June

Uppsala is one of Sweden's oldest cities. It was known as Östra Aros up until the 13th century, when the name Uppsala took over. Today, Uppsala is one of Sweden's four major cities with a population of 245 000 inhabitants.

Uppsala has a rich and inspiring range of cultural activities and exciting events together with whole of Sweden's history – all in one place. The tourist attractions are numerous and exciting and include something for everyone. In addition, there is beautiful nature, both in the centre of town and close by.

Uppsala is today a modern city yet retains a small-town feel. It's Sweden's fourth largest

city and home to two universities, the archbishopric of the Church of Sweden, a rich cultural life and beautiful scenery. Uppsala is rich in history and science and the prestigious Uppsala university is older than universities in many other countries. At the same time, the modern city is vibrating with life and is well known for its progressive research, innovation and position as a leader in modern technology. Whether you want to eat a lot or a little, outdoors or inside, Uppsala has a wide selection of pubs, cafés and outdoor restaurants. Don't forget to enjoy a Swedish fika, a Swedish social institution: a friendly, relaxing break with coffee and cake.

<https://destination uppsala.se/>



### **BRUSSEL – Study Tour 14<sup>th</sup> June**

On Friday, we're offering an optional tour of Brussels, a city pioneering climate action.

Dive into their innovative Smart City program with a focus on Positive Energy Districts (PEDs) and learn how they're tackling climate change. Gain a deeper understanding of Brussels' unique character and its role as the heart of the EU from Dr. Philippe Van Parijs, a renowned professor.

Explore the recently pedestrianized Brussels center, a vibrant public space located in front of the former Stock Exchange building.

While the Brussels Beer World itself has an entrance fee, we're exploring the possibility of a private tour arranged by the City (details to be confirmed).

We're also investigating a potential tour of the Tour & Taxis area, a massive project focused on sustainable communities spearheaded by Extensa, RB Management, and IRET development.

This area exemplifies innovative urban planning.

**REGULAR REGISTRATION RATE** – Until Monday, 6 May 2024 \$375

**LATE REGISTRATION RATE** – Until Tuesday, 28 May 2024 \$475

**SPOUSE/GUEST RATE** –\$175 (includes all Summit activities).

The fee includes the conference, 2 lunches, and a welcome reception. Please see hotel recommendations and train information below; these travel costs are at the attendee's expense.

### REGISTRATION AND MORE DETAILS

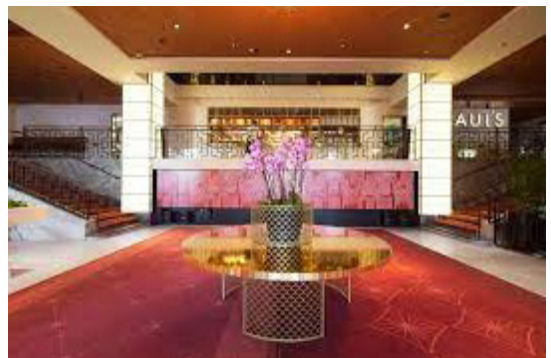
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The in-room conference sessions are being generously hosted by Vasakronan, the largest property company in Sweden, at their brand-new conference center, Sergelkonferensen. Vasakronan is a key partner for this program, having finalized several very interesting projects in the heart of Stockholm city center.

<https://vasakronan.se/sergelkonferensen/>



**Scandic Hay Market** <https://bit.ly/3SIJTY2>



**Scandic #53, Kungsgatan** <https://bit.ly/3T8xz4T>





Svenska Stadskärnor/Swedish City Centers is a non-profit organization with a massive network of knowledge, skills and experience in matters related to city centre development. The feature of our activities is that everything is based on cooperation between the municipality, property owners, trade and other business's. We have about 100 individual companies, municipalities, liaison organizations, consulting firms, architects and the network "Sveriges Centrum- och platsutvecklare". Our business can be summarized in four key words: inspire, educate, support and influence.



The leading personal industry network for the professionals in center and site development. As a national organization, we operate nationally, regionally and locally in Sweden. Through active members in our living networks and developing trainings, we create an attractive and stable platform.



IDA, The International Downtown Association, is a world leader and champion for vital and livable urban centers. Through its network of diverse practitioners, its rich body of knowledge, and its unique capacity to nurture community-building partnerships.

IDA provides tools, intelligence and strategies for creating healthy and dynamic centers that anchor the wellbeing of towns, cities and regions of the world. IDA was founded 1954 and today we represent an industry of more than 2,500 place management organizations, employing 100,00 people throughout North America and growing rapidly around the world. IDA is a resource center for ideas and innovative best practices in urban place management.



**Vasakronan**