

Bloom Consulting

Countries Regions and Cities

Madrid, New York

February 10th, 2022

Bloom Consulting methodology now part of New York University educational program



New York University logo

Bloom Consulting is pleased and honored to announce that since 2022 our **process and methodology** is integrated in the **New York University educational program** as part of the course hospitality placemaking.

The course will cover **Place Branding** and **Placemaking** methodologies, approaches and theory from Bloom Consulting's experience and knowhow. Moreover, the Bloom Consulting team will participate in some of the classes and the *Nation Brand Builders* book will be part of the NYU syllabus. With this Bloom Consulting aims to contribute to making NYU graduates better **Place Branding** and **Placemaking professionals**.

New York University, founded in 1831, NYU is an innovator in higher education, reaching out to an emerging middle class, embracing an urban identity and professional focus, and promoting a global vision that informs its 19 schools and colleges.
<https://www.nyu.edu/>

Bloom Consulting, founded in 2003, specializes in the development and evaluation of Nation Brand, City Brand, and Placemaking strategies for governments around the world. We collaborate with prime ministers, presidents, mayors, tourism bureaus, and trade and investment agencies. Bloom Consulting has worked extensively in the field of Place Branding, having worked across five continents. In addition, Bloom Consulting is an official data partner of the World Economic Forum.

www.bloom-consulting.com