

European Retail Property School

Mövenpick Hotel and Amsterdam School of Real Estate,
Amsterdam, Netherlands

29 June - 4 July 2008

- improve the **profitability** of your business
- learn what it takes to **operate** shopping centres effectively
- create **effective**, result driven **marketing** campaigns
- **build** a network of valuable international contacts
- gain **access** to some of the brightest retail minds in the business

**REGISTER
BEFORE
30 MAY 2008
AT REDUCED
RATES**

ICSC European Partners



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CBRE
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FOR MORE INFORMATION: PLEASE PHONE +44 20 7976 3102

Faculty

Depth of understanding comes from structured learning, sharing ideas and application of techniques. Learn from the experts. Learn from your peers.

Our Faculty are committed to making sure you get the best for your business and your career from the School. All teachers are ICSC members, proven shopping centre professionals with years of experience in what works and what does not in different markets. They will also help you exchange ideas with your classmates – an important aspect to the School, students from more than 25 countries are expected to attend. They will make sure you understand the key points and can benefit from your new found knowledge when you get back to the office.

Scott Abbey, SCSM, Head of Retail Management Group, Unibal Rodamco

Lorne Braithwaite, President/CEO, Park Avenue Holdings Ltd

Gary Brown, SCLS, Vice President, Foot Locker Realty Inc.

Claudio Cocuzza, Lawyer-Partner, Antonelli Cocuzza & Associati

Eileen Connolly, Retail Director, DTZ

Yvonne Court, Partner & Head of Retail Research, Cushman & Wakefield

Rolf Eberli, Key Account Executive, IBC Insurance Broking and Consulting SA

Glen Fulton, General Manager, The Mall Camberley

Nils-Christian Hakert, Director Operations CE, Unibail-Rodamco

Bernd Huber, Senior Portfolio Manager, Redevco Central Europe

Brian Jenkins, SCSM, Managing Director, AIG/Lincoln, Retail Development Europe

Bram Kruit, Director of Retail Management Europe, ING Real Estate Development

Julia Langkraehr, Speciality Retail Leasing, Retail Profile Europe Ltd

Tony Longstaff, Chief Executive, Central Milton Keynes Shopping Management Co

Kate Mason, Marketing Director, Kate Mason Consulting Ltd

Zita Matias, Shopping Centres Management, Regional Manager Portugal, Sonae Sierra

Jonathan de Mello, Director of Property Consultancy, Experian

Frank Pöstges, Managing Director, Centro Management GmbH

Gérard Taieb, Chairman, Gesfico

Carl Turner, Managing Director, Brandspace Commercial Marketing Solutions

Tiago Vidal, Corporate Communication Manager, Sonae Sierra

Hazel Weinberg, Director, Anderson Retail

Other information

Scholarships

European Shopping Centre Trust scholarships are available, including the Michael Haskoll Scholarship for students from Central and Eastern Europe. ICSC membership is mandatory for any scholar. Please contact ICSC for more information.

Language

In an increasing international and competitive marketplace, it is important to be comfortable with business English terms in the industry. Classes are taught in English.

Classes and faculty

More information on class content is available on www.icsc.org/2008ERPS

What is included

- One CSM/CMD Examination for students who completed Level I and Level II
- Welcome reception
- Masterclass 2008
- Social evening and dinner
- Networking coffee breaks
- Lunch with fellow students and faculty Monday to Thursday
- An easy to use binder with course outlines and many examples to help reinforce concepts taught during the course
- Level I: Your own copy of ICSC's *Dictionary of Shopping Center Terms*
- Level II: Your own copy of ICSC's *Shopping Center Management* or *Shopping Center Marketing*



Make a difference

In your business. In your career. Attend the European Retail Property School in Amsterdam in June 2008.

Want to increase your value to your company? Knowledge is the key to career and personal development. Get the information, tools and contacts that will help you and your company keep ahead of the competition.

This is a time in your life you will always remember – deepening your knowledge of retail property and shopping centres, learning from experts, sharing ideas and identifying successful strategies alongside colleagues from across Europe. The School is taught by successful professionals, members of the International Council of Shopping Centers, who review and improve the European curriculum and case studies annually.

This is practical and current information you can use. Whether it's maintenance or security, tenant mix or marketing strategies that drive up centre income, you will be given practical tools you can put to work immediately. You will take home ways to improve the profitability of your business.

Benefits of attending

- Learn from experts what works and what does not
- Focus on profitability and value building
- Make essential industry contacts and share knowledge and experience
- Learn practical tools and techniques
- Gain a solid foundation to assist you in your day-to-day responsibilities
- Develop fresh insights into what the future holds

Who should attend

- shopping centre managers
- leasing managers
- marketing managers
- owners, development officers, asset managers, investors and other related disciplines who want to learn about shopping centre management, marketing and leasing
- retail real estate brokers and retail property managers
- new entrants to the industry

In association with:

AMSTERDAM
SCHOOL OF REAL ESTATE

ESCT European Shopping Centre Trust



"Having completed the BCSC/CEM Diploma in Shopping Centre Management in the UK, **attending the ICSC European Retail Property School was a natural next step.** The school in Brussels offered me the opportunity to further develop the skills and knowledge that I had gained from the UK Diploma. It also gave me a **unique chance to network with colleagues from across Europe**, sharing and exchanging ideas and best practice."

William Lewis

Systems and Administration Assistant,
Brent Cross Shopping Centre, UK

"I found the course **really enjoyable** and found the **range of topics covered interesting and useful.** It was great to mix with people from different countries and different places of employment. The course **allowed me to expand my knowledge and contacts.**"

Kate Stanley

Marketing Manager, DTZ, UK

"This **course is so useful** and there is nothing like this available in Bulgaria as this industry is so new to us. We are building our centre within the international standards so we can then sell it to the international investors. We therefore employ consultants in order to help us achieve a successful development and they **constantly refer to the ICSC standards**, so I needed to know what they were talking about."

Ralica Uzunova

General Manager, Mall Varna, Bulgaria

FOR MORE INFORMATION: PLEASE PHONE +44 20 7976 3102

Course descriptions

The prestigious international faculty at the European Retail Property School will show you how all the pieces of research, financing and development decisions, centre management and marketing fit together. Our comprehensive programme will allow you, in five intensive days of study, to learn fundamental management and marketing skills or gain more advanced strategic knowledge in creating a more profitable shopping centre.

Level I courses are aimed at industry professionals with less than three years experience. Level II courses are for those with more than three years experience.

Shopping Centre Management Level I

Learn the basic practical principles of operating a shopping centre effectively. This course also explores how to maximise income and develop the long term value of your centre.

Topics covered:

- An overview of shopping centre management in Europe
- Integrating research and marketing in the business plan
- Retailing principles and tenant retention
- Operations and managing common area maintenance service charges
- Insurance, risk management and security
- Planning, design and construction
- Accounting, budgets and lease administration
- Principles of leasing and temporary tenants
- The lease language and its application

Shopping Centre Marketing Level I

Learn the fundamentals of effective shopping centre marketing to help you increase retail sales, improve relationships with tenants and create effective marketing campaigns and programmes.

Topics covered:

- An overview of shopping centre marketing in Europe
- Principles of market research
- Retailing principles and tenant retention
- Retailing concepts and visual merchandising
- Marketing's contribution to increasing centre performance
- Media mix and target marketing
- Development of an effective advertising campaign
- Public relations, community relations and sales promotion
- The marketing plan

Shopping Centre Management Level II

Discover the strategic knowledge necessary to enhance your professional standing and manage your property more effectively than ever before. Learn advanced techniques that will make a difference to your centre's performance.

Topics covered:

- Creating value through an effective business and operational plan
- Managing mixed use and urban centres
Now a one-day intensive case study
- Shopping centre finance
- Leasing and developmental strategies
- Law as it applies to shopping centre management
- Advanced market research
- Security and crisis management
- The team approach to asset management

Shopping Centre Marketing Level II

New thoughts and instruction on marketing the modern shopping centre with strategic thinking on increasing centre productivity, creating value-enhancing sponsorship packages and marketing to an increasingly sophisticated consumer.

Topics covered:

- Strategic marketing to enhance centre productivity
- Marketing mixed use and urban centres
Now a one-day intensive case study
- Creating a tenant mix and creating a leasing plan
- Integrated marketing strategies
- Sponsorship and alternative revenue
- Advanced market research
- Advanced public relations strategies and crisis management
- The team approach to asset management

Global practices examinations

The Certified Development, Design and Construction Professional (CDP), Certified Leasing Specialist (CLS), Certified Shopping Centre Manager (CSM) and Certified Marketing Director (CMD) Global Practices Examinations represent four of the most prestigious designations in the retail real estate industry. By passing these exams and becoming a CDP, CLS, CSM and/or CMD professional, you show the world that you are experienced, knowledgeable and resourceful.

Where and How the Exams Can be Taken

ICSC now offers the CDP, CLS, CSM and CMD Global Practices Examinations at computer test centres around the world. Computer-based testing provides candidates with benefits like flexible schedules, convenient test locations and immediate score reports.

For a list of test locations around the world, please refer to the application handbooks or visit www.prometric.com/icsc to see a regularly updated list.

Costs

CLS* and CDP Examinations: \$495 (US) for ICSC members, \$990 (US) for non-members
CSM* and CMD* Global Practices Examinations:

\$695 (US) for ICSC members, \$1390.00 (US) for non-members

*No charge for ICSC International members who have completed a Level I and a Level II programme within the School for Professional Development. Applies to one CSM Global, CMD Global or CLS examination opportunity only. (Proof of programme participation must be provided with application). If you have completed the ICSC eDistance Learning Programme in Management, you are eligible to take the CSM exam only for free if you meet all other eligibility requirements.

Contact Details

Questions may be directed to Janelle Dotts at jdotts@icsc.org or +1 646 728 3463. Or visit the Certification Programmes page of the ICSC website: www.icsc.org/sr/ch/education

Examinations Schedule

October 20-24, 2008

Deadline: September 8, 2008

Location: Prometric Testing Centers worldwide

Suggested Reading for the Examinations

Supplement your learning with ICSC's collection of publications – the most effective training tools in the shopping centre industry. Suggested reading material includes the following:

- Shopping Center Marketing
- Shopping Center Management
- Shopping Center Leasing
- Certified Shopping Center Manager (CSM) Handbook
- The SCORE: Shopping Center Operations, Revenue and Expenses
- Shopping Center Study Lease
- ICSC's Directory of Shopping Center Terms

CSM/CMD Global Practices

Test review: Monday 30 June 2008

During the European Retail School in Amsterdam

You will benefit from:

- An industry designation that recognises experience, knowledge and skills
- Recognition of your leadership capabilities and increased professional stature
- The best way to gain and keep the competitive edge
- The difference between just knowing your field and being a leader in your field
- News releases by ICSC, announcing your achievement to the media




Registration Form


European Retail Property School


Mövenpick Hotel and Amsterdam School of Real Estate,
Amsterdam, Netherlands, 29 June - 4 July 2008

Four easy ways to register

 www.icsc.org/2008ERPS

 +44 20 7976 3102

 +44 20 7222 7791

 International Council of Shopping
Centers/Europe LLC
1221 Avenue of the Americas
New York, NY 10020-1099, USA

Further information

For information on registration and invoices please
contact Jermaine Hyman on +1 646 728 3503 or
jhyman@icsc.org

Deadlines

To qualify for the advanced registration discount, book by
30 May 2008. For your name to appear in the main list of
delegates, we must receive your registration by 13 June 2008.

ICSC Membership

To qualify for the discounted membership fee, each registrant
must be an ICSC member. See separate form for details and

application for becoming a member of ICSC or contact
ICSC on +44 20 7976 3102 or icsc.europe@icsc.org

Cancellations/substitutions

Cancellations will be subject to a €25 cancellation fee.
No refunds will be given for cancellations received after 30 May
2008. All cancellations must be received by ICSC in writing.

Data protection

By entering your details onto this form you agree to allow
ICSC to contact you regarding their services and events via
mail, fax, e-mail, phone or otherwise that may be of interest
to you or your colleagues.

Discounted Member Fee

Advanced registration fee (before 30 May 2008) ICSC Member €1,650 + €313.50 VAT* = €1,963.50

Standard registration fee (after 30 May 2008) ICSC Member €2,055 + €390.45 VAT* = €2,455.45

Group discounts 10% discount for three or more delegates if registered and paid for at the same time.

Non Member Fee

Non Member €2,055 + €390.45 VAT* = €2,455.45

Non Member €2,660 + €505.40 VAT* = €3,165.40

To ensure programme quality and enhance learning, a maximum of 50 student places per school session are available. Places are allocated on a first come, first served basis. If all places are already taken when you apply, you will be notified immediately.

ICSC Membership

See separate application form for ICSC membership.

Travelling and accommodation

A block of rooms has been reserved at the Mövenpick Hotel. Please book online at www.icsc.org/2008ERPS. ICSC rate is €169 including breakfast (per room and per night). Cut off date is 17 May 2008. For questions, please phone Mövenpick Hotel, Amsterdam, Netherlands on +31 20 519 1234.

Please tick curriculum choice:

Management Level I Management Level II

Marketing Level I

Marketing Level II

Mr/Mrs/Ms _____ First name _____ Surname _____

Position _____ Company name _____

Type of business _____

Address _____

Postcode _____

Country _____ Tel no. _____ Fax no. _____

E-mail (for correspondence) _____

ICSC Membership number _____

*Companies that are established in the Netherlands will not be charged VAT on the registration fee(s) since these companies need to self-assess for the VAT at 19% through their Dutch periodical VAT return. Please provide your Dutch VAT number. All other companies will be charged 19% Dutch VAT.

(NL) _____ B _____

Method of payment:

Cheque. I enclose a cheque for € _____ Please make cheques payable to International Council of Shopping Centers/Europe LLC and enclose with your completed registration form.

Credit card. Please debit my account for € _____ MasterCard VISA American Express

Credit card number _____ Expiry date _____

Name (please print as it appears on card) _____

Signature _____

BOOK ONLINE AT: WWW.ICSC.ORG/2008ERPS BOOK BY FAX: +44 20 7222 7791