



ICSC European Marketing Conference

InterContinental Hotel, Vienna, Austria
17-19 June 2009



Marketing Without Boundaries

The right conference at the right time. Can you afford to miss it?

- How to generate additional income through marketing activities
- How to optimise marketing budgets and drive value
- How to create customer interest in difficult times

Also featuring
Solal Awards Workshop, 17 June
Awards Dinner, 18 June
Shopping Centre Tour, 19 June



“The conference was really interesting and the Gala Dinner was fantastic!”

Esmeralda Cappellini
Head of Property Management,
CBRE-Espansione
Commerciale Srl, Italy

ICSC European Partners



**Aareal Bank
Group**



CÓRIO



Marketing Without Boundaries

In these challenging times, do we rely on the tried and tested and hope for the best? Or do we look for new ways to move forward? This is the agenda we will be exploring in Vienna this June. We invite you to join hundreds of your fellow-professionals from across Europe at this timely and important event.

What is ICSC?

The International Council of Shopping Centers is the global professional and trade association for the shopping centre industry. Our members include shopping centre owners, developers, investors, lenders, retailers, managers, marketing specialists, leasing agents, researchers, architects, contractors, consultants, brokers, academics and public officials. We are a not-for-profit organisation with over 60,000 of those members in more than 100 countries worldwide.

Who should attend?

- Shopping centre marketing and management professionals.
- Asset management executives seeking to identify the latest marketing information available in the industry.
- Representatives of advertising agencies, marketing campaigns and other services.
- Retailers involved in the real estate marketing functions.
- Any shopping centre professional who wants to learn about practical techniques, innovative strategies and trends affecting customer behaviour.

And why attend?

- Learn with the best in your industry.
- Listen to award-winning case studies.
- Gain a better understanding of the consumer economy.
- Track future trends to help in preparing your marketing plans.
- Hear the latest developments in using tools such as the internet and PR.
- Receive practical advice on increasing mall sponsorship.
- Network with fellow-professionals from across the continent, making new contacts and exploring new and exciting business opportunities.

Programme Planning Committee

Kate Mason	Kate Mason Consulting Ltd, United Kingdom
Paulo Alves	Multi Mall Management, Portugal
Filipa Fernandes	SES Spar European Shopping Centers, Austria
Kersten Rosenau	First Christmas by ROSENAU GmbH, Germany
Lisette Van Der Ham	Redevco B.V., Netherlands
Hazel Weinberg	Anderson Retail, United Kingdom

Event Sponsors



Day One Wednesday 17 June 2009

ICSC Solal Marketing Awards Workshop

What makes a winning campaign?

This will be an insightful half day in which we will give a remarkable glimpse of what goes on behind the scenes with the Solal Marketing Awards. Please book separately.

We shall explain the criteria for the awards and you will hear from judges as to what makes a great entry and where people often go wrong. There will be an in-depth case study by Dundrum who won two Silver Awards at the 2008 event and two case studies which will be presented by last year's Gold Award winners. Case studies include: Museum of the Factory, Manufaktura, Poland and Una Mostra Bestiale, Oriocenter, Italy.

This workshop will be the perfect preparation for the 2009 Solal Awards Ceremony on Thursday night.

Marketing Conference in 2008

Marketing Conference in 2008

Day Two Thursday 18 June 2009

We are all facing many new challenges and we all need to be thinking in different ways. Our marketing conference starts with sessions that aim to provoke new thinking. After the morning break we will look at practical subjects that currently affect shopping centre marketing. In the afternoon you can choose between four breakout sessions/workshops – you'll have the chance to attend two. And our last session should inspire all of us to create an ever more profitable business. It will be a very rewarding day for all delegates.

08.15 REGISTRATION OPENS

09.00 WELCOME

Kate Mason
Kate Mason Consulting Ltd, UK

09.10 Consumers and retail after the current crisis

- Consumer behaviour now and in the forthcoming future
- Situational consumption
- The new structure in retail

Jesper Bo Jensen, PhD
Futurist & CEO, Fremforsk – Centre for Future Studies, Denmark

09.50 Partnership with big brands

- Sponsoring and partnership management strategies
- Corporate partnership vs. event partnership

Antonio Matias Lopes
Managing Director, Southern Europe, Multi Mall Management, Portugal

10.20 NETWORKING BREAK

11.05 Developing an event programme to drive retail sales

- Changing old ideas into new ideas
- Retailer Partnerships
- Adding & extending value to event investment

Kirsty Crawford
EMEA Retail Marketing Manager, DTZ, UK

11.35 Key factors to becoming a commercial and community leader

- Silesia – what does it really mean?
- Market situation after the opening campaign
- Creation of brand identity in relation to the local community and local tradition

Dariusz Rudzinski Managing Director
Marta Drzewiecka, Marketing Director,
SCC Management Sp. z O.o., Poland

12.05 LUNCH

••• CONCURRENT SESSIONS •••

13.25 WORKSHOP 1 Integrating digital communications Effective Digital Marketing Strategies

Sam Jordan
Managing Director, Baber Smith plc, UK

13.25 WORKSHOP 2

Building customer loyalty

Customer Service: the moment of truth for retail schemes

- How to turn customer service into a powerful word of mouth tool
- How to turn customer stress into a positive customer experience
- Discover the four benefits of customer service as part of a strong customer relationship

Matteo Piano CEO
Gregor Kupper, COO – Partner,
Greenhouse/BBC Ltd, Belgium

13.25 WORKSHOP 3

Developing research programmes

- Innovative market research techniques
- Reading clients' minds
- Implementation

Filipa Fernandes
Head of Corporate Marketing and Research,
SES Spar Shopping Centres, Austria

13.25 WORKSHOP 4

Budgeting

Nils-Christian Hakert
COO, Atrium European Real Estate, Netherlands

Yurdaer Kahraman
Regional Director, ECE Projektmanagement
International G.m.b.H., Germany

14.55 NETWORKING BREAK

15.15 WORKSHOPS 1 – 4

Details as above.

16.50 The pulling power of good ideas!

How a different approach to branding can pay off.

Nick Pollitt
Creative Director, Bostock and Pollitt, UK

17.20 CLOSING REMARKS

Kate Mason
Kate Mason Consulting Ltd, UK

17.30 END OF SEMINAR



Solal Awards Ceremony in 2008



Solal Awards Ceremony in 2008

Solal Marketing Awards Ceremony

The highspot of the Gala Dinner at the InterContinental Hotel will be the announcement of the ICSC Solal Marketing Awards for 2009. Pre-booking is essential and you can pick up your tickets at the Gala Dinner desk at the conference itself. The Solal Awards will give a brilliant insight into the best of retail marketing across Europe. The winners will have demonstrated the power of innovation and the rewards that come from imaginative and effective marketing.

19.30 DRINKS RECEPTION

20.00 AWARDS DINNER

Day Three Friday 19 June 2009

Shopping Centre Tour of Vienna

09.15 MEET AT HOTEL LOBBY

10.00 VISIT Q19

12.30 VISIT SHOPPING CITY SÜD

15.30 AIRPORT/HOTEL DROP OFF

Registration Form

InterContinental Hotel, Vienna, Austria
17-19 June 2009

Four easy ways to register



www.icsc.org/2009EMS



+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 membership please contact the team on +44 20 7976 3102 or icsc.europe@icsc.org

Deadlines

To qualify for the advanced registration discount, we must receive your payment by 15 May 2009. For your name to appear in the main list of delegates, we must receive your registration and payment by 5 June 2009.

Cancellations/substitutions

Fees will be refunded in full if cancellation is received by 15 May 2009. Refunds on cancellations received between 18 May and 4 June 2009 will be subject to a 50% charge. After 5 June 2009, no refunds will be given. All requests for refunds must be received by ICSC in writing. Substitutions can be made at any time.

Data protection

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

Gala Dinner in 2008



Advance Registration (before 15 May 2009)	Discounted Member fee	€540.00 plus €108.00 VAT = €648.00 <input type="checkbox"/>	Non-member fee	€720.00 plus €144.00 VAT = €864.00 <input type="checkbox"/>
Standard Registration (from 15 May 2009)		€720.00 plus €144.00 VAT = €864.00 <input type="checkbox"/>		€920.00 plus €184.00 VAT = €1,104.00 <input type="checkbox"/>

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

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

Gala Dinner Ticket €150.00 plus €30.00 VAT = €180.00. I would like to book _____ ticket(s)

Gala Dinner Table of Ten Reduced rate of €1,350.00 plus €270.00 VAT = €1,620.00. I would like to book _____ table(s)

Solal Awards Workshop Tickets €299.00 plus €59.80 VAT = €358.80 Receive €100.00 discount if registering for both Workshop and the Conference at the same time. Please book separately.

Breakout Sessions Please indicate which two sessions you would like to attend (Available on a first come, first served basis.)

Integrating digital communications

Building customer loyalty

Developing research programme

Budgeting

Please tick if you are a first-time attendee

Please tick if you wish to attend the Shopping Centre Tour on Friday 19 June 2009

Conference Hotel InterContinental Hotel, Vienna, Austria. Tel: +43 1 7112 262. Fax: +43 1 71122 344. Please make your reservations online. Please refer to www.icsc.org/2009ems for booking instructions. ICSC room rate: €219.00/night excluding breakfast for a single room. Cut off date 2 June 2009. Requests after this date are subject to space and rate availability.

PLEASE COMPLETE THIS FORM USING BLOCK CAPITALS

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 _____

* Conference attendees that are **VAT** registered in Austria will not be charged VAT on their registration fee(s) since those attendees need to self-assess for the VAT at 20% through their Austrian periodical VAT return. Please provide your Austrian VAT number.

(U) _____

All other attendees will be charged 20% Austrian VAT.

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 _____

TO REGISTER VISIT WWW.ICSC.ORG/2009EMS OR CALL +44 20 7976 3102