

ICSC European Retail Property School

1-6 July 2012

Radisson Blu Royal Hotel, Brussels, Belgium

In Association with:  European Shopping Centre Trust



“European Retail Property School was a **unique** opportunity in the shortest time, for me, to increase my knowledge, to share **experience** and to **optimise** my network. Grand! Thank you!”

Larisa Buga
Retail Property Manager
CCM BugaGloede, Germany

- Benefit from expert views of the School Faculty: Some of the industry’s most knowledgeable instructors
- Acquire practical tools and techniques for your business
- Classes are taught in an interactive way to allow you to ask questions and share thoughts and experiences with your fellow peers
- CLS, CSM and CMP Global Certification Review
- Improve your international network of contacts
- Confirmed Master Class speaker
Colin Campbell, Chairman, Pradera Europe



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Make a difference

In your business. In your career. Attend the European Retail Property School in Brussels, Belgium in July 2012.

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 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, and leasing
- Retail real estate brokers and retail property managers
- New entrants to the industry



The participation in the ICSC European Retail Property School means to me and my company a **great impact and inspiration in the daily business**; in short: a challenging and great experience.

Bettina Siewert

REAL-ITY GmbH, Retail Property People, Berlin, Germany

I really appreciate **the accessibility and responsiveness of most of the lecturers**. This makes the classes interesting and informative.

Leif Krägenau

GfK GeoMarketing GmbH, Hamburg, Germany

After a week in Brussels I had the feeling of having taken a shortcut to a years' worth of professional experience, not just in terms of up to date, applicable knowledge to make an impact on daily business, but also in terms of building relationships with professionals from all over Europe.

Norman Naehrig

Management für Immobilien AG, Germany

The ICSC European Retail Property School is an exceptional educational event and certainly deserves to be continued for future generations keen on speeding up their career in the retail real estate industry. **The main value of this programme is the well-experienced lecturers from all over Europe, willing to share their expertise and know-how with other people.** Individual subjects are discussed widely giving a broad range of examples. It was a very enriching experience to learn about the sometimes huge differences between markets in various countries.

Paulina Smolarek

Project Manager, Polish Council of Shopping Centres



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, and centre management fit together. Our comprehensive programme will allow you, in five intensive days of study, to learn fundamental marketing, management and leasing 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
- Commercialisation and alternative revenue
- Advanced market research
- Advanced public relations strategies and crisis management
- The team approach to asset management

Shopping Centre Leasing I

An Overview of Shopping Centre Leasing in Europe:

Topics covered:

- Basics of leasing
- Making the deal: salesmanship and structuring special seals
- Lease administration
- Tenant coordination
- Research and selection of tenants
- Principles of leasing and temporary tenants
- Retailing principles and tenant retention
- The Lease language and its application



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 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.

Arcadio Gil

Managing Partner, LaSBA, Retail Property Consultants, Spain

Avi Alkas, MRICS, SCSM, SCMD, CLS

Chairman, Jones Lang LaSalle, Turkey

Beatrice Mouton

Head of Retail CEE, Jones Lang LaSalle, Czech Republic

Bernd Huber, MRICS

IMAG Real Estate Consulting, Austria

Claudio Cocuzza

Lawyer-Partner, Cocuzzae & Associati, Italy

Damian Lewis

Lewis Commercialisation, United Kingdom

Dr. Prof Filipa Fernandes

Head of Research and Innovation, SES Spar European Shopping Centers, Austria

Frederik Mortelmans

Commercial Manager, SCMS (Shopping Center Management Services), Belgium

Hans Krig

Head of Asset Management, CBRE Global Investors, Sweden

Dr. Herman Kok, MRE

Associate Director Research & Concepts International Markets, MULTI Development, The Netherlands

Jan Kubiček, MRICS

Fund Manager, CBRE Global Investors, Czech Republic

Jolanta Wawrzyszuk, Ph.D, CCIM

Partner, Astaris Property Solutions, Poland

Julia A. Langkraehr

Director, Retail Profile Europe Ltd., United Kingdom

Kathrine Heiberg

CEO & Partner reteam group, Denmark

Klaus Striebich

Managing Director of Leasing, ECE Projektmanagement GmbH & Co. KG, Germany

Laurent Salama

Group Head of Leasing, Inter IKEA Centre Group, Denmark

Malgorzata Szychulda

Marketing Director, Bonarka Management, Poland

Mike Davidson

Land Securities Plc, United Kingdom

Peter Wilhelm

CEO, Wilhelm and Co., Belgium

Russell Banham

Director, Central London and International Investment, Savills, United Kingdom

Stefan Gross

CEO, Interessengemeinschaft Zentrum Glatt, Switzerland

Tiago Vidal

Head of Corporate Communication, Sonae Sierra, Lisboa Portugal

Tony de Graaf

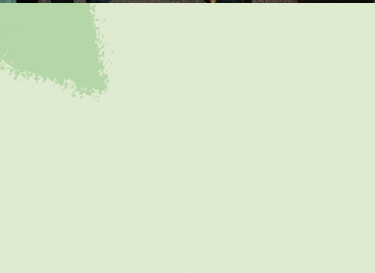
Director of Mall Management, Redevco Turkey

Tony Longstaff

Director, Marketing Analytix Ltd, United Kingdom

Zita Guerra

Operations Manager of Shopping Centres, Sonae Sierra, Portugal



Other information

Scholarships

European Shopping Centre Trust scholarships are available for students. ICSC membership is mandatory for any scholar. Please contact ICSC on +44 20 7976 3112 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/2012ERPS

What is included

- One CSM, CMD or CLS global certification review for students who completed both Level I and Level II
- Master Class speaker 2012: Colin Campbell, Chairman, Pradera Europe on Wednesday 4th July
- Social evening and dinner
- Networking coffee breaks
- Lunch with fellow students and faculty Monday to Friday
- 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



ICSC Professional Certification Programmes Excellence in Global Retail Real Estate



What is your Speciality?

ICSC is also the only organisation providing professional certification specific to the role you perform.

Management I or II

Earn your CSM ICSC Certified Shopping Centre Manager

Marketing I or II

Earn your CMD ICSC Certified Marketing Director

Leasing I or II

Earn your CLS ICSC Certified Leasing Specialist

Eligibility

Candidates become eligible for certification through an application process that demonstrates 4 to 5 years of qualifying work experience. If necessary, candidates may expedite their eligibility by substituting up to one year of required experience with successful completion of the Level I and II Institutes.

Affordable Fees

ICSC professional certification is accessible to all qualified professionals regardless of ICSC membership status. However, ICSC member benefits include a significant discount off the standard fee. The non-refundable processing fee for a candidate's eligibility application is \$95 for ICSC members (\$195 for non-members.)

The fee for each exam appointment is \$395 for ICSC members (\$795 for non-members). Exam appointment fees are refundable, conditions apply.

Examination

Once eligible, certification is then achieved through completion of a rigorous half-day written examination, developed according to strict psychometric standards. They are not exams that simply test your ability to recall what can be read in a book. The exams measure your ability to perform the job in practical scenarios. They measure judgment, application of knowledge and problem solving ability.

Convenient Exam Locations

Computer-based-testing is offered by appointment through a network of over 400 Authorised Prometric Testing Centers around the world, including 50 locations in Europe, such as:

- Barcelona
- Madrid
- Paris
- London
- Manchester
- Edinburgh
- Istanbul
- Athens
- Berlin
- Munich
- Milan
- Rome
- Budapest
- Moscow

Exam Dates

June 23-30, 2012
(May 25 application deadline)

October 13-21, 2012
(September 14 application deadline)

Preparation and Study Aids

Successful application of knowledge, theory, and best practices to everyday challenges clearly define the ICSC certified professional. Therefore, preparation is a combination of both experience acquired on the job and knowledge acquired independently. That's where ICSC can help. The courses within each institute are directly aligned to one or more content areas on the ICSC certification exams. While there are no required educational programmes for eligibility, ICSC offers a variety of highly recommended educational resources to assist candidates in developing their personal study plans. For more suggested study aids candidates may contact ICSC at certification@icsc.org.

Suggested Reading

Suggested study aids may include:

- Exam Specifications Blueprint
- Level I & II Institute
- ePractice Test
- Global Certification Review
- Certification Study Series
- eDistance Learning Program
- Publications & Text Books



Free Exam Appointment

Be sure to add ICSC certification into your plans when you attend. Passing a certification exam after attending the School is the best way to get the most out of your investment. It demonstrates to yourself, and your employer, that you've mastered the concepts taught in your Institute. Each participant will receive a \$200 credit, towards an ICSC Professional Certification exam. Conditions apply. Credit is valid for up to two years from date of course and may be combined up to a \$400 value - enough for a free exam appointment at the member rate!

