



NEXT
GENERATION

ICSC Retail Strategy & Trends Forum

26-27 November 2015

Scandic Berlin Potsdamer Platz, Berlin, Germany

Return on Innovation

CONVERT
investments into performance

MEASURE
the performance and rental growth of shopping centres

DELIVER
value for brands through marketing

NETWORK
with asset managers, researchers, investors, developers and advisors

Mathieu Loury
Senior Vice President and Group Head of Global Merchant Solutions, MasterCard Advisors

Richard van Hooijdonk
Renowned Speaker & Trendwatcher

Marina Jestin
Head of Retail, Allianz Real Estate

Nick Russell
CEO, We Are Pop Up

ICSC Asset Management Education Seminar

Join this one-day intensive training on 25 November 2015 to learn practical tools and gain fresh insights that can be applied in your roles!

ICSC Global Partners



ICSC European Partners



Return on Innovation

Innovation is fundamental to staying fresh and relevant. Where better to explore Return on Innovation in retail real estate than Berlin – the start-up and innovation capital, Europe’s Silicon Valley.

The ICSC Retail Strategy & Trends Forum will inform our audience about the changing retail landscape and the challenges that retailers and landlords are and will be facing due to evolving consumer habits, new technologies and new retail formats whilst presenting tangible ways of measuring the performance of shopping centres to try to quantify the innovations applied. What will the future of retail look like as we explore the **Return on Innovation**? This is a practical event which aims to help Asset Managers make informed decisions to increase profitability based on thorough Research in an environment that facilitates networking and learning.

Event Sponsors



Media Partners



EARN More with ICSC

We are the global trade and professional association of the shopping centre industry. ICSC is a not-for profit organisation with over 70,000 members across more than 100 countries worldwide.

We represent everyone in the industry, including shopping centre owners, developers, managers, marketing specialists, investors, retailers and agents. We support you and your company to make the most of business opportunities and provide you with the services to EARN more.

Education High quality and customised professional education and awards programmes

Advocacy Industry champion influencing European Union policy and public debate on the retail real estate industry

Research Global source of retail real estate intelligence, including information designed to broaden your knowledge and keep you informed about industry trends and market conditions

Networking Build strong long-lasting business relationships through international networking at ICSC events and connect with other members online via our member database

To find out more about ICSC and our membership please contact us.
t: +44 20 7976 3104 e: icsc.europe@icsc.org w: www.icsc.org/europe

Programme Planning Group

Conference Chairs

Albert Hoogland Executive Director Asset Services, EMEA Head of Shopping Centre Management, CBRE
Eri Mitsostergiou Director European Research, Savills

Members

Ashley Blake CEO, Otium Real Estate Limited
Peter Cooper Director of Asset Management UK Retail, Hammerson
Chris Igwe Visionary Retail Consultant, Chris Igwe International
Jan Kubicek Consultant, Asset and Portfolio Management, Heitman
Inga Schwarz Associate Director, Head of Research Germany, Cushman & Wakefield, Inc
Raoul Thomassen Deputy COO, Atrium European Management NV.
Christopher Wicker Director, Retail Consulting Company Ltd

Programme

26 November 2015

07:30 REGISTRATION AND NETWORKING

08:00 NEXT GEN LIVE!



Return on Innovation: Next Generation of Destination Retail

- Redefining Retail Places: today's retail asset management focus through current technology and consumer trends
- City Attractiveness: using big data to guide acquisitions, portfolio management and asset management activities

Robert Bonwell, International Director, CEO Retail EMEA, JLL
Andrew Vaughan, CEO, Redevco

ICSC European Next Generation Sponsors:



Sponsored by:



09:00 WELCOME ADDRESS

Mike Morrissey, Executive Vice President & Chief Global Officer, ICSC

Conference Moderators:

Albert Hoogland, Executive Director Asset Services Netherlands and EMEA Head of Shopping Centre Management, CBRE

Eri Mitsostergiou, Director, European Research, Savills

09:15 KEYNOTE PRESENTATION: THE FUTURE OF RETAIL

Shopping and retail has a huge effect on our lives and the way we function. Every change in technology impacts on the way we buy and sell. In the future, retail is going to be based on virtual buying and selling of products that we have never seen in person, smart shelves telling us what discounts we might be interested in or robots helping us choose the right clothing! And how about smart clothing?

Richard van Hooijdonk, Renowned Speaker & Trendwatcher

10:00 INNOVATION IN PERFORMANCE MEASUREMENT

- How does MSCI measure performance?
- What are the key indicators for shopping centre performance?
- Innovation for shopping centres' performance in Europe

Beatrice de Quinsonas, Vice President and Head of Product Research, MSCI France

10:20 NETWORKING BREAK

10:50 ONLINE-OFFLINE SYNERGIES

Panellists:

John Burrows, Director, Burrows Little

Rogier van Camp, CEO, Leapp Group International BV

Moderator:

Andrew Phipps, Head of Retail Research and Consulting – EMEA, CBRE

11:30 INNOVATION IN TECHNOLOGY

- What are the latest technologies being deployed?
- What value do shopping centres derive from them?

Mathieu Loury, Senior Vice President and Group Head of Global Merchant Solutions, MasterCard Advisors

Murray Wright, Client Services Director, Path Intelligence

John Watts, Network Development Director, Duddle

Rafael Pelote, Head of Market Intelligence, Sonae Sierra

Moderator:

Albert Hoogland, Executive Director Asset Services Netherlands and EMEA Head of Shopping Centre Management, CBRE

12:15 INNOVATION IN CONSUMER ENGAGEMENT

- How are shopping centre owners and brands collaborating to drive consumer engagement?
- What technology can be used to facilitate engagement and personalisation
- How to collect and manage shopper data to drive engagement
- A closer look at the case study “Love Trinity Leeds”

Ben Chesser, CEO & Founder, Coniq

12:45 NETWORKING LUNCH

13:45 INTERACTIVE WORKSHOPS

Attendees may attend two from a possible three workshops

Workshop A: Creating Retailer / Centre Brand Synergy

- Defining your unique and emotional selling points and attributes
- How does this translate as management policy, behaviour and people
- Achieving added value and values

Clive Woodger, Chairman and
Anna Poberezhna, Business Development & Strategy Consultant, SCG International

Workshop B: The Store of the Future

- Experience new technologies within a workshop setting and understand how these could be used in your own operations
- Experiment with augmented reality, virtual reality, track and trace technologies
- What are the components of the physical store environment of the future?
- How is this aligned to the online platform?
- What is the added value for retailers?

Frank Quix, Managing Director and
Kim Ellerman, Business Consultant Retail, Q&A Research & Consultancy

Workshop C: The NoCompromise Game

- Learn the fun and easy NoCompromise game to truly understand why stores are dying, and what is going on in shopping streets
- Learn to predict the future
- Discover who will be the winners...and, of course, the losers

Rik Eysink Smeets, Retail Consultant, Eysink Smeets Retail Business Consultants

15:00 NETWORKING BREAK

15:30 INTERACTIVE WORKSHOPS CONTINUED

16:45 EXPLORING NEW LEASING MODELS IN AN OMNI-CHANNEL WORLD

Presenting the findings of research commissioned by ICSC to assess how e-commerce and multi-channel retailing is impacting on traditional lease models in European shopping centres.

Dr Brenna O’Roarty, RHL Strategic Solutions

17:05 THE FUTURE OF NEW LEASING MODELS

Industry leaders share their vision for new leasing models in the omni-channel era

Panellists:

Mark Siezen, European Director of Leasing, Multi Corporation
Samantha Robinson, Head of Brand and Customer Engagement, Milligan

Moderator:

Marc Espinet, Partner, Property Market Analysis LLP

17:30 NETWORKING DRINKS RECEPTION

Programme

27 November 2015

08:30 REGISTRATION AND NETWORKING

09:00 WELCOME BACK

Conference Moderators:
Albert Hoogland, Executive Director Asset Services
Netherlands and EMEA Head of Shopping Centre
Management, CBRE
Eri Mitsostergiou, Director, European Research, Savills

09:05 SCOOTER SHARING – THE COMPLETION OF SHARED VEHICLES

- Jaano's view on the sharing economy: access and experience versus ownership
- The development of scooter sharing during the last six years
- Why is it useful to share a scooter instead a car?
- The future vision of Jaano and its expectations in consumer attitude towards sharing a vehicle

Tino Hoffrichter, CEO & Founder, jaano.de

09:35 CONSUMER BEHAVIOUR

This session will look at consumer behaviour, how the rise of the Millennials and an ageing population are polarising the consumer landscape, how their shopping behaviours vary and what the key issues are for retail and leisure destinations to satisfy these very different audiences.

Sean Curtis, Founder, Velocity Marketing Consultancy

10:05 THE SOCIO-ECONOMIC CONTRIBUTION OF EUROPEAN SHOPPING CENTRES

A thought-provoking panel discussion by industry leaders focusing on the findings of ICSC's latest report "*The Socio-economic Contribution of European Shopping Centres*".

- The different elements that make the retail real estate sector the backbone of the European economy
- The importance of offering sustainable retail models

Panelists:

Marina Jestin, Head of Retail, Allianz Real Estate
Laurence Weydert, MRICS, Head of Asset Management, Klépierre

Moderator:

Richard Davies, Partner, Head of EMEA Retail Property & Asset Management, Cushman & Wakefield

10:35 NETWORKING BREAK

11:05 INNOVATION IN LEASING

What is new in speciality leasing and what opportunities does it present to owners, developers and retailers alike?

Ross McCall, UK Commercialisation Manager, McArthurGlen Group

Franka Lange, Managing Director, Retail Profile Europe
Nick Russell, CEO, We Are Pop Up

Moderator:

Sean Curtis, Founder, Velocity Marketing Consultancy

11:35 THE CONSUMER-DESIGNED SHOPPING CENTRE

A shopping centre is designed to attract consumers. Who knows better what attracts them than the consumers themselves? A fascinating insight into what happens when you give consumers a voice in the design process, Kathrine will share how following research, the shift in consumer behaviour made it obvious to change from lifestyle dominated strategies to value based strategies, hence innovating a new way of making the design concept for a retail destination.

Kathrine Heiberg, CEO, reteam group

12:05 KEYNOTE PRESENTATION: INNOVATION IN DESIGN

- How does design contribute to shopping centre performance?
- What is the effect of the Internet on shopping centre design?

12:45 CLOSING REMARKS

Conference Moderators:

Albert Hoogland, Executive Director Asset Services
Netherlands and EMEA Head of Shopping Centre
Management, CBRE

Eri Mitsostergiou, Director, European Research, Savills

13:00 NETWORKING LUNCH

14:00 SHOPPING CENTRE TOUR

Mall of Berlin
Alexa

Meeting Point: Hotel Reception

16:30 END OF EVENT



ICSC Asset Management Education Seminar

This intensive one-day seminar focuses on retail real estate training in the field of asset management led by experienced industry practitioners with an international background and leads to an ICSC Certificate of Completion.

The ICSC Asset Management Education Seminar is designed for Asset Managers, Shopping Centre/Retail Property Managers, Owners and Investors who want to enhance their day-to-day performance by achieving strong total returns for their investors from income and capital growth. The education seminar offers participants the finest learning experience to create enhanced value for your property and an unrivalled exchange with industry experts and executives. Participants will come away with powerful tools and best practices which can be immediately applied in the workplace. To encourage dynamic interaction among participants and faculty, participants will be asked to complete assignments in small groups to review materials, discuss business problems and solutions, exchange ideas, as well as engage in case studies on real existing business districts. In addition to this robust case study, participants will learn about how investors set expectations toward asset managers, how research strengthens NOI, how innovation produces income and how performance metrics drive sales densities and total occupational ratios.

Seminar Programme

25 November 2015

Facilitators:

Oliver Boucke, Research Director, Mall Research Consultancy Ltd
Peter Cooper, Director of Asset Management, UK Retail, Hammerson
John Godfrey, Director of Product Strategy, Path Intelligence
Stephan Jung, Managing Partner, Eisberg Positioning

Emma Robinson, Assistant Director Retail Asset Management, Hammerson
Bas Tiemstra, Head of Asset Management Retail EMEA, CBRE Global Investors
Diane Werhle, Marketing and Insights Director, Springboard Research Ltd
Murray Wright, Client Services Director, Path Intelligence

08:15	Registration and Networking
09:00	Welcome Address
09:15	Keynote Presentation The Importance of Innovation for Asset Managers
09:45	Case Study Briefing Existing Business Districts Case
10:00	Group Work Class divides into teams to study different business districts from the perspective of an Asset Manager, before presenting their findings
11:00	Networking Break
11:30	Group Presentations
12:15	Feedback What really happened with the different business districts in the case study from an Asset Management perspective?
12:45	Networking Lunch
14:00	Investors' Presentation Understanding real estate investors and their (changing) expectations towards asset managers

14:45	Using Research to Strengthen NOI Proven examples of how effective Asset Management know-how research strengthens NOI
15:30	Networking Break
16:00	Innovation Methods that Improve NOI How successful Asset Managers use innovation that supports all team members in a shared goal of generating income and capital growth
17:00	Performance Metrics Using performance metrics to drive sales densities and total occupational cost ratios
18:00	Networking Drinks Reception



Registration Online

www.icsc.org/2015RAMC



Online registration requires a valid credit or debit card.

To pay by invoice, download the registration form from www.icsc.org/2015RAMC

A *10% group discount is applied when registering three or more attendees from the same organisation at the same time. Group discounts are not valid for online registrations – please complete the registration form from the website.

Deadlines

To qualify for the Advance Registration fees, we must receive your registration and payment by 16 October 2015. For your name to appear in the delegate list, we must receive your registration and payment by 20 November 2015.

Registration Options

ICSC Retail Strategy & Trends Forum, 26-27 November 2015

	Advance Registration (until 16 October 2015)	Standard Registration (from 17 October 2015)
Discounted Member Fee:	€349.00 + €66.31 VAT = €415.31	€449.00 + €85.31 VAT = €534.31
Non-Member:	€499.00 + €94.81 VAT = €593.81	€599.00 + €113.81 VAT = €712.81

Next Generation



The Next Generation fee includes full access to the Retail Strategy & Trends Forum as well as the NEXT GEN LIVE! session. To find out more about eligibility for the Next Generation fees or to register for this category, please email mzalac@icsc.org

Next Generation Discounted Member Fee:	€220.00 + €41.80 VAT = €261.80	€270.00 + €51.30 VAT = €321.30
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Optional Event: Shopping Centre Tour, 27 November 2015

There are limited spaces available for this event

Discounted Member Fee:	€30.00 + €6.60 = €36.60
Non-Member:	€60.00 + €13.20 = €73.20

ICSC Asset Management Education Seminar, 25 November 2015

	Advance Registration (until 16 October 2015)	Standard Registration (from 17 October 2015)
Discounted Member Fee:	€149.00 + €28.31 VAT = €177.31	€199.00 + €37.81 VAT = €236.81
Non-Member:	€299.00 + €56.81 VAT = €355.81	€349.00 + €66.31 VAT = €415.31

ICSC Membership

To qualify for the discounted member fee, each registrant must be an ICSC member. See separate form for details and application for becoming a member of ICSC or contact Membership Manager **Michel Zalac** on **+44 20 7976 3102** or by email mzalac@icsc.org

Accommodation

ICSC has secured special room rates at the Scandic Berlin Potsdamer Platz hotel. To make your reservation, please visit www.icsc.org/2015RAMC

Cancellations/substitutions

Written cancellation and refund requests received by ICSC by **25 September 2015** will be awarded a full refund minus a €150 processing fee. Refunds on cancellations received between **26 September - 23 October 2015** will be subject to a 50% charge. From **24 October 2015** onwards, no refunds will be given. All requests for refunds must be received in writing by ICSC. Substitutions can be made at any time provided the delegate is from the same company and is an ICSC member.

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.

* If three or more delegates are registered and paid for at the same time

Ways to register

 www.icsc.org/2015RAMC  **+44 20 7976 3100**  **+44 20 7222 7791**

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