



# SPREE EUROPE

22 April 2015 • Kings Place, London, UK

EUROPE'S ONLY CONFERENCE FOCUSING EXCLUSIVELY  
ON COMMERCIALISATION AND SPECIALTY LEASING

## ICSC Global Partners



## ICSC European Partners



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# Register Online

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SPREE is an event that is focused exclusively on specialty leasing and commercialisation. Already an established and successful event in the US market, SPREE will, for the first time, be held in Europe.

We have organised an intensive one-day programme to address all aspects of this industry sector including visual merchandising, omni-channel retailing, top specialty leasing trends, pop-up retail, specialty retail growth strategies and expansion tactics. We are delighted to announce that ICSC has partnered with BCSC to incorporate its Opal Awards - BCSC's UK Award programme that recognises specialty leasing and commercialisation.

## SPREE Europe Programme 2015

Wednesday 22 April 2015 • Kings Place, London, UK

### BCSC OPAL AWARDS

**08:00** Registration Opens

**08:30** NETWORKING REFRESHMENTS

**09:30** BCSC Opal Awards

**10:45** NETWORKING BREAKFAST

### SPREE EUROPE

**11:30** Chairman Opening Remarks  
Julia Langkraehr, Managing Director, BoldClarity

**11:35** Global Specialty Leasing Trends Snapshot  
This fast-paced mini session will provide a snapshot of innovative and exciting new trends in specialty leasing, customer experience, brand partnerships and commercialisation from around the world.  
Julia Langkraehr, Managing Director, BoldClarity

**11:50** Maximising Experiential Events  
Consumers are more likely to visit stores on a higher frequency basis when retailers provide some level of entertainment or an experience that is unique. This session will examine the role of experiential retail in the modern-day shopping experience and the future of this category as it pertains to commercialisation and pop-up store leasing. The speakers will also discuss the impact that entertainment and experiential retail has on both the frequency of visits and retail sales. The presentation will be followed by a Q&A session.  
Bill Moss, Brand Ventures Director, Westfield Europe Ltd  
Anthony Ganjou, CEO, CURB

**12:25** Omnichannel Retailing  
Mobile technology and the internet have changed consumer buying behaviour. Learn how technology is transforming relationships with shoppers using an omni-channel retail approach that merges online, mobile and in-store experiences to drive more footfall and sales.  
Cyrus Gilbert-Rolfe, Chief Operating Officer, Path Intelligence

**13:00** NETWORKING LUNCH



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**14:10** Chairman Remarks & Breakout Sessions

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**Getting the Most from your Speciality Leasing Programme**

Attendees will learn best practices to launch or grow a mall retail programme (kiosks, pop-up shops and sponsorship and advertising). This session will include tips on how to increase your programme's profitability, along with strategies on how to value your programme, ideas for creating a merchandising plan that complements your permanent leasing strategy and techniques for finding the right tenants, advertisers and sponsors.

**Scott Abbey**, Location Strategy and Acquisition, ASICS Europe BV

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**14:15**

**How Brands are Utilising Pop-Up Stalls to Deliver Sales and Promote their Brand**

Learn how brands are creatively utilising pop-up stores for test marketing purposes. During the session, a major brand and a pop-up consultancy will reveal how opening pop-up shops globally has helped one brand to substantially grow consumer sales, increase their wholesale volume and market their business.

**John Blogg**, Managing Director, Retail is Detail

**Francesco Leone**, Vice-President Global Categories and Operations, Arla Foods

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**Selling Integrated Sponsorship Packages**

Shopping centres have come a long way in how they package sponsorship and advertising. Learn the inside secrets behind how one shopping centre developer has created a successful sponsorship and advertising programme that is generating millions in revenue every year.

**Marcus Remark**, Event Manager, Centro Management GmbH

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**14:50**

**What's the Real Value of Net Rental Income and Experience**

While shopping centre developers must focus on increasing NRI (net rental income) for overall centre profitability, there is increasing pressure to attract retail tenants that add to the shopper experience. This session will focus on best practices for creating a healthy balance between NRI and shopper experience.

**Sean Curtis**, Marketing Director, Business to Business, Land Securities Group PLC

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In association with:

**BCSC** LEADING  
RETAIL  
PROPERTY



**OPAL**  
2015 AWARDS

The only UK award programme  
to recognise and reward  
commercialisation within shopping centres



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## How Shopping Centres are Creatively Using Vacant Space to Drive Centre Footfall

This panel will discuss creative uses for pop-up store space and kiosks that add excitement and entertainment to the centre to increase shopper traffic.

**Ross Bailey**, Founder, Appear Here

**Bianca Levy Campos**, Coordinator, Specialty Leasing (Mall Activation) – Non Iberian, Sonae Sierra

**Sophie Ross**, Head of Multichannel, Hammerson

### Moderator

**15:25** **Lucy Johnston**, Creative Director-Retail Portfolio

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## No Two Centres are Ever the Same

A workshop exploring how to deliver the most exciting and profitable returns for your centre, regardless of its size, location or construction style. This seminar will focus on how you can make commercialisation appropriate for your centre(s), and will provide detail on how to win new business, the way to deliver it and methods by which to promote success. Practical advice will be shared on commercialising trends, building profitable relationships and tackling local market challenges.

**Ross McCall**, UK Commercialisation Manager, McArthurGlen Group

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**16:00** **The Changing Face of Digital Media in Shopping Centres**

Shopping centre owners, brands and agencies are confronted with an ever-changing landscape of digital media. That means brands and agencies are making choices on what trends are the top priority. Our agency panel will weigh in on discussing what brands want for 2015 and the most important advances that are creating exciting new media opportunities.

**Antonio Negri**, PTA Group

**Christian von der Brincken**, Head of Strategy and Innovation, Ströer Media SE

**Philip Tait**, Director of West Point Media UK, West Point Media

**James Scott**, Director and Co-owner, Westpoint Media UK Ltd., West Point Media Deutschland GmbH & Mall Communications Ltd.

### Moderator

**Sean Curtis**, Marketing Director, Business to Business, Land Securities Group PLC

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**16:55** **Chairman Closing Remarks**

**Julia Langkraehr**, Managing Director, BoldClarity

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**17:00** **NETWORKING DRINKS**

**18:00** **Close**

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Register to attend now at [SPREEShow.com](http://SPREEShow.com) or contact:

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