ICSC EUROPE

# ICSC European Marketing Conference

## 13 -15 May 2013

**Royal Garden Hotel, London, United Kingdom**

## Maximising the Opportunities of Insight-Driven Marketing

**LEARN**
how to add value through a better understanding

**HEAR**
the multi-channel perspective from international retailers

**DISCOVER**
how digital innovations can transform your results

*Speakers include:*

**Mia Heil Rasmussen**
Head of Marketing, IKEA Shopping Centres Russia

**Rick Jones**
Industry Head of Retail, Google

**Ales Kernjak**
Head of Global Store Concept, PUMA

**Darren Williams**
Head of Retail, UK, USA and Europe, Hotel Chocolat

**ICSC European Partners**

Aareal Bank Group · CÓRIO · CBRE · Jones Lang LaSalle · ECE · Cushman & Wakefield

**TO REGISTER VISIT** WWW.ICSC.ORG/2013EMS **OR CALL** +44 20 7976 3100

# Maximising the Opportunities of Insight-Driven Marketing

With European shopping centres continuing to face difficult commercial conditions, it is more important than ever for marketers to understand and act upon the forces that shape the retail environment and influence shopper behaviours.

The ICSC European Marketing Conference moves to London this May (13-15 May) with an innovative and inspiring programme. The conference is geared to help managers learn how to add value to their marketing though a deeper understanding of how insight and analytics can help drive value. This is a unique opportunity to learn from leading practitioners in multi-channel retailing, digital innovators and customer service experts. With site visits to learn from the leading players in European marketing, this is a unique opportunity to network with like-minded colleagues and to maximise your industry knowledge.

## About ICSC

**ICSC is the global trade and professional association of the shopping centre industry. We are a not-for-profit organisation with nearly 60,000 members across 90 countries worldwide.**

We represent everyone in the industry, including developers, managers, retailers, investors and service providers. We support you and your company to make the most of business opportunities. With our ICSC Europe team and the global network of ICSC members, we provide you with the services to **"EARN"** more.

**Education** We offer high quality and customised professional education programmes for those seeking global industry recognition. Through our ICSC European Awards programme you can learn from best practice and recognise professional achievement.

**Advocacy** We act as champion of the industry and we provide our members with a unique opportunity to influence European Union policy, and public debate, on the retail real estate industry.

**Research** Our members have direct access to global retail real estate intelligence and research, including a dedicated European research service. ICSC's vast statistical database and online library is a unique and valuable research tool.

**Networking** Our members enhance their visibility within the industry by attending ICSC deal-making events, conferences and seminars. We give our members the opportunity to build strong, long-lasting business relationships, and discuss key issues within Europe and provide connectivity to other global markets.

To find out more about ICSC membership, please contact: Michel Zalac, Membership Manager
Phone: + 44 20 7976 3104 or email: mzalac@icsc.org

## Programme Planning Committee

**Anita Stampfl, Chair**
Conference Chair, Director Communications & Business Development, MK Illumination, Austria

**Christian Recalcati, Vice-Chair**
Managing Director, Larry Smith, Italy

**Dawn Broadbridge**
Communication Manager,
Inter IKEA Centre Group, Spain

**Stephen Brown**
Head of Marketing, Hammerson,
United Kingdom

**Binnaz Dincer**
Marketing Director, Multi Development,
Turkey

**Zoe Nicholls**
Marketing Manager – Retail,
Jones Lang LaSalle, United Kingdom

**Shannon Quilty, SCSM**
Head of Asset Management, Pradera, Turkey

**Alan Thornton**
Senior Account Director, MadisonSoho,
United Kingdom

" Great content. Interesting speakers and it has proven to be **a major industry event again - not to be missed!**"

**Anita Stampfl**
Conference Chair, Director Communications & Business Development, MK Illumination, Austria



## Solal Marketing Awards Ceremony

**The highlight of the Conference at the Royal Garden Hotel will be the announcement of the ICSC Solal Marketing Awards Winners for 2013.**

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. Buffet Reception is included in the Conference fee!

## Event Sponsors

ACQUA GROUP
AM THE EXPERIENCE GROUP
mk ILLUMINATION
MULTI MALL MANAGEMENT
REDEVCO

# Programme

## Day One Monday, 13 May 2013

The afternoon will kick off with three different workshops and each delegate is able to attend two. Please book separately as additional fees apply.

**13:00 REGISTRATION AND WELCOME COFFEE**

**CONCURRENT SESSIONS**

**14:00 WORKSHOP 1**

**Mall Revenue- How to make it strategic and sustainable?**

- Examine and prioritise revenue streams
- How do we get this revenue to be part of the Strategic vision for the property group stakeholders
- How can we ensure revenue streams are sustainable and not short term
- Case study

**Matthew Bending,** Group CEO, SpaceandPeople PLC

**14:00 WORKSHOP 2**

**How can the explosion in Tablet and Mobile adoption be used to provide new approaches to Marketing?**

- Consumers use of the internet has 'gone mobile' - how do you adapt your marketing strategy?
- What opportunities are presented by the explosion in Tablet usage?

**Rick Jones,** Industry Head of Retail, Google

**14:00 WORKSHOP 3**

**What journalists want**

- How to get your stories heard
- News in the digital era
- Changing role of PR in the marketing mix

**Catrin Sharp,** Property PR Manager, Hammerson

**15:15 NETWORKING BREAK**

**15:45 WORKSHOPS 1-3**

**17:00 - 18:00 WELCOME DRINKS**

## Day Two Tuesday, 14 May 2013

**08:00 REGISTRATION AND WELCOME COFFEE**

**09:00 WELCOME TO THE CONFERENCE**

**Anita Stampfl,** Conference Chair, Director Communications & Business Development, MK Illumination

**Conference Facilitator:**
**Eileen Connolly,** Managing Director, MadisonSoho

**09:30 Great Customer Experiences - The Foundation for Loyal Customer Relationships**

- Understanding the Economic Power of Well Designed Experiences
- Guiding Customers from Individual Experiences to On-going Relationships
- Using Lifestyle Integration and Relationship Strength as a Measure of Loyalty

**Michael Ruckman,** President & Founder, Senteo Incorporated

**10:10 Customer Relationships - Key to Marketing!**

- Learn how to build and secure customer loyalty in a fiercely competitive market
- Discover how you can create loyalty programmes customers actually like
- How to attract new customers and retain existing ones
- Understand how your organisation can deliver award winning customer service on a budget

**Panellists:**
**Emma Hindes,** General Manager, Westfield Shoppingtowns Limited
**Mia Heil Rasmussen,** Head of Marketing, IKEA Shopping Centres Russia
**Linda Moir,** Former Head of London 2012 Event Services Staffing
**Darren Williams,** Head of Retail, UK, USA and Europe, Hotel Chocolat

**Moderator:**
**Eileen Connolly,** Managing Director, MadisonSoho

**11:00 NETWORKING BREAK**

**11:30 Case Studies: Solal Marketing Awards Gold Winners 2012**

**Introduction:**
**Jacques Sinke,** Director of International Retail, MAB Development, Chairman of the ICSC Solal Marketing Awards Jury

- Gold in Public Relations category: Toy Tester
  **Richard Pinfold,** Marketing Director, Meadowhall Centre
- Gold in Digital Media category: Win Een Kot
  SCMS - Shopping Center Management Services
  **Victoria Needham,** Head of Marketing and Innovation, Mall-Connect

**12:15 Multi-channel project with retailers**

*Speakers to be confirmed*

**13:00 BUFFET STYLE LUNCH**

**14:25 Operators, mobile apps, and changing customer perception and habits**

- OTT services like TU Me provide a unique opportunity for operators to change the nature of the consumer's relationship with the operator
- Mobile marketing is a key channel to drive consumer adoption and engagement and retain operator customers
- How to build a profitable business around use of OTT products and services

**John Bartleson,** Director, D2C Marketing, Telefonica Digital, O2

**14:50 Closing Keynote**

**Ales Kernjak,** Head of Global Store Concept, PUMA

**15:30 CLOSING REMARKS**

**15:45 NETWORKING BREAK**

**16:15 SOLAL MARKETING AWARDS 2013**

**18:00 - 20:30 Drinks and Buffet Style Reception**
(food is served from 18:30)

## Day Three Wednesday, 15 May 2013

**Shopping Centre Tour**

**09:00 MEET AT HOTEL LOBBY**

**09:45 ONE NEW CHANGE**

**11:30 WESTFIELD STRATFORD CITY**

**15:30 ROYAL GARDEN HOTEL**

CODE: 2013EMS

ICSC European Marketing Conference

# Registration Form

13-15 May 2013 • Royal Garden Hotel, London, United Kingdom

## Four easy ways to register

www.icsc.org/2013EMS

+44 20 7976 3100

+44 20 7222 7791

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

For information on registration, please contact our team at icsc.europe@icsc.org

**Deadlines**
To qualify for the advance registration discount, we must receive your payment by **5 April 2013.** For your name to appear in the main delegate list, we must receive your registration and payment by **29 April 2013**

## Delegate Registration

First name _____ Surname _____ Company name _____

Position _____ Type of business _____ ICSC Membership number _____

Address _____

Postcode _____ City _____ Country _____

Tel no _____ Fax no _____ E-mail (for correspondence) _____

## Registration Options

| | | | |
|---|---|---|---|
| **Advance Registration (before 5 April 2013)** | **Discounted Member fee** | €540.00 + €108.00 VAT = €648.00 | ☐ |
| | **Non-member fee** | €750.00 + €150.00 VAT = €900.00 | ☐ |
| **Standard Registration (from 6 April 2013)** | **Discounted Member fee** | €750.00 + €150.00 VAT = €900.00 | ☐ |
| | **Non-member fee** | €890.00 + €178.00 VAT = €1,068.00 | ☐ |

**Group Discounts** Attendees must be from the same organisation to be eligible for the group discount and must be registered and paid for at the same time. Please note that this is not available for online bookings.

☐ 3-5 attendees 10% discount ☐ 6-9 attendees 12% discount ☐ 10 more attendees 15% discount

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

## Workshops

*Please indicate which **two sessions** you would like to attend. The fee does not include Welcome Reception.*

| | | | | | |
|---|---|---|---|---|---|
| **14:00 - 15:15** | ☐ **Workshop 1** Sponsorship/Business Development | ☐ **Workshop 2** Mobile Marketing | ☐ **Workshop 3** PR | **Discounted Member fee** | €100.00 + €20.00 VAT = €120.00 ☐ |
| **15:45 - 17:00** | ☐ **Workshop 1** Sponsorship/Business Development | ☐ **Workshop 2** Mobile Marketing | ☐ **Workshop 3** PR | **Non-member fee** | €180.00 + €36.00 VAT = €216.00 ☐ |

To ensure programme quality, a maximum of 35 delegate places per workshop are available. Places are allocated on a first come, first served basis and if they are already taken when you apply, you will be notified immediately.

## Optional Events

*Please tick below if you are interested in any of these events:*

**Welcome Reception** 13 May 2013 (included in the conference delegate fee) ☐

**Solal Marketing Awards & Drinks Reception** 14 May 2013 (included in the conference delegate fee) ☐

| | | | |
|---|---|---|---|
| If attending the Solal Marketing Awards only | **Discounted Member fee** | €70.00 + €14.00 VAT = €84.00 | ☐ |
| | **Non-member fee** | €120.00 + €24.00 VAT = €144.00 | ☐ |

**Shopping Centre Tour** Wednesday, 15 May 2013 ☐

(Included in the delegate fee, but subject to availability as only up to 55 places 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.)

## Conference Hotel

To make your hotel reservation, please visit **www.icsc.org/2013EMS** on the right side of the page under Quick Links, click on Book Hotel Now. There you will find the description of the hotel and the electronic form, which features live inventory within the group block. Once your reservation is submitted, you will receive an immediate confirmation via e-mail.

## Payment Summary

Please add together your sub-totals from previous sections and write the final total here: **Total Payment** ☐

## Payment Details

Please make cheques payable to: **International Council of Shopping Centers/Europe LLC** and enclose with your completed registration form.

Credit Card Payment ☐ MasterCard ☐ VISA ☐ American Express

Cardholder's Name _____

Card Number ☐☐☐☐ ☐☐☐☐ ☐☐☐☐ ☐☐☐☐ Expiry date _____

Cardholder's Signature _____

☐ Invoice. Please issue an invoice using the following details: _____

**Cancellations/substitutions**
Written cancellation and refund requests received at ICSC by 15 April 2013 will be awarded a full refund minus a €150 processing fee. Refunds on cancellations received between 16 April and 30 April 2013 will be subject to a 50% charge. After 30 April 2013, no refunds will be given.

**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.