



ICSC EUROPEAN MARKETING CONFERENCE

8-10 JUNE 2016

Hotel Adlon
Berlin, Germany

AUTHENTICITY

Faking it won't make it.
How to market
what is real.

FOR MORE INFORMATION AND TO REGISTER:

www.icsc.org/2016EMS
+44 20 7976 3100
icsc.europe@icsc.org

THE PLACE FOR MARKET(ING) INTELLIGENCE!
BE INSPIRED BY EXPERTS FROM WITHIN AND OUTSIDE OUR INDUSTRY

ICSC Global Partner



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Acreal Bank
Group



BNP PARIBAS
REAL ESTATE

ICSC gratefully acknowledges the contributions of the members of the Programme Planning Group who have dedicated their time to develop the programme.



PROGRAMME PLANNING GROUP

Conference Chair:

Priscilla Tomaso

Head of Corporate Communications,
Redevco

Members

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Retail Asset Services, CBRE Spain

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Chief Commercial Officer, Movvo

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Multi Corporation

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Director GB Immobilien G.m.b.H.

Jacques Sinke

Chair, ICSC European Marketing Group,
CEO reteam international, CEO reteamNL

Gwen Youlden

Head of Retail Marketing &
Commercialisation, Retail Asset Services,
Cushman & Wakefield

Official Social Wall Sponsor



Media Partners



AUTHENTICITY FAKING IT WON'T MAKE IT: HOW TO MARKET WHAT IS REAL

On behalf of ICSC and the Conference Programme Planning Group, it is a pleasure to welcome you to Berlin and the 2016 European Marketing Conference.

ICSC's Marketing Conference has established itself as a great way to connect with like-minded professionals who believe that communication and marketing plays an essential role in future-proofing our industry.

This year's conference focuses on 'Authenticity - Faking It Won't Make It: How to Market What is Real'. We aspired to put together an inspiring programme with experts from within and outside our line of business that will help you understand the value of authenticity in a brand, how to leverage element and maximise the outcome.

Berlin is a fascinating blend of old and new, heritage and regeneration. The city is leading the way for creative industries and is Europe's innovation hub. The retail tours will highlight the vital role retail played in regenerating the city whilst staying true to its core values.

You will get a chance to become a Guinness World Records title holder after lunch on Thursday - this would be an ICSC first!

The ICSC Solal Marketing Awards on Thursday evening gives us a brilliant insight into the best of retail marketing across Europe and South Africa.

Friday morning's group sessions address major topics facing our industry today and provide a unique forum for participants to exchange ideas and best practices alongside practical tools which can be translated into your job.

I would like to thank the Programme Planning Group for their commitment and dedication to develop this engaging programme and our speakers for their valued contributions. I would also like to recognise our loyal Partners and Sponsors for their support.

It is a pleasure to welcome you in Berlin and I look forward to some great networking and having a lively session about the concept of authenticity in marketing and branding.



Priscilla Tomaso,
2016 Conference Chair,
Head of Corporate Communications,
Redevo

PRACTICAL INFORMATION

Conference Venue

Hotel Adlon Kempinski
Unter den Linden 77
10117 Berlin Germany

Solal Awards Ceremony Venue

Meistersaal
Köthener Str. 38
10963 Berlin, Germany



Coaches Shopping Centre Tour

Wednesday 8 June

14:15 Departure from
Reception Hotel Adlon
17:30 Return to hotel

Coaches Solal Awards Ceremony

Thursday 9 June

19:00 Departure from
Reception Hotel Adlon
23:00 Return to hotel



WIFI

Username: FZ43NE
Password: PTPMV6



CONNECT WITH LIKE-MINDED PROFESSIONALS

Learn how to implement your marketing strategy more effectively

Leverage the core strength of your shopping centre brand



Explore how to build authenticity as a new brand



EVENT HIGHLIGHTS

Tell your story through the world's top influencers, such as bloggers, vloggers and social media influencers

Find out what the retail sector can learn from the hospitality industry

Be prepared to reveal a different, less pristine side to your brand

WEDNESDAY, 8 JUNE 2016

14:00 REGISTRATION

14:15 SHOPPING CENTRE TOUR

Departure from : Reception, Hotel Adlon Berlin

The tour includes Potsdamer Platz, Mall of Berlin and Alexa.

Potsdamer Platz

Potsdamer Platz is one of the most exciting and multifaceted parts of the German capital. Up to 100,000 people frequent this plaza every day. Potsdamer Platz was opened on October 2nd 1998. It comprises 19 buildings, 10 streets and two squares and includes two hotels, a cinema, three theatres, a casino, two nightclubs, two health centres, a shopping mall with more than 130 specialised stores.

**POTSDAMER PLATZ
ARKADEN** HER IST BERLIN



Mall of Berlin

Located next to all the important tourist attractions such as Brandenburger Tor, Reichstag, Checkpoint Charlie, Unter den Linden, Potsdamer Platz and Friedrichstraße a new urban development is taking place. After almost 118 years, a new pedestrian area is finally coming again to the site where it used to be – on Leipziger Platz. The Mall of Berlin has 300 stores that enhances the city in terms of retail, urban development and shopping behaviour. Mall of Berlin at the Leipziger Platz is a hotspot for style, fashion and luxury – comparable to London, Paris and New York with over 100,000 customers a day.

Alexa

Alexa is centrally located in the City East near Alexanderplatz. The shopping centre opened in 2007 and with its red concrete facade it is highly visible in between the other, mainly prefab panel housing estates around Alexanderplatz. By the use of red concrete, golden porches and basically no windows the architecture's aim was to create an art déco building. More than 50,000 sqm shopping area are distributed over five floors. Alexa has 180 stores and "KinderCity", an area for children to play.



17:30 RETURN TO HOTEL

THURSDAY, 9 JUNE 2016

07:30 REGISTRATION AND NETWORKING

08:00 NEXT GEN LIVE!

RECOGNISE THE TRENDS OF TOMORROW

- How to reinvent your business in order to meet customer requirements



Sebastian Baumann
Head of Department, ECE
Future Labs

HOW TO BREED AUTHENTIC CONTENT THAT BUILDS TRUST

- Innovate your industry and grow your brand globally through consumer-led marketing



Tim Sae Koo
CEO, TINT

GENERATION

ICSC European Next
Generation Sponsors:



Sponsored by:



09:00 WELCOME ADDRESS



Conference Chair:
Priscilla Tomaso
Head of Corporate
Communications, Redevco



Conference Moderator:
Eileen Connolly
Director,
AL Marketing Communications Ltd.

THEME/VISION BLOCK

09:15 KEYNOTE: A BRAND EXPERT'S PERCEPTION OF AUTHENTICITY

- What is authenticity and why do brands want to be authentic?
- How do you build authenticity as a new brand – and heritage brands sustain it?
- Overcoming public scrutiny – can brands rebuild trust?
- The rules of authenticity – does every brand have or claim to be authentic?



Andreas Rotzler
Chief Creative Officer
Interbrand Central & Eastern Europe

10:00 AUTHENTIC BRANDS: NEWCOMERS VERSUS ESTABLISHED CONCEPTS L'ESTRANGE

- Success today has a new look



Thomas Horne
Co-founder and Director,
L'Estrange

GUINNESS WORLD RECORDS

- The ultimate authority in record breaking achievements for more than 60 years



Alan Pixsley
Senior Projects Manager,
Guinness World Records Ltd.

10:35 AUTHENTIC SHOPPING CENTRES: BRAND STRATEGIES AT A GLANCE

IKEA CENTRES RUSSIA

- Insights into the marketing strategy of 14 single-branded shopping centres



Mia Heil Rasmussen
Head of Marketing Department,
IKEA Centres Russia

UNIBAIL-RODAMCO GERMANY

- Creating brand identity through architecture, design, decoration, marketing and events
- The journey of applying brand identity to an existing shopping centre portfolio



Christian Zimmermann
Head of Centre Management,
Unibail-Rodamco Germany

11:15 NETWORKING BREAK

OUTSIDE INDUSTRY BLOCK

11:45 CITY BRANDING AND PLACE-MAKING

- Why do places want to be authentic?
- How are cities playing to authenticity?
- How is authenticity incorporated in Berlin's marketing strategy?



Christine Carboni
Director Capital City
Marketing, Berlin Partner
for Business and Technology

12:15 AUTHENTIC CUSTOMER EXPERIENCES

- How does creating an authentic customer experience build brand success?
- Can authentic experiences and services be replicated online?
- What can the retail sector learn from the hospitality industry?



Melanie Weiler
Regional Director of Sales & Marketing
Europe, Kempinski AG

THURSDAY, 9 JUNE 2016

12:45 NETWORKING LUNCH

'PRACTICAL' BLOCK

13:35 HAVE YOU GOT WHAT IT TAKES TO BE A GUINNESS WORLD RECORDS™ TITLE HOLDER?

This is your once in a lifetime opportunity to join the likes of Usain Bolt, Richard Branson and Her Majesty the Queen to become a Guinness World Records title holder.



Alan Pixsley
Senior Projects Manager,
Guinness World Records Ltd.

14:05 HOW TO BUILD CUSTOMER LOYALTY BY BEING AUTHENTIC

- Why authenticity is a key ingredient for a successful loyalty programme
- How to get shoppers to fall in love with your centre
- A closer look at some successful loyalty case studies



Ben Chesser
CEO, Coniq

14:25 HOW MARKETING CAN CREATE ADDED VALUE TO YOUR ORGANISATION



Jacques Sinke,
Chair, ICSC European Marketing Group,
CEO reteam international,
CEO reteamNL

14:35 EFFECTIVE RETAIL MARKETING CAMPAIGNS

- Introduction to ICSC Solal Marketing Awards...and tips for success!
- Recognising best practice and outstanding marketing performance – a look back at two Gold Award-winning campaigns

Brand Awareness and (Re)Positioning: Magnum Jo'burg



Wesley Scott
Marketing Manager, The Zone @
Rosebank, Primedia Lifestyle Group

Corporate Social Responsibility: Colour Does Matter



Mia Heil Rasmussen
Head of Marketing Department,
IKEA Centres Russia



Valeriya Marshalova
Regional Marketing Group Manager,
IKEA Centres Russia

ICSC Solal Marketing Awards Jury Chair 2016:



Manuela Calhau
Director, Marketing & Innovation,
Sonae Sierra

15:30 NETWORKING BREAK

16:00 AUTHENTIC COMMUNICATION

- Influencer marketing – is it the next big thing?
- The power of influencer marketing
- What are the most important factors that drive consumer loyalty?
- How to conduct effective and honest communication



Anneke Schogt
Managing Director, IMA Influencer
Marketing Agency

16:30 KEYNOTE: ANTI-AUTHENTICITY MARKETING

- New tactics and ways in which brands are communicating their message
- Placing intimacy and immediacy at the forefront to develop a more human relationship with consumers
- Identify a brand language that feels truthful and appropriate



Chris Sanderson
Co-Founder, The Future Laboratory

17:15 CLOSING REMARKS



Conference Chair:
Priscilla Tomasoa
Head of Corporate
Communications, Redevco



Conference Moderator:
Eileen Connolly
Director,
AL Marketing Communications Ltd.



PROGRAMME

THURSDAY, 9 JUNE 2016

19:00 - 23:00 ICSC SOLAL MARKETING AWARDS CEREMONY AND DINNER



**ICSC
Global
Awards**
Solal Marketing

The Solal Awards recognise the very best in retail real estate marketing across Europe and South Africa and reward those who have created and delivered the most effective campaigns.

A record 238 entries were received for the Solal Awards this year. We are pleased to announce 102 campaigns, representing 17 countries, have been shortlisted as finalists.



The winners of the ICSC Solal Marketing Awards will be announced at the Awards Ceremony and Dinner at the Meistersaal, one of the few remaining concert and dance halls from the 1920s. Located near the site of the former Berlin Wall, the Meistersaal has been a destination for performers from across the decades and was - appropriately, given the Solal Awards - the place where "Heroes" was recorded by David Bowie.

VENUE

Meistersaal
Köthener Str. 38
10963 Berlin, Germany

COACHES

19:00 Departure from Reception Hotel Adlon
23:00 Return to hotel

TICKETS

Additional fee applies – tickets are available on a first come, first served basis.

Deadline to register and pick up tickets closes at **11:45** on **Thursday 9 June**.

See a member of staff for further information.

ICSC Member €250.00 + €47.50 VAT = €297.50
Non-member €350.00 + €66.50 VAT = €416.50

Sponsored by:



FRIDAY, 10 JUNE 2016

08:45 REGISTRATION AND NETWORKING

09:00 GROUP SESSIONS

Attendees may attend two out of three group sessions – one before and one after the Networking Break

A: Marketing with Big (Customer) Data

- What is the most effective way marketers can leverage big data that is already being collected in their marketing strategy?
- Using actionable consumer information to gain deeper insights into our consumers and how this can lead to increased loyalty and engagement



Mathieu Loury
SVP – Group Head, Global Merchant Sales, MasterCard Advisors



Janne Karppinen
Senior Business Leader - VP Merchant Sales UK & Ireland, MasterCard Advisors

B: New Technology – A Facilitator and Accelerator to Consumer Buying Behaviour

- Where to put your (marketing) money



Dr. Philipp Sepehr
Director for Marketing, Research and Innovation, ECE Projektmanagement

C: Facilitating Omni-channel Retail

- Combining the best of two worlds: a consumer's perspective and dream
- Real challenges and possible solutions



Andreas Bicking
Vice President Product Development, DHL Parcel



Niko Böhnert
Product Development, DHL Parcel

10:30 NETWORKING BREAK

11:00 GROUP SESSIONS CONTINUED

12:30 NETWORKING LUNCH

13:30 END OF EVENT

"Marketing is vital to the success of our industry. It drives customer experience and engagement, and adds value to retail destinations and brands. Join us in Berlin to meet and share knowledge, discover and be inspired



Jacques Sinke,
Chair, ICSC European Marketing Group,
CEO reteam international,
CEO reteamNL

EVENT SPONSORS



Blachère Illumination. From lighting to decorative design... Working directly on commercial space. With forty years' experience in lighting markets, we have worked in the widest possible range of environments, for both urban space and private setting, festive street lighting and creation of intimate ambiances. We are now evolving from illumination to spatial design through light, aiming to present a global approach. As a major global player in the marketplace, Blachère has the resources and infrastructure to deliver projects of the highest quality. You can rely on Blachère to deliver on its promises and make things happen for you year after year. We deliver the whole package: from creative design to installation and storage, we create and deliver complete illumination concepts with an unrivalled service.



Guinness World Records book is the best-selling annual publication of all time, but we are much more than that. The Guinness World Records Live! experience allows people to practise, attempt and even break real record titles in real time. It is fun, fast and the records are deliberately accessible to everyone, making it a dynamic and playful way to attract and entertain passers-by that also captures media attention. Our expert events team will work with you to create a series of bespoke challenges that pull in crowds, but also communicate your key marketing messages effectively to ensure relevant yet enjoyable record titles for the target demographic. A high-energy, hands-on Live! event can convert any space into the ultimate entertainment hub; it can be adapted for indoor or outdoor scenarios and for a wide variety of locations, from town squares to trade shows or shopping centres.

christmasworld

Christmasworld brings together emotion and business – with “Seasonal Decoration at its best” Christmasworld is the world's most important order venue for the international decoration and festive articles sector. Held annually in Frankfurt, it presents the latest products and trends for all festivities of the year and provides innovative concept ideas for decorating large-scale and outdoor areas for the wholesale and retail trades, shopping centres, DIY markets and the green sector. The last event was attended by 953 exhibitors from 45 countries and over 39,000 visitors from 114 countries. Christmasworld is characterised by the complete spectrum of festive decorations while a wide-ranging complementary programme with Trend Show, special exhibitions, events and expert lectures is a valuable and informative source of supplementary inspiration for everyday business life in the sector.

MALL-CONNECT

At Mall-Connect, it is our mission to connect shopping centers with consumers. We believe that shopping centers will become more like online retailers: engaging with consumers based on in-depth knowledge about their demographics, interests and behaviour. Using our 'made-for-malls' omni-channel marketing platform, our clients can profile their visitors and (re)activate shoppers so they visit more often, dwell longer and spend more.



Founded in 1987 with headquarters in Thessaloniki GR, Fotodiasiasi is designing and manufacturing stylish luminous decoration, using state-of-the-art technology to meet the creative, technical and practical demands of its customers. We focus on providing value-added illuminated decoration solutions to various business segments including Public and Commercial Real Estate. With 4 factories in Europe covering a total surface of 800.000 ft2 and a worldwide presence, the future at Fotodiasiasi is full of ambitions, plans and creative ideas. Perfection is our Passion...



Microlog is a Norwegian registered company. Microlog is a leading provider of gift card kiosks. Our Mission in Berlin is to show you how it is possible to increase the sales of gift cards in the most easy and cost effective way. Microlog's advanced solutions saves time in busy and complex working environments and leads to reduced costs and fast ROI. From our headquarter in Langhus, just outside Oslo we manage and service kiosks all around Europe.



MK Illumination creates tailor-made experiences that connect with people's emotions through festive lighting, decoration, interactive worlds. We deliver decorative solutions for every occasion and in size or scale. As a global business with local expertise MK Illumination leads the way in design, innovation, technical excellence service and sustainable solutions. MK Illumination provides a comprehensive service in three main areas: Retail Real Estate, Leisure and Public Spaces. Offering three main product areas: Lighting, Decorations, Grottos and animation. MK Illumination maintains independently run subsidiaries in 28 countries, allowing each business to benefit from a global approach linked with local knowledge. With a strong reputation for being full service, MK Illumination manufacture, design, create and install lighting and decoration concepts for all occasions, having brought Christmas to some notable clients including Bluewater, MyZeil ECE Frankfurt, Hbf Vienna, INTU Metrocentre, Manchester Arndale UK, Avia Park Moscow and Emporia Steen & Strom Malmö to name a few. We have a passion for enlightening your vision!



Multi is a leading owner, manager and (re)developer of high quality shopping and outlet centres across Europe and Turkey with over 30 years of retail expertise. As a well-capitalised, growth-oriented, pan-European retail platform Multi is focused on creating, managing and improving sustainable rental income. Multi currently owns and/or manages over 90 shopping centres and outlets, which welcome more than 400 million visitors per year, spending an estimated 4,5 billion euros annually in more than 6,500 stores, restaurants and attractions. Multi has over 650 employees across its asset management, mall and outlet management and development and is active in 13 European countries, including Turkey where it is the largest owner and manager of shopping centres.



Redevco is an independent, pan-European real estate investment management company specialising in retail property. It is our business to identify those markets that contribute to the success of the retailer – and thus to our own success and that of our investors. Through cooperative ventures with like-minded investors who share our values and corporate governance qualities, we are looking to invest across the risk return spectrum in property ranging from high street retail assets in major European cities to dominant out-of-town retail parks and shopping centres in or near dominant retail destinations. Our investment decisions are based on a well-substantiated view fueled by our in-house Research & Strategy team combined with the local knowledge and expertise of our teams on the ground. The combined portfolio comprises 400 assets under management located in the strongest retail concentrations in Europe, with a combined value of 6.7 billion euro. Redevco is part of COFRA Holding AG.



SPEAKERS' BIOGRAPHIES

Sebastian Baumann

Head of Department
ECE Future Labs



Sebastian works for ECE as Head of Department of the Future Labs. In 2007, Sebastian was Center Manager at ECE responsible for the management, specialty leasing, marketing, PR and operational issues of different shopping malls in Germany. He was also responsible for the grand opening of one Germany's largest downtown shopping malls and a multifunctional shopping mall in Slovakia. Sebastian now leads ECE's Future Labs – by constantly launching innovative initiatives, ECE is moving a step forward in combining the best of online and offline shopping to re-invent and enhance customer experience.

Andreas Bicking

Vice President Product Development
DHL Parcel



Andreas joined DHL in 2007 and as a management consultant he covered various logistic models, supply-chain stages & regions from European air freight networks to local distribution of food & beverages in Indonesia. He has advised DHL units on go-to market plans, product & business development strategies and developed new supply-chain models with large DHL customers in the retail & health care industry. As Vice President of Product Development, Andreas drives delivery innovations for DHL Parcel in Germany. With the consumer in mind he develops new solutions that make shopping on- & off-line more convenient. His current portfolio covers same day delivery, scheduled delivery & returns, eGrocery solutions and B2C shipping options for oversized products.



Niko Böhnert

Product Development
DHL Parcel



Niko works in Product Development at DHL Parcel in Germany and is mainly involved in developing solutions for customers in the eGrocery and local eCommerce area. After studying International Business with placements in the Netherlands and Colombia, he joined DHL in 2012 as a management consultant. He has worked on several international projects across all DHL business divisions, mainly in Germany, UK and the US. These projects ranged from Portfolio/Product Development to IT Implementation and Process Design. Whenever he is not thinking about logistics, he enjoys gardening and the great outdoors.



Manuela Calhau

Director, Marketing & Innovation
Sona Sierra



Manuela is a member of Sona Sierra's Executive Committee. From 2000 to 2008 Manuela was a member of Sonaecom's Executive Committee for the fixed telecoms business. From 1995 to 2000 she was the director of the credit card insurance business and from 1989 to 1994 she worked for McKinsey & Company. Manuela is Jury Chair of the ICSC Solal Marketing Awards.

Christine Carboni

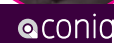
Head of Division,
Berlin Partners for Business
and Technology



Christine is Head of Division at Berlin Partners for Business and Technology, the economic development agency of the State of Berlin. In this function she performs the international coordination for the Berlin Capital City Marketing. Before joining Berlin Partner, she accumulated comprehensive experience in Strategic Planning and Marketing for several global consumer and institutional brands. She graduated as Bachelor of Arts at the Karls University of Karlsruhe and attended post-graduation at the University of Parma with a Masters Degree in Foreign Trade and Marketing.

Ben Chesser

CEO and Founder
Coniq



Ben is CEO and Founder of Coniq, the data-driven marketing and loyalty platform for Shopping Centres. Having studied Economics at Cambridge, Ben has held various senior positions within the marketing field over the last decade. He founded Coniq (then known as Footfall123), four years ago and has since worked with over 19 shopping centres and 650+ brands, to implement digital loyalty and customer engagement schemes across Europe. Ben is passionate about sharing his learnings, and has been a key contributor to building the profile of marketing within the shopping centre industry.

Eileen Connolly

Director
AL Marketing



AL

Eileen has over 30 years of experience in the retail property marketing sector and has made an unrivalled positive impact on the global shopping mall industry throughout her career. An accomplished strategic marketer with a deep understanding of all marketing and related communications disciplines, Eileen is Director of AL Marketing and was previously Executive Director of MADISONSOHO and Director at Donaldsons and DTZ. Eileen is a member of the ICSC International Retail School Marketing Faculty and teaches on corporate courses as well as ICSC Marketing I and II courses leading to professional certification.

Mia Heil Rasmussen

Head of Marketing Department
IKEA Centres Russia



IKEA
IKEA Centres

Mia is Head of Marketing at IKEA Centres Russia and is responsible for building the B2C "MEGA" shopping centre as well as the B2B "IKEA Centres Russia" brands. Mia started in IKEA Centres working within Europe and China. She has more than 15 years' experience of turning market and consumer insights into viable business strategies. Mia is specialised in international marketing with a focus on the retail and shopping centre industry. She holds a M.Sc. degree in International Business Administration.

Thomas Horne

Co-founder and director
L'Estrange



L'ESTRANGE
LONDON

Tom co-founded menswear brand L'Estrange London as a project to create the perfect hoodie. "The Hood" kickstarted a bigger movement - to reimagine the smart-casual wardrobe for the man on the move. Over the past 2 years, Tom has collaborated with Capital & Counties, Shaftesbury and Soho Estates to open 3 temporary retail spaces in prime London locations. Alongside L'Estrange, he has worked in retail and property development for Cushman & Wakefield, advising major landlords including Standard Life and British Land on their retail/development schemes, and qualifying as a chartered surveyor.

Janne Karppinen

Senior Business Leader -
VP Merchant Sales UK & Ireland,
MasterCard Advisors



MasterCard

Janne leads the Merchant Sales team UK & Ireland for MasterCard Advisors, based in London. He brings with him over 17 years' of experience within the Data Consulting, Retail and Sales worlds having worked at Kantar Worldpanel, Sainsbury's Category Strategy, and in various Sales and Category Management roles at Kimberly-Clark. Janne also has over eight years leading a number of Sales and Consulting teams across the UK, Ireland and Canada for dunnhumby.

Mathieu Loury

SVP - Group Head,
Global Merchant Sales,
MasterCard Advisors



MasterCard

Mathieu has worked globally with the leading names across all MasterCard's merchant client verticals (Airlines, Hotels, Restaurants, Grocers, Specialty Retailers, Department Stores and Malls) on how to best combine the power of spend data, world class analytics, distinctive consulting and innovative technology to drive growth and inform best ROI decisions. Prior to joining MasterCard, Mathieu worked for eight years with McKinsey & Company in the retail and consumer goods practice. He served retailers in all formats and geographies on core business issues ranging from strategy to store operations.

Valeriya Marshalova

Regional Marketing Group Manager
IKEA Centres Russia



IKEA
IKEA Centres

Valeriya is Regional Marketing Group Manager in IKEA Centres Russia. She is responsible for developing an efficient marketing matrix and support the marketing strategy implementation in the 14 MEGA Shopping Centres in Russia. During her eight years with IKEA Centres Russia, Valeriya has developed a number of effective marketing campaigns like Green Boulevard, MEGA Kazan Universiade 2013 and partnership with World Aquatic Championship 2015. MEGA Kazan projects have won the prestigious, international Silver and Gold Solal Awards two years in a row.

SPEAKERS' BIOGRAPHIES

Alan Pixley

Senior Project Manager
Guinness World Records



Alan is Guinness World Records' Senior Project Manager and is part of the team that delivers live events, experiential and team building programmes across the EMEA APAC region including Guinness World Records LIVE!, a new concept which allows the general public to take part in fun, accessible official world record attempts. Alan is also responsible for helping Guinness World Records' commercial clients to prepare for record attempts.



Andreas Rotzler

Chief Creative Officer
Interbrand Central & Eastern Europe



Interbrand

Andreas is Chief Creative Officer at Interbrand CEE and has more than 20 years' experience in consulting, creating and managing brands on a global scale. Andreas is responsible for developing the positioning, experience creation, look and feel, and the consumer experience for international companies. He has developed outstanding 360° brand experiences for clients in a diverse range of industries, such as telecommunications, technology, automotive, travel industry, transportation, retail, FMCG, sporting goods, media, energy, chemical, pharma, financial services and luxury. He and his teams are recognised with several awards and he regularly serves as a judge for creative awards.

Tim Sae Koo

CEO
TINT



Tim is CEO of TINT. He earned a Bachelor of Science degree in Business and Entrepreneurship from the University of

Southern California. In 2011, Tim was joined by two fellow USC alums to develop Hypemarks, a social bookmarking platform similar to TINT but aimed at the consumer space. When Hypemarks failed to take off, the trio began listening to their customers more, and focused on solving real problems and improving its platform. The result was TINT – a social engagement platform that enables organisations to aggregate, curate, and display any social media feeds. Tim has taken his startup to a multi-million dollar business in less than a year.

Christopher Sanderson

Co-Founder
The Future Laboratory



THE FUTURE LABORATORY

Christopher is co-founder of The Future Laboratory, where he is responsible for delivering the company's extensive global

roster of conferences, media events and LS:N Global Trend Briefings, which he co-presents with the team in London, New York, Sydney, Melbourne, Stockholm and Helsinki. Clients who have booked one of his inspirational keynotes include Gucci Group, the European Travel Commission, Retail Week, Selfridges, M&S, Chanel, Harrods, Aldo, H&M, General Motors, BBDO, Design Hotels, Conde Nast Media and Omnicom.

Anneke Schogt

Managing Director
IMA Influencer Marketing Agency



IMA

Anneke is at the helm of Europe's leading influencer marketing agency IMA. She brings digital excellence to the agency's global campaigns for the likes of Tommy Hilfiger, KLM, Calvin Klein and TUI. Prior to joining IMA, she held the position of Country Manager for Microsoft Advertising, with responsibility for delivering creative and innovative digital solutions for Microsoft platforms including Xbox, Skype, MSN and Outlook. She has also held the position of Managing Director for acclaimed creative agency INDIE, creating digital focused European campaigns for the likes of Nike, Domino's Pizza and Ben & Jerry's.

Wesley Scott

Marketing Manager, The Zone @ Rosebank
Primedia Lifestyle Group



PRIMEDIA Lifestyle

Wesley holds a Bachelor of Commerce in Marketing Management from the University of Johannesburg and has spent the last 10 years working in Property Marketing. He has been with Primedia Lifestyle and the Primedia Unlimited Mall Division on and off since completing his education, and has worked on various portfolios from Super Regional to Neighbourhood and Speciality Malls. He has worked on, implemented or been on the team of over 10 South African Council of Shopping Centers Footprint Award winning campaigns, and three ICSC Solal Marketing Award winning campaigns – one of which was the first Gold for The Zone @ Rosebank and it was its first ever Solal too (2015).

Dr Philipp Sepehr
Director for Marketing,
Research and Innovation
ECE Projektmanagement



Philipp started his career at ECE Projektmanagement G.m.b.H. & Co. KG in 2014 as the Executive Assistant to Alexander Otto (CEO). Nearly two years later he was appointed Director of Marketing, Research & Innovation in the Center Management division of the company. In this position he leads the ECE teams responsible for centre marketing, market research and the ECE Future Labs. Philipp studied Business Administration at the University of Münster in Germany and the Universidad Católica de Chile. Following his graduation he was a PhD Student in the field of Marketing and received his doctoral degree with distinction.

Jacques Sinke
CEO
reteam international



Jacques is CEO of reteam international in Copenhagen, Denmark - experts in creating desirable retail destinations; delivering commercial operational strategies to retail property owners, developers and cities worldwide. Jacques has a wealth of broad ranging senior management and leadership experience in the retail and retail property industry. Before joining reteam international in 2013, Jacques spent 18 years at MAB - one of Europe's leading mixed use property developers, most recently as Director of International Retail. Jacques studied marketing at HES Rotterdam and started his career in fashion retail.



Priscilla Tomaso
Head of Corporate Communications
Redevco



Priscilla is Head of Corporate Communications at Redevco, a leading real estate investment management company managing one of the largest retail portfolios in Europe. In her current role she is responsible for the development and execution of Redevco's internal and marketing communications strategy across Europe. Before moving to the real estate sector, she held various senior communications positions in the telecommunications industry working as Communications Strategy Advisor for Europe at Deutsche Telekom in Germany, Deputy Corporate Communications Director for T-Mobile in the Netherlands amongst others.

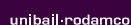


Melanie Weiler
Regional Director of Sales &
Marketing Europe, Kempinski AG



Melanie holds an MBA and has worked in the hospitality sector since 1995, most recently as Head of Sales & Marketing in Europe at Kempinski for the last five years. In this role, Melanie is responsible for all Kempinski Hotels in Europe including the development of the global marketing strategy and the approval of B2B and B2C advertisements. Melanie is in charge of sales and marketing recruitment for the Group's European hotels and conducts regular audits at Kempinski's properties to guarantee and support the growth and optimisation of revenues.

Christian Zimmermann
Head of Shopping Centre Management
Unibail-Rodamco, Germany



Christian is responsible for the management activities of Unibail-Rodamco's German portfolio, consisting of 25 shopping centres. The business graduate joined the company in 2008 and has held various roles across Germany. Including Shopping Centre Manager of the prestigious 4-star Centre Pasing Arcaden in Munich. Prior to his current role, Christian served as Deputy Head of Shopping Centre Management in Germany.



Register Online www.icsc.org/2016EMS

Online registration requires a valid credit or debit card. Group discounts are not valid for online registrations. To download a registration form (for invoice payments only) please go to **www.icsc.org/2016EMS**

Deadlines

To qualify for the Discounted Member fee, each registrant must be an ICSC member. Please email mzalac@icsc.org for more details. To qualify for the ICSC Member Loyalty Rate, we must receive your registration and payment by **11 March 2016**.

To qualify for the Advance Registration fee, we must receive your registration and payment by **29 April 2016**.

For your name to appear in the delegate list, we must receive your registration and payment by **1 June 2016**.

Registration Options

Member Loyalty Rate (until 11 March 2016)

Discounted Member fee €600.00 + €114.00 VAT = €714.00

Advance Registration (until 29 April 2016)

Discounted Member fee €710.00 + €134.90 VAT = €844.90

Non-member fee €960.00 + €182.40 VAT = €1,142.40

Standard Registration (from 30 April 2016)

Discounted Member fee €900.00 + €171.00 VAT = €1,071.00

Non-member fee €1,160.00 + €220.40 VAT = €1,380.40

Next Generation

To find out more about eligibility for the Next Generation fees or to register in this category please email mzalac@icsc.org

Next Generation ICSC member €450.00 + €85.50 VAT = €535.50

Optional Events

Solal Marketing Awards Ceremony & Dinner

Thursday, 9 June 2016

Discounted Member fee €250.00 + €47.50 VAT = €297.50

Non-member fee €350.00 + €66.50 VAT = €416.50

Shopping Centre Tour

Wednesday, 8 June 2016

Included in the Conference fee

There are a limited number of places available for the Shopping Centre Tour. These are available for individuals registered to the Conference.

Group Sessions

Friday, 10 June 2016

Included in the Conference fee

Attendees may attend two out of three Group Sessions on Friday morning. The Group Sessions are only available for individuals registered to the Conference.

A: Marketing with Big (Customer) Data

B: New Technology

C: Facilitating Omni-channel Retail

ICSC NEXT GEN LIVE!

For more information about ICSC NEXT GEN LIVE! on Thursday morning, 9 June 2016, please email Michel Zalac (mzalac@icsc.org) or telephone +44 20 7976 3100.

Accommodation

ICSC have secured special room rates at the Hotel Adlon Berlin. To make your hotel reservation, please visit www.icsc.org/2016EMS and under 'Additional Links', click on 'Book Hotel'.

Terms, Conditions and Rules

This Event Registration Form is subject to ICSC Terms, Conditions and Rules for Event Registrants available at www.icsc.org/event-terms-and-conditions, which are hereby incorporated by reference.

Cancellation of Registration

All registration fees are non-transferable. All cancellations will be subject to a \$25 cancellation fee. No refunds will be given for cancellations received from 1 June 2016 onwards (seven days or less before an event). All requests for refunds must be received by ICSC in writing.


Ways to register

 www.icsc.org/2016EMS

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**LOOK FORWARD
TO SEEING YOU
IN BERLIN!**