Acknowledgements

ICSC gratefully acknowledges the contributions of the members of the Content Advisory Board who have dedicated their time to develop the programme.

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**Contents**

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Welcome</td>
</tr>
<tr>
<td>4</td>
<td>Programme</td>
</tr>
<tr>
<td>7</td>
<td>ICSC Solal Marketing Awards</td>
</tr>
<tr>
<td>12</td>
<td>Sponsors and Partners</td>
</tr>
<tr>
<td>13</td>
<td>Speakers’ Biographies</td>
</tr>
</tbody>
</table>
Welcome to London

Thank you for joining ICSC’s Retail Innovation Forum! The pace of change in our industry is both driving and inspiring innovation. Understanding the drivers of change and the opportunities created by innovation is what the forum is all about.

A “Forum” is more conversation than conference. It is a platform to share insights and ideas. Use this opportunity to challenge and debate the future with friends and colleagues from across Europe.

ICSC is also striving to innovate to better support the industry and our members in Europe. During the forum we will be sharing a vision for the future of the organisation. We welcome your feedback and thoughts on how together we can build a stronger, more relevant offer for the future.

Finally please join me in thanking the many people who helped shape the forum programme, our sponsors and partners as well as my ICSC Europe colleagues whose support and efforts have made the forum possible!

Bill Kistler
Executive Vice President & Managing Director - EMEA, ICSC
Wednesday, 25 September 2019

12:00 Welcome Lunch
Location: Kings Place Gallery

13:00 Welcome
Forum Moderator:
Chris Igwe
President, Chris Igwe International

13:15 Disruption Is the Mother of Innovation – Retail Is Not Alone!
Retail may be the most obvious sector facing disruption, but the same drivers of change are transforming how and where we live, work and stay when we travel.

Jason Steere
Chief Brand Officer,
The Student Hotel

James Penfold
Global Planning & Communications Director,
The Collective

Despina Katsikakis
International Partner, Head of Occupier Business Performance,
Cushman & Wakefield

Discussion Leader:
Bill Kistler
Executive Vice President & Managing Director – EMEA, ICSC
14:00 Breakout Sessions

Take a deep dive into innovation in the specific, practical areas of interest for different sectors of the retail real estate industry. These sessions have been organised with the support of ICSC’s European specialist working groups.

**Location: Hall One**

**The Changing Digital Needs of the International Shopper and Its Impact on the Retail Market**

What do international customers of the future look like and how are macro and micro trends driving their purchasing power? Gain actionable insight into how payment innovations are enabling retailers to maximise marketing opportunities and provide the shopping experience international consumers expect.

**Rory O’Neill**
Chief Product & Marketing Officer, Planet

**Discussion Leader:**
**Chris Igwe**
President, Chris Igwe International

Hosted by:
ICSC European Research Group and ICSC Innovation Group

**Location: Hall Two**

**How To Reposition a Centre Against a Local Competitor**

Most shopping centres find themselves in an ever-changing competitive environment with new destinations altering the retail dynamic around them. This session uses the experience of those that have faced the challenge of a newer competitor and succeeded in repositioning their scheme to regain positive results.

**Centrum Galerie, Dresden, Germany**

**Johan Caspar Bergenthal**
CEO / Head of Country, Klépierre Germany

**Festival Place, Basingstoke, UK**

**Emily Palmer**
Marketing Manager, CBRE

**Discussion Leader:**
**Alan Thornton**
Joint Managing Director, AL Marketing Communications

Hosted by:
ICSC European Marketing Group and ICSC European Retail Asset Management Committee

**Location: St Pancras Room**

**Community Shopping – The Way Forward**

A fascinating insight into the purpose, key ingredients and financial impact of community shopping centres – what does this mean in practice and how do they fulfil consumers’ needs?

**Julie Pears**
Head of Future Places, Ellandi

**Isabelle Hease**
Head of Research & Analytics, Ellandi

**Discussion Leader:**
**Derek Barker**
Managing Director, Haskoll

Hosted by:
ICSC Future Places Group

**Location: Gallery Room**

**Beyond Footfall Counting – Understanding Visitors’ Behaviour Through AI Technology**

How to create and use the most comprehensive visitor data to make the right strategic decisions and drive revenues in your shopping centres.

**Dr Andreas Schilling**
Chief Product Officer, Advertima

Hosted by:
Advertima
14:45  Time for a Break!

15:15  Breakout Sessions

**Innovation in Leisure and Experience**
How can you use transaction data to understand how consumers spend and how they engage with omni-channel experience? Understand how spending varies across regions and demographics and how harnessing this insight can facilitate strategic decisions.

Danny Hardy  
Director, Analytics and Insight, Barclays UK

Discussion Leader:  
Alex Petit  
Research and Insight Director, Landsec

Hosted by:  
ICSC European Research Group and ICSC Innovation Group

**Community and Social Purpose**
A retailer’s social sense of purpose and responsibility requires a different mindset regarding the role and purpose of retail within a community. This session explores how to engage communities and create places that people want to visit and experience. Get the inside track on the key factors which contributed to the success of Mercato Metropolitano and Make Shift’s concepts and the lessons learned along the way.

Vicki Exall  
Head of Community Partnerships, Mercato Metropolitano

Philippe Castaing  
Independent Spatial Advisor and Co-Founder, Make Shift

Hosted by:  
ICSC European Marketing Group and ICSC European Retail Asset Management Committee

**Creating a Successful Marketing Programme – Driving to Marketing Award**
With increased pressure on marketing teams to demonstrate good value for money, spending a limited budget effectively has never been more essential. This session will highlight some of the pitfalls to avoid as well as advice and practical tips to develop a successful marketing plan. The same techniques are essential to secure a marketing award so delegates will leave armed with a range of great ideas and case studies.

Ana Isabel Moita  
Head of Marketing Europe & New Markets, Sonae Sierra

Bram Hulsbosch  
Sales Manager, MK Illumination

Charlotte Andersen  
Marketing Director, Rødovre Centrum, Rødovre, Denmark

Discussion Leader:  
Alan Thornton  
Joint Managing Director, AL Marketing Communications

Hosted by:  
ICSC Solal Marketing Awards Jury
16:10  Competing for the Future – A View From the Top

At ICSC’s annual CEO Forum leading owners, developers and investors from across Europe shared their candid views of a cloudy crystal ball. Hear what’s keeping them up at night and getting them out of bed in the morning (worrying and motivating them).

Joris de van der Schueren
Managing Partner,
The New Amsterdam Group

16:25  Keynote: Retail in the Age of Experience – Evolving Role of the Store

Inflammatory stories about store closures heralding the “death of retail” whilst celebrating a “never-ending boom” in e-commerce are great clickbait but fail to tell the whole story. The future of retail isn’t about physical battling digital; it’s much more nuanced. Learn about the seven trends affecting retail today, see examples of who is leading the way into the future and leave with practical tips about what you can do to prepare your business for the age of experience.

Alex Jones
Group Director, Fjord London,
part of Accenture Interactive

17:00  Networking Drinks

19:00  ICSC Solal Marketing Awards Dinner

Celebrating the best in promoting great retail places.

Venue: Glaziers Hall by London Bridge
Guests are expected to make their own way to Glaziers Hall either by taxi or by public transport.

Additional fee applies - limited places available!
Discounted Member: €250 + VAT
Non-Member: €350 + VAT

Sponsored by:
Go Green Xmas
Thursday, 26 September 2019

08:45 Coffee

09:15 Welcome Back

Forum Moderator:
Chris Igwe
President, Chris Igwe International

09:25 Rewriting the Future – Be a Part of the Change!
Innovation is transforming the retail real estate industry. ICSC Europe is evolving and innovating to better serve our members. Your insights and ideas are important. Join the journey and help us help you!

Peter Wilhelm
ICSC European Chairman, CEO, Wilhelm & Co

Bill Kistler
Executive Vice President & Managing Director - EMEA, ICSC

09:40 More Than Retail – Developing Mixed-Use Around Existing Retail Venues
Retail is the cornerstone of community and vibrant cities depend on a synergistic mix of uses. Leveraging existing retail by adding and combining other uses adds complexity but enhances asset value. What role does retail play in the recipe for creating great places?

David Atkins
Chief Executive, Hammerson

10:15 The Halo Effect – from Omni-Channel to One Channel
Online players want physical space and vice versa. Giving the customer what they want, where and when they want it is the key to retail success. UNTUCKit is an example of a pureplay online retailer that has discovered the value of bricks and mortar. Enterprise Nation is exploring a new model to help up-and-coming online brands grow their high street presence through its Clicks and Mortar initiative. What does this trend mean for physical retail in general?

Emma Jones MBE
Founder and CEO, Enterprise Nation

Mark Barrett
Head of International, UNTUCKit

Discussion Leader:
Herculano Rodrigues
Associate Director, Javelin Group, Digital Retail by Accenture Strategy
Programme

10:50  Time for a Break!

11:20  Innovation – A View From the Top

What is top of mind for CEOs and how are they creating a culture of innovation? ICSC’s Innovation Group led a provocative discussion with industry leaders from across Europe at our recent CEO Forum. How do they see innovation reshaping all aspects of the retail real estate Industry?

Guillaume Sadoux
Director, Concept, Design & Innovation, Apsys Group

11:35  Start-Ups to Scale-Ups – Driving Retail Innovation

Landlords and retailers are increasingly looking to labs and accelerators to experiment with innovative concepts and new ideas to drive efficiencies, remove friction and improve the customer experience. What can they do to encourage and support innovation from small start-up companies to address the industry’s most pressing challenges?

Jean Collet
Senior URW Link Manager, Unibail-Rodamco-Westfield

Connie Chen
Senior Manager, Commercial Strategy, Store of the Future, Farfetch

Candice Lemaitre
Commercial Development – Innovation Lead, Transport for London

Discussion Leader:
Jason Smith
Chief Executive, UK:DRIC

12:30  Networking Lunch

13:30  Unlocking Intelligent Data to Power Urban Shopping Streets

Hear how New West End Company and PwC are unlocking the power of spend, travel and telecoms data to help businesses on London’s Bond, Oxford and Regent Street respond to changing customer demands. This world-first data programme provides West End retailers, restaurateurs, hoteliers and property owners with a deeper understanding of their customers, informing their business strategies with accurate forecasting and competitor benchmarking.

Jace Tyrrell
Chief Executive, New West End Company
14:05 **Serving the Forgotten Majority – Retail Everywhere Else**

Not all customers are millennials nor in “the 1%”. Not all shopping centres are 100,000 sq m destinations in a major capital city market. What about the vast majority of markets where most people still live? How are retail places adapting to serve these customers?

- **Jean-Christophe Bretxa**
  CEO, METRO PROPERTIES

- **Mark Robinson**
  Co-Founder, Ellandi and President, Revo

**Discussion Leader:**

**Damian Harrington**

Director, Head of EMEA Research, Colliers International

14:40 **Time for a Break!**

*Location: Kings Place Gallery*

15:10 **The Future Is Not What It Used to Be!**

Lara will challenge how we think about the future of commerce, communities and cities and the power of place to transform our lives. How do we prepare for a future when the past is no longer a guide?

- **Lara Marrero**
  Principal & Strategy Director
  Global Retail Practice Leader, Gensler

15:45 **Keynote: The Future of Retail – Relevance, Differentiation and Agility**

Stores will continue to play a critical role for decades to come, but customers will expect to shop on their terms. Natalie Berg will share the key components to the store of the future and provide practical tools to help you navigate the competitive retail landscape to survive and prosper.

- **Natalie Berg**
  Retail Analyst and Author, NBK Retail

16:20 **Closing Remarks**

16:30 **End of Forum**