



# EVENT GUIDE

## Retail Innovation Forum

Making Innovation Work For Everyone

25-26 September 2019 | Kings Place, London, UK | #ICSCEurope



ICSC Global Sponsor



ICSC European Partners



Platinum Sponsor



Gold Sponsors

ADVERTIMA



RetailReport

# Acknowledgements

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

## ICSC CONTENT ADVISORY CHAIR

**Herculano Rodrigues**

Associate Director, Javelin Group,  
Digital Retail by Accenture Strategy

## ICSC EUROPEAN RESEARCH GROUP

**Alex Petit**

Research and Insight Director,  
Landsec

## ICSC FUTURE PLACES GROUP

**Derek Barker**

Managing Director, Haskoll

**Jeremy Salmon**

Main Board Director, BroadwayMalyan

## ICSC RETAIL ASSET MANAGEMENT COMMITTEE

**Raoul Thomassen**

Director of Operations, Multi

**Kasper Deforche**

Managing Director Belgium, CEO,  
Wereldhave

## ICSC INNOVATION GROUP

**Guillaume Sadoux**

Director, Concept, Design & Innovation,  
Apsys Group

## ICSC SOLAL MARKETING AWARDS JURY

**Alan Thornton**

Joint Managing Director, AL Marketing

## ICSC EUROPEAN MARKETING GROUP

**Evelyne Nossing**

Head of Marketing & Communications EMEA,  
CBRE Global Investors

**Gwen Youlden**

Head of Destination Marketing  
& Commercialisation, Cushman & Wakefield

## Contents

- 3 Welcome
- 4 Programme
- 7 ICSC Solal Marketing Awards
- 12 Sponsors and Partners
- 13 Speakers' Biographies

**Free WiFi**

**Network:** KingsPlaceEvents

**Password:** Oak2019Tree



# 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

## PRACTICAL INFORMATION

**Forum Venue**  
Kings Place  
90 York Way  
London N1 9AG

**Solal Marketing Awards  
Ceremony Venue**  
Glaziers Hall  
9 Montague Close  
London SE1 9DD

Wednesday, 25 September 2019

12:00 Welcome Lunch

Location: Kings Place Gallery

13:00 Welcome

Location: Hall One



**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!

Location: Kings Place Gallery

## 15:15 Breakout Sessions

Location: Hall One

### 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

Location: Hall Two

### 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

Location: St Pancras Room

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

Location: Hall One

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

Location: Kings Place Gallery

## 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**

**Location: Kings Place Gallery**

**09:15 Welcome Back**

**Location: Hall One**



**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

**10:50 Time for a Break!**

**Location: Kings Place Gallery**

## **11:20 Innovation – A View From the Top**

**Location: Hall One**

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**

**Location: Kings Place Gallery**

## **13:30 Unlocking Intelligent Data to Power Urban Shopping Streets**

**Location: Hall One**

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!

Location: Hall One

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



ICSC  
29 Queen Anne's Gate  
London  
SW1H 9BU  
UK

[www.icsc.com](http://www.icsc.com)  
Tel: + 44 20 7976 3100  
Email: [icsc.europe@icsc.org](mailto:icsc.europe@icsc.org)