



# Retail Innovation Forum

Making Innovation Work For Everyone

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



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# Retail Innovation Forum

“Never let a good crisis go to waste!” – Winston Churchill

Join colleagues from across Europe to share ideas and opportunities at this unique event exploring how innovation is transforming all aspects of the retail real estate industry. Gain the practical knowledge you need to capitalise on innovation in your business. Meet old friends and make new connections with people and companies that will help you compete for the future.



## Who you will meet:

Leaders and professionals from the developers, investors and advisors transforming the European retail real estate industry.

## What you will learn:

- Why industry leaders are embracing innovation to create and manage great retail places.
- How innovation is embedded in all aspects of the businesses best placed to compete for the future.
- Who has produced the best retail marketing campaigns at the ICSC Solal Marketing Awards Ceremony & Dinner.





Photo credit: John Sturrock

## Retail Tours

Join us on the morning of 25 September for exclusive retail tours across London, to vibrant destinations reinventing the business model with mixed-use including Coal Drops Yard, The Brunswick as well as the renowned Borough Market.

09:30-12:30

### Wednesday, 25 September 2019

**12:00 Welcome Lunch**

**13:00 Welcome**

**Forum Moderator:** Chris Igwe, President, Chris Igwe International

**13:10 Disruption Is the Mother of Innovation – Retail Is Not Alone!**

Retail may be the most obvious, but the same drivers of change are transforming how and where we live, work and stay when we travel. Experience, engagement and community are the common denominators. What lessons can we learn from the residential, office and hospitality sectors?

**Jason Steere**, Chief Brand Officer, The Student Hotel

**James Penfold**, Global Planning & Communications Director, The Collective

**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.

#### The Impact of Brexit on Tourism and 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

**Hosted by:** ICSC European Research Group & ICSC Innovation Group

#### 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

**Moderator:** Derek Barker, Managing Director, Haskoll

**Hosted by:** ICSC Future Places Group

#### 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.

**Emily Palmer**, Marketing Manager, Festival Place

**Hosted by:** ICSC European Marketing Group & ICSC European Retail Asset Management Committee

#### 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

What are the emerging trends driving consumer spending in leisure and experience? Understand how attitudes to spending in-store versus online vary across different age groups and how harnessing this insight facilitates strategic decisions.

**Hosted by:** ICSC European Research Group and ICSC Innovation Group

### Community and Social Purpose

**Andrea Rasca**, Chief Executive Dreamer, Mercato Metropolitan

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

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### 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.

**Alan Thornton**, Joint Managing Director, AL Marketing Communications

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

**Charlotte Andersen**, Marketing Director, Roedovre Centrum

**Bram Hulsbosch**, Sales Manager, MK Illumination

**Hosted by:** ICSC Solal Marketing Awards Jury

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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

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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

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17:00 Networking Drinks

## 19:00 ICSC Solal Marketing Awards Dinner

Celebrating the best in promoting great retail places.

Sponsored by:



Venue: Glaziers Hall by London Bridge

**Additional fee applies** – limited places available!

**Discounted Member:** €250 + VAT

**Non-Member:** €350 + VAT



## Thursday, 26 September 2019

### 09:00 Coffee

### 09:30 Welcome Back

**Forum Moderator:** **Chris Igwe**, President, Chris Igwe International

### 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 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

### 10:55 Time for a Break!

### 11:25 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**, Concept Director, Design and Innovation, Apsys Group

## 11:40 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?

**Jason Smith**, Chief Executive, UK:DRIC

**Jean Collet**, Director of UR-Link, Unibail-Rodamco-Westfield

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

**Candice Lemaitre**, Commercial Development – Innovation Lead, Transport for London

## 12:30 Networking Lunch

## 13:30 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

## 14:05 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

## 14:40 Time for a Break!

## 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 to it.

**Lara Marrero**, Strategy Director & Global Retail Practice Lead, 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



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## Registration Options | Retail Innovation Forum

	Discounted Member Fee*	Non-Member Fee
Student Registration	€50 + VAT	
NextGen Registration	€295 + VAT	
Member Loyalty (until 12 July 2019)	€595 + VAT	
Advance Registration (until 6 September 2019)	€710 + VAT	€960 + VAT
Standard Registration (from 7 September 2019)	€895 + VAT	€1,160 + VAT

\*Become a member for €100 to take advantage of the discounted member fee and save up to 48%

## Registration Options | Retail Tour & Solal Marketing Awards Ceremony & Dinner

	Discounted Member Fee*	Non-Member Fee
Retail Tour	€30 + VAT	€60 + VAT
Solal Marketing Awards Ceremony & Dinner	€250 + VAT	€350 + VAT

## Sponsorship Opportunities

To discuss Platinum, Gold or Silver sponsor packages at the Retail Innovation Forum, please contact:

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