

Meralin Schäfer - Grooterhorst Partner

Von: ICSC Europe [info.europe@icsc.org]
Gesendet: Donnerstag, 8. September 2011 09:36
An: Dr. Johannes Grooterhorst - Grooterhorst & Partner
Betreff: Register by 9 September to get reduced fees at the ICSC European Outlet Conference!

Kennzeichnung: Zur Nachverfolgung
Kennzeichnungsstatus: Erledigt

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Johannes, don't miss out on the early bird registration fee - book your place to the [ICSC European Outlet Conference](#) by this Friday, 9 September, to save at least €150 plus get special room rates at the [conference hotel](#)!

[Book your place today!](#)

This year's conference is taking place on 11-13 October at the Meliá Milano Hotel in Milan, Italy. The conference will look at how the industry is reaping rewards through identifying trends and consumer behaviour and harnessing industry research. You will find out who is investing and why and crucially retailers have a platform to share how outlets play a role in their brand strategies.

*"Excellent - best conference yet! Great to concentrate on operations."
 Anna Jones, Head of Retail Development, FASHION HOUSE Group, UK*

You can view the full programme [here](#).

This year we will deliver:

More great speakers...

- Mark Cody, Channel Business Manager - Interactive, Telefónica UK
- Dr Johannes Grooterhorst, Partner, Grooterhorst & Partner Rechtsanwälte
- Jens May, Head of Retail Real Estate Western Europe, adidas Group
- David Ober, President, Council of Outlet Retailers and Developers and President of Pennsylvania Outlet Management
- Fernando Pina Mulas, Head of Retail, ASICS Europe B.V.

More interaction...

A new initiative this year is the introduction of interactive breakout workshops - delegates will have the opportunity to attend two from:

- The importance of design
- Destination marketing
- Successful planning process
- Asset management
- Outlet centre marketing

How much does it cost?

Register by Friday 9 September and pay €550 (ICSC members) or €700 (non-members) excluding VAT. Don't forget to sign up for the Outlet Centre Tour to Franciacorta Outlet Village on Tuesday afternoon, 11 October - places are limited!

Sponsorship and Advertising Packages

ICSC provides a variety of sponsorship and advertising for every budget level to showcase your company and reach your target audience. Exhibitors can add value to their experience and stand out from the competition with print, online and onsite opportunities to fit every budget. Please contact [Sally Stephenson](#) on Tel: +1 847 835 1617 for more information.

If you are not yet a member of ICSC, we would like you to [join us](#). Please contact [Magda Navas](#) for more information or call on +44 20 7976 3102. If you would like more information about the **programme and speaking opportunities**, please [contact me](#) on Tel: +44 20 7976 3110.

I look forward to welcoming you in Milan in next month!

Kind regards

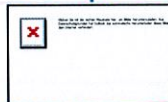
Susan Richards
Meeting Planner
ICSC European Office

ICSC European Partners:



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Event Sponsor:

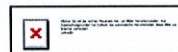


FASHION HOUSE Group

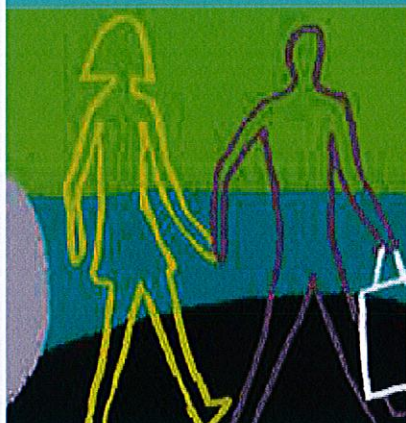
Event Supporters

Chameleon Retail Centraleurope · Freeport Retail

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Online:



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ICSC European Outlet Conference

11-13 October 2011

Meliá Milano Hotel, Milan, Italy

In association with **IOJ** **VRN**

Outlet Retailing: Reaping the Rewards

- Power ahead with new Outlet Industry Research
- Outlet Chains Reveal Expansion Plans
- What's Hot and Chic - Top Outlet Marketers Talk
- New Frontiers for Outlet Development
- Europe's First Outlet-Only Deal-Making Event

Also featuring:

**ICSC Outlet Centre Tour to
Franciacorta Outlet Village
11 October 2011**



**“Excellent –
best conference yet!
Great to concentrate
on operations.”**

Anna Jones
Head of Retail Development,
Fashion House Outlet Centre,
UK



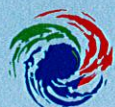
ICSC European Partners



**Aareal Bank
Group**

CÓRIO

CBRE
CB RICHARD ELLIS



Henderson
GLOBAL INVESTORS



**JONES LANG
LASALLE**

TO REGISTER VISIT WWW.ICSC.ORG/2011EOS OR CALL +44 20 7976 3102

ICSC European Outlet Conference

in association with *International Outlet Journal* and *Value Retail News*

Outlet Retailing: Reaping the Rewards

Now in its sixth year, the ICSC European Outlet Conference, the largest of its kind, continues to provide outlet executives with opportunities to grow their business and expand their network of industry and retail contacts. This year marks the first outlet-only deal-making event for leasing professionals in Europe. This new format gives developers and retailers dedicated interaction time without losing the crucial educational component covering critical topics such as brand mix, expansion plans, marketing agendas, investment strategies and exclusive research.

About ICSC

The International Council of Shopping Centers (ICSC) is the global trade and professional association of the shopping centre industry. ICSC is a not-for-profit organisation with over 60,000 members in more than 80 countries worldwide. Industry experts meet to exchange ideas and information and are provided with deal-making opportunities through educational conferences and seminars, professional development, research meetings and specialist networking groups. Membership brings proven benefits in developing your business and career through unique access to shopping centre intelligence and research, industry leaders and professionals across Europe and around the globe.

About *International Outlet Journal* and *Value Retail News*

International Outlet Journal (IOJ), published five times a year by ICSC, is the world's only publication exclusively covering outlet retailing outside North America.

Value Retail News (VRN) is ICSC's award-winning monthly trade publication that serves the international outlet/value retail

industry. Since its founding in 1981, VRN has been the industry's only voice, reporting on trends, issues and exclusive research. VRN also publishes two industry directories, the *Global Outlet Project Directory* and the *Value Retail Directory* of tenants, which contain the most current decision-maker contacts in the industry.

Who should attend?

- International retailers and developers
- Leasing, operations and marketing professionals
- Retail and development consultants
- Financial and investment professionals

And why attend?

- Hear what brands really think
- Understand the economy's impact on brands and centres
- Identify the best outlet growth opportunities in Europe
- Network with international retailers and developers
- Have access to exclusive industry research

Sponsorship opportunities

Exhibit space is limited. Reserve your space today! Please contact Sally Stephenson on +1 847 835 1617 or sstephenson@icsc.org

Who should – and does – exhibit at ICSC Outlet Conferences?

- Outlet development, management and marketing companies
- Marketing, technology and executive search firms
- Financial and investment firms

Programme Planning Committee

Iestyn Roberts, Chief Executive Officer, Freeport (Committee Chair)

Jamie Acheson, Asset Manager, Henderson Global Investors

Richard Beasley, Chief Executive Officer, BWP Group

Neil Chapman, Chief Executive Officer, Chameleon Retail Consultancy

Phil Cottingham, Managing Director of Retail, Quintain Estates and Development

Manual Lagares, Chief Executive Officer, Neinver

Giles Membrey, Director, Rioja Developments

Ulrich Nordhorn, Managing Partner, Retail Development Group

Neil Thompson, Director, Fashion House Group

Pieter Van Voorst Vader, Development Manager, McArthurGlen UK Ltd

Luigi Villa, Retail Operations Director, Palmanova Outlet Village, Promanagement

Event Sponsor



Event Supporters

Chameleon Retail CentraEurope

Freeport Retail

ICSC European Outlet Conference

11-13 October 2011, Milan, Italy

DAY ONE TUESDAY 11 OCTOBER 2011

12:30 Meet in the reception of the Meliá Milano Hotel

13:00 Bus departs the Meliá Milano Hotel

14:15 Guided tour of Franciacorta Outlet Village

18:30 Bus arrives at the Meliá Milano Hotel

DAY TWO WEDNESDAY 12 OCTOBER 2011

08:00 REGISTRATION OPENS
DEAL-MAKING AND NETWORKING BREAK

09:30 Welcoming address

Conference Facilitator
Natalie McLean-Reid, Managing Director, Primal PR

09:45 Keynote presentation:
The developer's perspective

Manuel Lagares, Chief Executive Officer, Neinver

10:15 Retail trends in Europe

- An overview of the major European outlet markets
- What trends are emerging and what changes can we expect in the retail market?
- How important is the outlet revenue stream to retailers?
- Will we see a greater disparity in the performance of outlet centres in Europe or is the gap narrowing?

Moderator
Brendon O'Reilly, Managing Director, Fashion House Group

11:00 Retail Runway

- Three retailers outline their expansion plans

Derk Ischen, Head of Retail, Olymp Stores GmbH & Co KG

11:30 Planned Projects

- Three developers to showcase their upcoming schemes

Moderator
Richard Beasley, Chief Executive Officer, BWP Group

12:00 DEAL-MAKING AND NETWORKING LUNCH

• • • CONCURRENT WORKSHOPS • • •

Delegates have the opportunity to attend two workshops on Wednesday afternoon.

14:00 Workshop 1: Asset management - what does success look like?

- Why do some projects fail and, crucially, what lessons can we learn?
- The impact of tough trading on outlet tenants
- Case study: the transformation of B5

14:00 Workshop 2: The importance of design in the development of outlet centres in Europe

- Have outlets benefited from design?
- How much should be spent and how much focus should be put on design for outlets?
- Brand versus design
- Case studies from across Europe

Workshop Leaders

David Fraser, Partner, Harrison Fraser

Peter Gamble, Managing Director, Holder Mathias Architects

Craig Maunder, Partner, Chandler KBS

14:00 Workshop 3: Destination marketing

- How do tourism and partnership marketing play a role in driving footfall in outlet centres?
- How do you communicate effectively to a global market place?

Workshop Leaders

Clara Petrone, Regional Marketing Manager for Southern Europe, McArthurGlen

Lisa Wagner, Partner, EWB Development

14:00 Workshop 4: Successful planning process

- An overview of the planning legislation in France
- What are the implications of recent changes in legislation for the outlet industry?
- Navigating the planning minefield - practical tips to improve the chance of successful planning applications
- Planning criteria - the shift from being driven by economic factors to more regional and sustainable considerations

Workshop Leader

Bertrand Boullé, Founder and President, Mall and Market

15:15 DEAL-MAKING AND NETWORKING BREAK

15:45 Workshops 1 - 4 as above

17:00 Keynote presentation: The retailer's perspective

17:30 DEAL-MAKING AND NETWORKING DRINKS RECEPTION

19:30 END OF THE DAY

“Nice and wide experience on outlet centres’ reality.”

Clara Petrone
Regional Marketing Manager
for Southern Europe,
McArthurGlen, Italy



“Absolutely positive”

Martins Grotuss
Managing Director,
NCC Property Development,
Latvia



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DAY THREE THURSDAY 13 OCTOBER 2011

08:30 DEAL-MAKING AND NETWORKING BREAK

09:30 Planned Projects

- Three developers to showcase their upcoming schemes

Moderator
Richard Beasley, Chief Executive Officer,
BWP Group

10:00 Investment market - outlets

- Which investment players are active in the market at the moment?
- Are there any countries of particular interest at present?
- There is a significant development pipeline in Germany at present - how will this affect the market?
- How are banks currently reacting to this niche investment market?
- Are there significant opportunities to redevelop/ refurbish full-price shopping centres to outlet centres in markets where an over-supply exists?

Moderator
Neil Varnham, Director of Property –
Retail (Europe), Pradera

Panellists
Ben Alogo, Fund Manager, Neinver
Patrick van den Bossche, Managing
Director, Liebricht & wood

10:45 Socially digital – a changing landscape

- The marketing landscape: how it has changed and what it now looks like?
- Social Media: a means to poke, post, tag and tweet, or key marketing tool?
- Digital boom: innovative marketing consumption
- Fully integrated marketing propositions

Mark Cody, Channel Business Manager –
Interactive, Telefónica UK Ltd
Colin Jacobs, Associate Director,
BWP Group

11:15 Retailers’ brand strategies for outlets

- What dictates a brand’s outlet strategy and how important is it to a brand?
- How do brands approach expansion into the outlet business in Europe – what are their criteria?
- How has the volume of outlet sales changed over the years? Is it a growing channel?
- What issues do retailers encounter when adopting an outlet strategy?

Panellists
Jens May, Head of Retail Real Estate Western Europe, adidas Group
Fernando Pina Mulas, Head of Retail, ASICS Europe B.V.

12:15 Closing remarks

Conference Facilitator
Natalie McLean-Reid, Managing Director,
Primal PR

12:30 DEAL-MAKING AND NETWORKING LUNCH

14:30 END OF THE CONFERENCE

TO REGISTER VISIT WWW.ICSC.ORG/2011EOS OR CALL +44 20 7976 3102

Registration Form: Owners/Developers/Agents

ICSC European Outlet Conference

In association with *International Outlet Journal* and *Value Retail News*

11-13 October 2011, Meliá Milano Hotel, Milan, Italy

Four easy ways to register

-  www.icsc.org/2011EOS
 +44 20 7976 3102
  +44 20 7222 7791
-  International Council of Shopping Centers/Europe LLC, 1221 Avenue of the Americas, New York, NY 10020-1099, USA

Deadlines

To qualify for the advance registration discount, we must receive your payment by **Friday 9 September 2011**.

Delegate Registration

Mr/Mrs/Ms _____ First name _____ Surname _____
 Position _____ Company name _____ Type of business _____
 Address _____
 City _____ Postcode _____ Country _____
 Tel no _____ Fax no _____
 E-mail (for correspondence) _____ ICSC Membership number _____

Registration Options

	Discounted Member fee	Non-member fee
Advance registration (by 9 September 2011)	€550.00 + €110.00 VAT = €660.00 <input type="checkbox"/>	€700.00 + €140.00 VAT = €840.00 <input type="checkbox"/>
Standard registration (from 10 September 2011)	€700.00 + €140.00 VAT = €840.00 <input type="checkbox"/>	€860.00 + €172.00 VAT = €1,032.00 <input type="checkbox"/>

- ☐ **Outlet Centre Tour, 11 October 2011 (complimentary)** The Outlet Centre Tour is included in the delegate fee and places are available on a first-come, first-served basis as we only have limited space.

- ☐ **Networking Drinks Reception, 12 October 2011 (complimentary)**

Workshops: Please indicate which two workshops you would like to attend.

- 14:00 ☐ Asset management ☐ The importance of design ☐ Destination marketing ☐ Planning
 15:45 ☐ Asset management ☐ The importance of design ☐ Destination marketing ☐ Planning

- ☐ **Sponsorship / Exhibition opportunities** Please contact Sally Stephenson for more information about sponsorship and exhibition opportunities on tel: +1 847 835 1617 or email sstephenson@icsc.org

Method of payment

- ☐ Cheque. I enclose a cheque for € _____ Please make cheques payable to: International Council of Shopping Centers / Europe LLC and enclose with your completed registration form.

- ☐ Credit card. Please debit my account for € _____ MasterCard ☐ VISA ☐ American Express ☐

Credit card number _____ Expiry date _____

Cardholder's Name (please print as it appears on card) _____

Cardholder's Signature _____

ICSC Membership

See separate form for details and application for becoming a member of ICSC or contact us on T: +44 20 7976 3102 or email icsc.europe@icsc.org

Hotel Accommodation

Special room rates have been arranged with the Meliá Milano Hotel, Milan, Italy. Please note that these rates are only valid until **Friday 9 September 2011** after which the hotel's prevailing rate will apply. To make your hotel reservation, please visit www.icsc.org/2011EOS and click on "Book hotel now".

Cancellations/substitutions

Fees will be refunded in full if cancellation is received by **9 September 2011**. Refunds on cancellations received between **10 and 23 September 2011** will be subject to a 50% charge. From **24 September 2011** onwards, no refunds will be given. All requests for refunds must be received in writing by ICSC.

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.



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Registration Form: **Retailers/Tenants**

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In association with *International Outlet Journal* and *Value Retail News*

11-13 October 2011, Meliá Milano Hotel, Milan, Italy

Four easy ways to register

-  www.icsc.org/2011EOS
 +44 20 7976 3102
  +44 20 7222 7791
 International Council of Shopping Centers/Europe LLC, 1221 Avenue of the Americas, New York, NY 10020-1099, USA

Deadlines

For your name to appear in the delegate list, we must receive your registration by **Monday 2 October 2011**

Delegate Registration

All retailers and tenants receive a complimentary place to the ICSC European Outlet Conference on completion of the Retailer / Tenant Registration Form. Complimentary retailer / tenant registrations will not be accepted by the website.

Mr/Mrs/Ms _____ First name _____ Surname _____

Position _____ Company name _____ Type of business _____

Address _____

City _____ Postcode _____ Country _____

Tel no _____ Fax no _____

E-mail (for correspondence) _____ ICSC Membership number _____

☐ ICSC Member
 ☐ Non-member
 ☐ Retailer/Tenant
 ☐ Please tick here if you are a first time attendee

Registration Options

- ☐ **Outlet Centre Tour, 11 October 2011 (complimentary)** The Outlet Centre Tour is included in the delegate fee and places are available on a first-come, first-served basis as we only have limited space.
- ☐ **European Outlet Conference, 12 - 13 October 2011 (complimentary)**
- ☐ **Networking Drinks Reception, 12 October 2011 (complimentary)**

Workshops: Please indicate which two workshop you would like to attend.

- 14:00 ☐ Asset management
 ☐ The importance of design
 ☐ Destination marketing
 ☐ Planning
- 15:45 ☐ Asset management
 ☐ The importance of design
 ☐ Destination marketing
 ☐ Planning

- ☐ **Sponsorship / Exhibition opportunities**

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Retail Concept

Please provide a brief description of your retail concept: _____

Operation/Expansion

Countries that you currently operate in: _____

Countries that you wish to expand into: _____

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**PLEASE CALL SUSAN RICHARDS ON +44 20 7976 3110,
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