



CONFERENCE BROCHURE

BCSC Shopping Centre Management Conference and Exhibition
in association with The College of Estate Management

Mon 3 March - Wed 5 March 2008
Manchester Central (formerly the MICC)

Lead Sponsors for 2008



THE COLLEGE
OF ESTATE
MANAGEMENT
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WELCOME FROM THE CONFERENCE CHAIRS

We are delighted to invite you to the 2008 Shopping Centre Management conference in the dynamic and fast moving city of Manchester. Inspired by the theme Rethink Retail, this event will focus on the challenging issues facing centre, asset, property and marketing managers today - helping you to **refresh** your business and **redefine** the key actions **required** to deliver strong **results** and drive performance.

Through our top-end platform of speakers and varied breakout sessions we will focus on the major challenges that the industry face today - looking at how to deliver in key areas in a rapidly changing and increasingly demanding retail environment.

You'll also have the chance to visit an extensive exhibition featuring products and services from a full range of leading suppliers to the industry.

On Monday, we look forward to two study tours where delegates will have the choice of visiting either in-town or out-of-town shopping centre/leisure developments. There will be ample time to interact with decision makers, sector leaders, old friends and new faces at the popular welcome party on the Monday evening - and of course the chance to celebrate your successes at the conference dinner on Tuesday night at the exciting Palace Hotel.

During the course of the three days, we'll be taking a serious look at our key role as leaders in the sustainability debate - looking at a range of innovative actions that work to combat climate change and inspire further action on the part of our tenants and customers.

Refocus your view on the important issues that will shape our world in the months and years to come
Restore your thinking, **refresh** your mind, **reinvigorate** your teams and **renew** relationships - **register now!**

We look forward to seeing you in Manchester.

Eileen Connolly
Director, DTZ

David Mills
Centre Manager, Quedam Shopping Centre (King Sturge)



Conference Programme

Monday 3 March

10.00 - 16.30
(approx)

Study Tours

Two study tour options will run for 2008. Delegates have the option to visit two very different aspects of the North West. Please note that there is an additional charge to attend either one of the tours, which includes all transport, refreshments and lunch. If you wish to attend one of the tours, please indicate your choice on the online booking form.

Tour 1 - Two Traffords, one commitment to excellence

This tour will visit two Traffords, the first, the Trafford Centre, where we'll take a look at the Great Hall and a walk over to the new Barton Square and Chill Factor[®]. The second, Old Trafford, the home of MUFC.

Tour 2 - Retail developments in the rugby league heartlands

This tour will take you to developments in Wigan, Warrington and St Helens.

Delegates booked onto the tours will be sent detailed instructions and an itinerary in advance. Please note that registration for both tours will open at 10.00 at Manchester Central with prompt departure at 10.30.

18.00 - 20.00 Welcome Party

This year's welcome party will take place within the exhibition at Manchester Central. This will give you the first opportunity to view the exhibition and to network with friends and colleagues in this vibrant setting. Entrance is included in the delegate fee.

Tuesday 4 March

Conference stage set sponsored by



08.30 Registration, refreshments and exhibition viewing

09.15 Welcome from the conference chairs
Eileen Connolly, Director, DTZ



David Mills, Centre Manager, Quedam Shopping Centre,
(King Sturge)



Welcome from the conference facilitator
Gordon Burns, Television Journalist and Presenter of
North West Tonight



Welcome from the BCSC president
Martyn Chase, Chairman of EMEA Retail, DTZ



Tuesday 4 March (cont)

09.30 **The fight for competitive advantage**
Professor Richard Scase, Author of Global Remix
Sponsored by



This presentation will examine why it is critical for companies that wish to be successful in the future to be fast, fresh and fun with examples of high performing, highly competitive businesses.

The retail expansion strategy of PUMA AG
Kristofer Jürgensen, International Retail Expansion Manager, PUMA AG



Kristofer Jürgensen will present the PUMA retail strategy. Kristofer will outline why PUMA will now grow faster with own stores, how they are positioned and what the requirements are. With his international experience, Kristofer will also give you a brief overview of the different challenges in European markets from his perspective.

10.30 Refreshments and exhibition viewing

11.30 Breakout session 1

12.30 Delegates move back to main sessions

12.40 **Being green, being profitable**
Bob Simpson, Asda

This presentation will look at how Asda have rolled being greener and more carbon neutral into green stores and will look at how to make being green an asset to promoting your business and profitability.

13.10 Lunch and exhibition viewing

14.40 Breakout session 2

15.40 Refreshments and exhibition viewing

16.40 **If you always do what you've always done, you'll always get what you've always got**
Emmanuel Aharoni, Managing Director, Emmanuel Aharoni Ltd



All life consists of a series of changes. We are either growing or decaying. Nothing, but nothing in this world stands still for very long, except maybe traffic on the M25. So if we want to survive, and grow, we have no sensible option, but to change. Who said life was fun?

17.10 Close of day one

19.30 **Conference Dinner**
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Photo-Me

The gala dinner will be held at the Palace Hotel, Manchester. Pre-dinner drinks will be served at 19.30, with dinner at 20.15 including entertainment and dancing. The dress code for this event will be black tie but inline with this years conference theme, you'll need to have a touch of green.

Wednesday 5 March

09.00 Refreshments and exhibition viewing

09.30 Opening by conference facilitator

You Are The Difference - the unique customer service coaching programme
Alf Dunbar, Founder and Director, You Are The Difference



The You Are The Difference presentation will provide simple tools that will help a shopping centre manager to have a more positive and productive day... every day. It will highlight the benefits of focusing on the opportunities, the need to step outside the comfort zone and the importance a centre manager plays in the overall motivation of the people working throughout the shopping centre.

BCSC ACE Awards
Sponsored by



10.50 Refreshments and exhibition viewing

11.50 Breakout session 3

12.50 Delegates move back to main sessions

13.00 **Rethinking and refreshing our attitude to the environment**

Philippa Forrester, Television Presenter



As a busy TV presenter and keen environmentalist, Philippa looks at how everything we do - at work and at home - impacts on our world. Do we need to plan for 'Tomorrow's World', refresh our attitudes and Rethink Retail?

Summary

Michael Green, BCSC Chief Executive



13.35 Conference closes with lunch and exhibition viewing

15.00 Exhibition closes

The organisers reserve the right to make any changes to the programme, speakers and timings.



This year, you will again have the opportunity to attend three breakout sessions from the list below. Please refer to the website www.bpsc.org.uk/scm for the scheduling of the breakout sessions and ensure that you have indicated your chosen options on the online booking form.

1. Making your shopping centre sustainable: Simple ways to reduce your environmental impacts

Paul Cornes, Sustainability Director, PRUPIM

There are approximately 1.8 million non-domestic buildings in the UK and 24 million dwellings. Together, these buildings account for:

- 44% of CO2 emissions
- 62% of waste generated
- 60% of water used

This workshop will explore low and no-cost options to reduce your centre's environmental footprint, illustrated by successful case-studies from the UK. The workshop will also provide an opportunity for discussion.

2. Retail manager liaison

Richard Exton, Customer's Relationship Manager, Meadowhall

This breakout session is based on an actual scenario where a major incident occurred in a shopping centre resulting in temporary closure of the centre. The session will discuss experiences and lessons learnt by the centre management team and show how positive retailer relations helped to overcome a very difficult situation.

3. Getting the best out of your agency

Geoffrey Bean, Partner, Tomlin Bean
Nick Tomlin, Partner, Tomlin Bean

This informative and interactive seminar gives useful tips on how shopping centre managers, asset managers and marketing professionals can improve the quality and cost-effectiveness of their agency's creative output. Areas covered include briefings, meetings, reporting and budgeting. Come with a blank sheet of paper, a pen and an open mind.

4. Asset management and the New Lease Code

Charles Woollam, Director, DTZ

In a fully interactive session, delegates are invited to tackle an everyday management situation at a shopping centre and formulate a strategy to extract best value for the owners. This lively and informative session will also highlight the limitations and opportunities embedded in the *Code for Leasing Business Premises in England & Wales 2007* (more commonly known as The New Lease Code).

5. Environmental lease obligations for landlords and tenants - who pays?

Lisa Barge, Partner, Real Estate Litigation, Eversheds LLP
David Feist, Associate, Real Estate Litigation, Eversheds LLP

Paul Moorcroft, Partner & Head of Real Estate Litigation, Central Region, Eversheds LLP

What, if anything, are landlords entitled to ask of tenants to ensure retailers operate their premises in a way which addresses environmental and sustainability concerns? What are tenants entitled to expect of landlords? Critically, when procuring services, what if the environmentally friendly way of doing things is not necessarily the cheapest? What, in terms of upcoming legislation or legislative proposals, will set the agenda for change in this area over the coming years?

6. Retail crime: Whose problem is it? Creating safer shopping environments

Anne Tate, Chief Executive, Northumbria Coalition Against Crime
Rick Ball, Community Safety Sergeant, North Yorkshire Police

This session challenges our views that crime is only a problem for police to deal with. Through interactive role-play, we examine the scale and organised nature of retail crime, how retail environments contribute to the problem, why crime isn't being reported, and how this impacts on customers and staff. We draw on case studies and the audiences' personal experiences to illustrate how simple information sharing processes can be effective in reducing crime, violence against staff and anti-social behaviour, and how a new National Intelligence Sharing Alliance can benefit us all by creating safer shopping environments for customers, safer working environments for staff and by protecting profits and investments.

7. Crisis management best practice: How to protect your people, your customers and your reputation

Eddie Bensilum, Director, Regester Larkin
Anna Stewart, Managing Partner, Centre for Crisis Psychology

Katherine Williscroft, Consultant, Regester Larkin

This fast-moving, interactive workshop will explore and discuss best practice in response to a catastrophic event at a shopping centre. Facilitated by crisis management and trauma care experts, delegates will gain practical experience and advice including how to balance challenges and potential conflicts when managing a crisis e.g. legal v communications and internal organisational/business pressures v external perceptions and attitudes. Delegates will also gain an understanding of the importance of providing trauma support for customers, employees and concerned relatives.

8. Commercialisation: Enhancing the customer experience or adding value for the asset owner - an overview of the history and future of commercialisation

Byron Lewis, Lewis Commercialisation

Over the past five years the commercialisation of shopping centres in the UK has experienced exponential growth and is now considered a core part of asset and property management. There are many implications as a result of this growth. This session is designed to provide background and insight in the development of commercialisation and in particular will present how future commercialisation trends can be successfully integrated into strategic asset planning while maintaining a harmonious balance among retailer relationships, customer experience and owners interests.

9. Freight consolidation and remote storage

Richard Jones, Technical Director, WSP Development and Transportation
James Outterside, Engineer, WSP Development and Transportation

This session focuses on the emerging Freight Consolidation and Remote Storage Research Study, that is being conducted in collaboration between the British Council for Shopping Centres and WSP Development and Transportation. This study investigates the applicability of freight consolidation to modern shopping centres, particularly in town and city centre environments. The benefits which freight consolidation can bring to the design and operation of shopping centres will be discussed during the session and feedback incorporated within the emerging study.

The organisers reserve the right to make any changes to the workshop programme, speakers and timings.

DELEGATE INFORMATION

NEW FOR 2008!

Special Fee

For the first time any number of special fee bookings can be made in conjunction with just one category 1 delegate booking - quick, grab your colleagues!

Asset Managers and Surveyors

Asset managers and surveyors working for shopping centres can now book at the special fee if attending with a category 1 paying member from that shopping centre.

How to register

To register for the conference, please complete the online registration form at www.bcsc.org.uk/scm. Once you have registered, confirmation of your booking will be emailed directly to you with further instructions following at least two weeks prior to the event.

Conference fees

The conference fee includes all aspects of the event:

- Entrance to all conference sessions
- Entrance to the exhibition
- Entrance to three breakout sessions
- Refreshments during registration and scheduled coffee breaks
- Lunch on 4 and 5 March
- One ticket to the conference dinner on 4 March.

The conference fee does not include attendance on a study tour, which must be booked separately.

There are four types of fee categories:

1. Shopping centre management

Sliding scale fees are based upon the size of your centre using information from BCSC and EGI. These fees apply only to staff employed directly by a shopping centre (eg shopping centre manager, marketing, operations, facilities etc).

2. All other delegates

All other delegates pay the standard fee rate. Such delegates may be those who work for owners, managing agents, commercial organisations or are from retailers or suppliers etc.

3. Special fee

The named delegate types below qualify for delegate bookings at the special fee if made in conjunction with one category 1 delegate booking. Any number of special fee delegate bookings can be made in conjunction with just one category 1 delegate booking.

- Shopping centre management colleagues from the same shopping centre ie marketing, operations, facilities etc.
- Asset managers/surveyors directly linked to that shopping centre
- Town centre management attending with a member of their local shopping centre management.

Other special fee qualifiers

- BCSC Shopping Centre Management Diploma students who start year 1 or 2 of the diploma course in 2008.

4. Early bird BCSC members

BCSC members can enjoy a 10% discount on category 1 or 2 delegate bookings if the booking is made and payment taken before 5pm on Friday 14 December 2007. NB: this does not include a discount on study tour bookings or additional conference dinner tickets.

FEE CATEGORIES		FEE	
	Square feet	BCSC member	BCSC non-member
1. Shopping centre management	<150,000 sq ft	£360 + VAT = £	£440 + VAT = £
	150,000 - 300,000 sq ft	£420 + VAT = £	£499 + VAT = £
	300,000 - 550,000 sq ft	£510 + VAT = £	£599 + VAT = £
	550,000 - 850,000 sq ft	£560 + VAT = £	£640 + VAT = £
	> 850,000 sq ft	£650 + VAT = £	£720 + VAT = £
2. All other delegates		£650 + VAT = £	£720 + VAT = £
3. Special fee		£330 + VAT = £	£410 + VAT = £
4. Early bird BCSC members (valid until Friday 14 December 2007)		10% discount on fee category 1 and 2 bookings	N/A
Study tour places		£60 + VAT = £	£60 + VAT = £
Additional conference dinner tickets		£110 + VAT = £	£110 + VAT = £

CONFERENCE WEBSITE
Please visit the conference website at
www.bcsc.org.uk/scm for all the up-to-date event
information including speaker and exhibitor updates.

REGISTER
Register now online at www.bcsc.org.uk/scm

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BCSC // CEM SHOPPING CENTRE MANAGEMENT CONFERENCE AND EXHIBITION
MON 3 - WED 5 MARCH 2008
// MANCHESTER CENTRAL

Study tours

There is a fee for attendance on a study tour of £60.00 + VAT. This includes transport (where applicable), lunch and all refreshments. Please be aware that places on the tours are limited and will be allocated on a first come, first served basis.

Breakout sessions

Session places will be allocated on a first come, first served basis. Once you have registered, if you find you are no longer able to attend any of the sessions or if you wish to alter your choice, please advise BCSC as soon as possible by email to events@bcsc.org.uk this will enable your place to be re-allocated.

Additional conference dinner tickets

One dinner ticket is included in the delegate fee. Additional tickets can be purchased at £110.00 + VAT per person. Please indicate how many extra tickets you require at the time of registration.

Accommodation

Marketing Manchester has been appointed as BCSC's official hotel reservation agency for this event. You can book your hotel reservation online at www.conferencebookings.co.uk you'll need to enter the event reference MNCSCM2008 or call Marketing Manchester directly on 08712 262 467.

Enquiries

For delegate booking enquiries please call 01677 458 913 or email events@bcsc.org.uk

Exhibition and Sponsorship Information

Exhibition

The exhibition that runs alongside the conference offers exhibitors unparalleled access to some 550 shopping centre managers and key decision makers in the retail property industry. The cost of exhibition space is £3,200.00 + VAT per 3m x 3m unit (with optional shell scheme).

To book your exhibition space, or for further details, please contact **Scarlett Hancock** on 020 7227 3462 or by email: scarlett.hancock@bcsc.org.uk

Sponsorship opportunities

Whatever your budget, there is a wide range of promotional opportunities available for this event. These include:

- Conference dinner - sponsored by Photo Me
- Registration desks, lanyards and delegate badges
- Conference stage set - Tuesday and Wednesday - sponsored by Promotion Space
- Programme cover wrap
- Sponsored keynote speaker - Richard Scase sponsored by Coverpoint Catering Consultancy
- Breakout sessions
- Delegate bag
- Eco-cabs
- Pocket guide
- Delegate passport
- Welcome party
- Conference dinner table gifts
- Delegate bag gifts
- Conference dinner table hosting
- Lunch on Tuesday and Wednesday
- Full page colour advert in the conference programme
- Pens inserted into delegate bags
- Charity prize giveaway

Photo Me

PromotionSpace

COVERPOINT
CONSULTANCY

For further information about sponsorship, please contact **Emma Dearn** on 020 7227 3457 or by email: emma.dearn@bcsc.org.uk

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RETHINK RETAIL

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MON 3 - WED 5 MARCH 2008
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BCSC would like to thank the following companies who have pledged their support to the BCSC/CEM Shopping Centre Management Conference and Exhibition:

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