



ICSC European Marketing Conference

6-8 April 2011

Marmara Taksim Hotel, Istanbul, Turkey

Successful Marketing Means Business

Rise to marketing challenges by hearing from the experts how to:

- Achieve instant return on investment
- Combine email and Social Media to drive revenue
- Benefit from PR

Guest speakers include:

Avi Alkas, SCMD, SCSM, CLS, Chairman, Jones Lang LaSalle

Joan Rouras Rodriguez, Head of International Retail, Desigual

Yilmaz Yilmaz, KOTON

Have your say by joining the ICSC European Marketing Group on LinkedIn

“Last year’s presentations were very innovative particularly about how sound and scents influence consumer behaviour, which was truly eye opening.”

Aniko Kostyal
Expansion Director,
Northern Central &
Eastern Europe, MANCO

ICSC European Partners



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Successful Marketing Means Business

Are we doing all we can to drive sales and visits or are we relying on tried and trusted methods? Do we need to review our marketing techniques? Is Social Media the answer? Who are the new leaders in this field? If you are interested in this and more topical subjects, you and your colleagues must join us in Istanbul in April.

About ICSC

The International Council of Shopping Centers (ICSC) is the global professional and trade association for the shopping centre industry. We are a not-for-profit organisation with over 60,000 members from more than 80 countries worldwide. Our members include shopping centre owners, developers, investors, lenders, retailers, managers, marketing specialists, leasing agents, researchers, architects, contractors, consultants, brokers, academics and public officials.

WHO SHOULD ATTEND?

- Shopping centre marketing and management professionals.
- Asset management executives seeking to identify the latest marketing information available in the industry.
- Representatives of advertising agencies, marketing campaigns and other services.
- Retailers involved in the real estate marketing functions.
- Any shopping centre professional who wants to learn about practical techniques, innovative strategies and trends affecting customer behaviour.

AND WHY ATTEND?

- Learn from the best in your industry about what role research plays in marketing.
- Learn about online retailing.
- Find out if there is a difference in marketing to different cultures and audiences.
- Hear all about the future trends.
- Network with fellow-professionals from across the continent; making new contacts and exploring new and exciting business opportunities.

PROGRAMME PLANNING COMMITTEE

Hazel Weinberg	Chair of the Programme Planning Committee, Director, HW Business Marketing Consultancy, United Kingdom
Paulo Alves	Regional Manager New Business, Marketing & Communication, Multi Mall Management, Portugal
Michelle Buxton	Group Managing Director, Toolbox Marketing, United Kingdom
Kersten Rosenau	Managing Director, First Christmas by ROSENAU GmbH, Germany
Anita Stampfl	Senior Manager Communications & External Relations, MK Illumination, Austria
Carlo Verhart	Head of Communications, MAB Development, Netherlands

LOCAL HOST COMMITTEE

Pinar Saklıyan Koçali	Chair, Corporate Communications & Marketing Manager, Redevco
Joao Xavier	Vice Chair, Managing Director, Multi Corporation
Ülker Melek	Marketing Manager, Jones Lang LaSalle
Tuğçe Vargel	Marketing Associate, Corio

EVENT SPONSORS



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ICSC European Marketing Conference 6-8 April 2011

Programme

DAY ONE WEDNESDAY 6 APRIL 2011

13.00 REGISTRATION OPENS

14.00 WELCOME TO THE CONFERENCE

Hazel Weinberg, Chair of the Programme Planning Committee, Director, HW Business Marketing Consultancy, UK

Mehmet T. Nane, Chairman, Turkish Council of Shopping Centers & Retailers (TCSCR), General Manager, TEKNOSA, Turkey

Conference Facilitator:

Eileen Connolly, Managing Director, MadisonSoho, UK

14.10 The Consumer is Becoming Bored with Shopping Centres....What is Your Next Move?

- Owning your retail space
- Delighting the customer
- Providing a value experience

John Stanley, John Stanley Associates, Australia

15.10 NETWORKING BREAK

15.30 Successful Marketing Means Business

Synergy between retailers, developers and shopping centre management in bringing the brand together.

Panellists:

Avi Alkas, SCMD, SCSM, CLS, Chairman, Jones Lang LaSalle, Turkey

Michelle Buxton, Group Managing Director, Toolbox Marketing, UK

Tony de Graaf, Director of Mall Management, Redevco, Turkey

Joan Rouras Rodriguez, Head of Real Estate, Desigual, Spain

Jacques Sinke, Director of International Retail, MAB Development, the Netherlands

Moderator:

Eileen Connolly, Conference Facilitator, Managing Director, MadisonSoho, UK

16.30 THE DIGITAL CHALLENGE

From websites to social media, how can shopping centres learn from digital brands in order to maximise their performance.

Isabelle Ratinaud, Marketing Director, Monster UK & Ireland

16.55 END OF DAY ONE

17.00 WELCOME RECEPTION



Akmerkez



Kanyon

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Programme

DAY TWO THURSDAY 7 APRIL 2011

08.00 REGISTRATION OPENS

09.00 Retail 2020: Implications of Marketing and Commercialisation of Shopping Centres

- The future of retail real estate – what's in store?
- Have shopping centres truly embraced the impact of technological change on its customer base?

Panellists:

Avi Alkas, SCMD, SCSM, CLS, Chairman,
Jones Lang LaSalle, Turkey

Zoe Nicholls, Head of Retail Marketing,
Jones Lang LaSalle, EMEA

Koray Özgül, CEO, Corio, Turkey

Yilmaz Yilmaz, KOTON

Moderator:

Eileen Connolly, Conference Facilitator,
Managing Director, MadisonSoho, UK

10.15 NETWORKING BREAK

• • • CONCURRENT SESSIONS • • •

11.00 BREAKOUT SESSION 1

Future Trends

Kathrine Heiberg, CEO, ReTeam, Denmark

11.00 BREAKOUT SESSION 2

Multi-channel Growth

Stephen Brown, Head of Marketing
Hammerson, UK

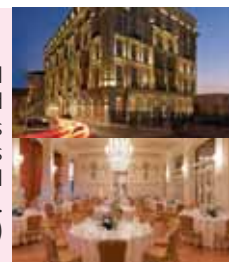
11.00 BREAKOUT SESSION 3

PR Benefits

Nick Thornton, Director, Klein O'Rorke, UK

20.00 GALA DINNER

The Gala Dinner will be held at **Pera Palace Hotel, Beyoğlu**. Built in 1892, this historical and architectural gem is a wonderful interaction of Art Nouveau, Neo-classical and Oriental styles. Offering magnificent views of the Golden Horn, the hotel hosted passengers from the Orient Express. The Gala Dinner promises to be a fabulous evening and tickets will be available on a first-come, first-served basis. **Transport:** A shuttle bus transfer will be provided from and to the Marmara Taksim Hotel to the ICSC Gala Dinner Venue. **Dress code:** Evening dress recommended. (Abendgarderobe/Tenue de soiree/Traje de noche)



11.00 BREAKOUT SESSION 4

Neighbourhood Centre:

Business as usual?

- Challenges with competition
- Making most of your limited budget

Zafer Baysal, Member of the Board,
Renaissance Holding, Turkey

12.00 BUFFET STYLE LUNCH

13.15 BREAKOUT SESSIONS 1-4

Details as above

14.15 NETWORKING BREAK

15.00 Combining Email and Social Media to Drive Revenue

Tamara Gielen, Email Marketing Consultant,
Belgium

15.45 CLOSING REMARKS

Hazel Weinberg, Chair of the Programme
Planning Committee, Director, HW Business
Marketing Consultancy, UK

16.15 COCKTAIL RECEPTION

16.45 SOLAL MARKETING AWARDS 2011

The Solal Marketing Awards will give a brilliant insight into the best of retail marketing across Europe.

Jacques Sinke, Jury Chair, Director of
International Retail, MAB Development,
the Netherlands

18.00 END OF DAY TWO

DAY THREE FRIDAY 8 APRIL 2011

Shopping Centre Tour

09.00 MEET AT HOTEL LOBBY

09.45 AKMERKEZ

11.00 KANYON

12.15 ISTINYE PARK

14.30 FORUM ISTANBUL

15.30 AIRPORT/HOTEL DROP-OFF



Istinye Park



Forum Istanbul

Registration Form

6-8 April 2011

Marmara Taksim Hotel, Istanbul, Turkey

Four easy ways to register

 www.icsc.org/2011EMS  +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

For further information on registration and membership please contact the team on +44 20 7976 3102 or icsc.europe@icsc.org

Deadlines

To qualify for the advance registration discount, we must receive your payment by **4 March 2011**. For your name to appear in the main list of delegates, we must receive your registration and payment by **31 March 2011**.

Delegate Registration

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

Registration Options

Advance Registration (before 4 March 2011)

Discounted Member fee €640.00

Non-member fee €820.00

Standard Registration (from 4 March 2011)

Discounted Member fee €820.00

Non-member fee €920.00

Group Discounts 10% discount for three or more delegates if registered and paid for at the same time.

ICSC Membership To qualify for the discounted member fee, each registrant must be an ICSC member.
 See separate form for details and apply to join ICSC.

Breakout Sessions

Please indicate which two sessions you would like to attend.

11.00 AM ☐ **Future Trends** ☐ **Multi-channel Growth** ☐ **PR Benefits** ☐ **Neighbourhood Centre: Business as usual?**
13.15 PM ☐ **Future Trends** ☐ **Multi-channel Growth** ☐ **PR Benefits** ☐ **Neighbourhood Centre: Business as usual?**

Optional Events

Please tick below if you are interested in any of these events:

Welcome Reception Wednesday, 6 April 2011 (included in the delegate fee)

Solal Marketing Awards Ceremony Thursday, 7 April 2011 (included in the delegate fee)

If attending the Solal Marketing Awards Ceremony only

Discounted Member fee €60.00

Non-member fee €80.00

Gala Dinner Thursday, 7 April 2011

Please book me _____ tickets at €160.00 (per ticket)

Please book me a table (10 tickets) €1,440.00 (per table)

Shopping Centre Tour Friday, 8 April 2011 (included in the delegate fee)

Conference Hotel

To make your hotel reservation, please visit www.icsc.org/2011ems on the right side of the page under Quick Links, click on Book Hotel Now. There you will find the description of the hotel and the electronic form, which features live inventory within the group block. Once your reservation is submitted, you will receive an immediate confirmation via email to the email address you provide.

Payment Summary

Please add together your sub-totals from previous sections and write the final total here:

Total Payment

Payment Details

☐ 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

Cardholder's Name _____

Card Number

Expiry date _____

Cardholder's Signature _____

Cancellations/substitutions

Fees will be refunded in full if cancellation is received by 4 March 2011. Refunds on cancellations received between 7 March and 21 March 2011 will be subject to a 50% charge. After 21 March 2011, no refunds will be given. All requests for refunds must be received by ICSC in writing. Substitutions can be made at any time.

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.