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MALL MANAGEMENT MASTERCLASS

KISH ISLAND, IRAN: 24th – 25th SEPTEMBER 2020



Investment Analysis

Sustainability Practices

Retail Property Technologies

Shopping Centre Economics

Mall Design & Repositioning

Centre Management Essentials

Retailer Sales Growth Strategies

Property Management Practices

Marketing and Commercialisation

Leasing and Tenant Mix Modelling

Public Safety and Risk Management

MALL MANAGEMENT
MASTERCLASSES

International Leadership Programme
For Retail Property Professionals

DISCOVER THE LATEST IN RETAIL PROPERTY MANAGEMENT INNOVATION

Join us in Iran this September (24th-25th) for our two-day CPD certificated masterclass in mall management innovation. Mall Consultants and IranShop have joined forces to bring you insight and understanding of the latest international industry advances. Learn from evolutions in Retail-tainment, Experiential and Customer Experience from Europe, Asia and the Middle and Far East. With case studies, industry guest speakers and networking break-out sessions, this enjoyable short course will give you invaluable knowledge from mall professionals specialising in operations, leasing, marketing and development. If you want your mall to be the best – then you can't afford to miss this intensive short-course.



WHO SHOULD ATTEND

Shopping Centre Managers and Directors ★ Property Managers
Facility Managers ★ Asset Managers ★ Developers ★ Architects
Marketers ★ Leasing Professionals ★ Retailers ★ Contractors

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IRANSHOP

22-24 Sep. 2020 | Kish Island - Iran



DAY ONE

DAY TWO

09:00 SHOPPING CENTRE MANAGEMENT FUNDAMENTALS

A history of the development of shopping centres and an overview of the industry today with case studies on successes and failures. We examine the merits of varying management practices, and the finance, skills, duties and responsibilities of key human resources.

We also look at the main design features of malls and the effect differing layouts have on customer behaviour and retailer sales. We cover refurbishment, extensions and tenant fit-out processes.

10:30 COFFEE BREAK

11:00 RETAIL PROPERTY INVESTMENT DRIVERS

An analysis of the complex investment objectives of retail property and how they differ from other forms of investment.

We look at the key investment drivers including valuation methods, the interrelationship between yield, rental growth, capital values, occupancy cost ratios and service charge apportionments.

Shopping malls occupy a strategic place within towns and cities and we study how effective corporate responsibility and stakeholder engagement will enhance the value of the brand and the asset.

13:00-14:00 LUNCH

14:00 RETAIL-TAINMENT – THE NEW SPECIALITY LEASING

Speciality leasing is not just another way for malls to increase their NOI through commercialisation, but also to add some new, local and interesting retail to their merchandise mix, to introduce innovation, to create experience and to act as an incubator for new tenants. In this session we examine international case studies that demonstrate how commercialisation creates retail-tainment, increases dwell-time though enhanced customer experience, and ultimately increases the capital value of the asset.

15:00 HOW PROPERTY MANAGERS CAN DRIVE INCOME

The primary role of centre management is to support the growth of retailer sales and as a prelude to our expert panel discussion we examine how the development of customer experience programs can help increase retailer income and enhance asset value.

This session also examines business planning and how efficiencies in utility and environmental management, service charge management and corporate social responsibility can enhance asset value.

16:00 COFFEE BREAK

16:30 PROJECT WORK – TENANT MIX EXERCISE

Using the learning outcomes from the day's lectures, delegates will work on a leasing tenant mix strategy to prepare for a practical exercise the following morning. Delegates will experience how to create a functioning mall using a combined understanding of retailers' sales strategies, mall design, footfall generators, tenant leasing requirements and retailer zoning. Delegates will analyse the resulting data from the virtual mall they have created to evaluate their creativity.

09:00 LEASING, TENANT MIX STRATEGIES & RETAILER LIAISON

In this session we appraise current bricks & mortar and digital retailer developments across the globe and in particular how food and beverage has become the key to successful leasing.

We take a practical look at tenant mix strategies, incorporating delegates' knowledge of movement generators, experiential factors and design, layout and dwell-time motivators.

We also look at stress-testing a variety of lease and rent formats and discuss the key processes and basics of lease negotiation.

10:30 COFFEE BREAK

11:00 MARKETING AS EXPERIENCE ENRICHERS

We study a number of strategic marketing plans as case studies for shopping centre launches and ongoing campaigns. We look at how mall marketing plays a direct role in growing the sales of the retailers who have invested in the shopping centre.

Delegates will develop an insight into how marketing has evolved a 'retail-tainment' specialism, with case studies from the Far East, Middle East and China. This session is not to be missed..

LUNCH 13:00-14:00

14:00 PUBLIC SAFETY, RISK MANAGEMENT AND SECURITY

Through risk analyses this session scrutinises how good crisis management we can make shopping malls safer, mitigating losses, reducing shrinkage and enhancing public safety during high national levels of security.

We also review of latest technological developments in shopping centres covering path intelligence, security systems, car park operations, delivery coordination, access control and building management systems.

15:00 IN DIFFERENTIATION LIES THE PATH TO PROGRESS

The 21st century volatile retail environment is more fast-paced, competitive and unpredictable than ever before. As a result, there has never been a greater need to stay relevant and ahead of the game as opposed to simply keeping up. Being better than 98% of the competition is no longer good enough because every single one of your competitors is just a click away. This session takes you on a journey to differentiate your business from the competition.

16:00 COFFEE BREAK

16:30 GLOBAL REVIEW & GLOSSARY OF ESSENTIAL PROCESSES

We conclude our two day Masterclass with a review of shopping centre best practice from around the world. We look at the newest, largest, most diverse, most innovative and best malls by region.

We evaluate the glossary of retail property management processes that are essential for delegates to be able to add value to their schemes.

Our two-day Mall Management Masterclass covers the essentials of retail property management, leasing, asset management, commercialisation, retail-tainment, marketing and the latest innovations on the shopping centre industry. Fee includes lunch and refreshments over two days and all course material.

Fee: €350 per delegate

To book visit: www.iicic.com/iranshop

Each delegate receives a 150-page study material booklet



Early Bird Discount of €50 if booked before 20th August