



retail property analyst

THE iGENERATION: The quick and the dead **201 Bishopsgate . 23 October 2014**

Sponsored by: TH Real Estate

8.30-9.15 REGISTRATION AND BREAKFAST

9.15-9.25 WELCOME AND OPENING REMARKS

Mark Faithfull, Editor, Retail Property Analyst

Mike Sales, Managing director and CIO, TH Real Estate

THE OVERVIEW SESSION

9.25-9.50 FORMAT: The shop of the new

Just what are shops for anyway **Alex McCulloch of CACI** looks at how the role of store space is being repurposed in a changing world and considers where the opportunities and challenges lie for the high street, retail parks and shopping centres.

9.50-10.20 RETHINKING RETAIL: The store's the star

The rules and roles of store-based retailing are changing as convergence continues to reshape the industry. **Mark Faithfull** reports back from the World Retail Congress on some surprising conclusions on the future direction of omni-channel retailing.

10.20-10.45 THE iGENERATION: Investing in an omni-channel world

No longer the future, the omni-channel age is now well and truly embedded in contemporary retailing. **Paul Nichols of TH Real Estate** looks at how the investment picture is shaping up across Europe, the US and Asia.

10.45-11.15 REFRESHMENTS AND NETWORKING

THE BIG CHALLENGE SESSION

11.15-11.45 CONVERGENCE THEORY: Tech meets location

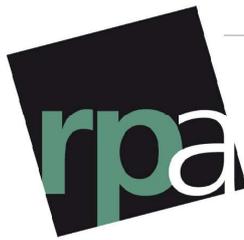
The increasingly blurred lines between physical location and digitally enhanced spaces have created enormous opportunities to marry the best of technology with destinations where

people can come together. **James Dearsley, Founder of The Digital Marketing Bureau**, looks at some of the breakthrough technologies.

11.45-12.45 DRAGON'S DEN: Amazing concepts for a new world

Companies at the cutting edge of new ideas present their thinking and you the audience get the chance to quiz them about the technologies to back. Presentations include **Viewsy, Eccomplished, Geemo, AI Solve**

12.45-13.45 LUNCH BREAK AND NETWORKING



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THE COOKED UP IN THE LAB SESSION

13.45-14.15 ONE TO ONE: Disrupting the future

Angela Maurer of TescoLabs looks at how the UK's biggest grocer had embraced innovation and created a new model to develop, nurture and implement new ways of retailing.

14.15-15.00 THE FUTURE OF STORES: Retailing's new age

What are the challenges of adapting to an omni-channel world, and how might this affect property strategies. Our panel sets out the retailer perspective and considers the consumer imperatives against which the mall owners are operating. **My High St, Galeries Lafayette, Avenue Imperial, TescoLabs, Somo, TH Real Estate**

15.00-16.00 LABS: The digital zeitgeist

As digital innovation becomes a pivotal mechanism for delivering differentiation, some of the most forward-looking operators discuss the role of their Labs and innovation. Speakers include **Bikini Berlin, Sonae Sierra, ECE, Appear Here**

16.00-16.10 SUMMING IT UP: What did we learn today?

Mark Faithfull, Editor of Retail Property Analyst, provides a quick summary.

16.10-17.00 DRINKS RECEPTION