

THE FUTURE OF RETAIL DESTINATIONS

201 Bishopsgate – 11.07.19

Sponsored by: Nuveen Real Estate

8.45-9.15 REGISTRATION AND BREAKFAST

9.15-9.30 WELCOME AND OPENING REMARKS

Mark Faithfull, Editor, Retail Property Analyst

Myles White, Head of European Retail, Nuveen Real Estate

QUESTION TIME

9.30-10.00 RETHINKING RETAIL: Can we redefine retail for 2020 & beyond?

Retail and creating great destinations has never been more complex, with so many factors involved in unpicking the trends, the changes in consumer behaviour, buying power and values. In this session **Stephen Mader of Kantar** looks at how retail needs to adapt for the 2020s.

10.00-10.20 RETAIL'S GOT TALENT: Creating teams for new retail

The skills required to develop, manage and operate retail destinations have changed out of all recognition. While some traditional skills remain important, **Chantal Clavier of Heidrick & Struggles** asks how we equip companies with the talent needed to take retailing forward beyond 2020?

10.20-10.40 AGE OF CHANCE: Why are we ignoring the people with the cash?

Retail is obsessed with millennials and Gen Z, yet often those with the most disposable cash are mature shoppers, who seem increasingly marginalised by brands and yet have become skilled technology adopters. **Irene Maguire of Caulder Moore** considers whether we should recalibrate destination positioning.

10.40-11.00 CVAS: Is there a better way?

CVAs – a little known administrative device just a few short years ago – have become symptomatic of the ills of retail relationships. With few signs of any let up in the controversy over their use, **Deloitte director Gavin Maher** looks at whether there is an alternative way of moving forwards.

11.00-11.30 REFRESHMENTS AND NETWORKING

NEW RETAIL

11.30-12.10 DESTINATION NEXT: Making shopping great again

Retail is no longer the anchor to development in the traditional sense. **Our panel, led by Myles White, head of retail, Nuveen Real Estate**, explains just what the new retail, work and leisure mix needs to look like and examines how as an industry we create purposeful places and keep them vibrant and interesting. **The panel includes: Rochelle Burgess, Edinburgh St James; Louise Ford, We Are Placemaking; Ed Corrigan, Nuveen Real Estate**

12.10-12.30 MARKETING: Stories with a happy spending

At a time when retail destinations need to differentiate themselves from not only online shopping but also each other, is enough being spent telling the right story to retailers and shoppers? **Chloe Keith of Toolbox Marketing** considers whether the message is being prioritised enough.

12.30-12.50 AMAZING PLACES: How food halls captured the moment

While casual dining may have been through some of the same pain points as retail, food halls have become a global phenomenon. With its first London site confirmed, **Jessica Parrish of TimeOut Markets** outlines how they have resonated with audiences worldwide.

12.50-13.00 SUMMARY: Mapping the future

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

13.00-13.45 LIGHT LUNCH AND NETWORKING