

iGEN: Time for Retail's Roaring Twenties

201 Bishopsgate – 28.11.19

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

SESSION 1: CONSUMERS

9.30-10.00 MODERN LIVES: Work, live, shop

Microsoft's new European flagship in the heart of London is not only reflective of its own business eco-system but also represents a sea change in the way we live, work and shop. **Lara Marrero, of Gensler**, who led the Microsoft project, explains why our blended and digitally-influenced lives are increasingly shaping why, how and where we spend time.

10.00-10.25 REFRAMING: Why good guys will win

Ethics in retail have never been more important and as brands and retailers grapple with the new reality and compete with ethics-based newcomers, **Nils Rage of Landsec** looks at the role of the real estate industry and how innovation can bring new opportunities.

SECTION 2: BUSINESS

10.25-10.50 INVESTMENT: Show me the money

As retailers and shopping centre owners reassess the role of the store and physical places, **Denizer Ibrahim of LGIM** considers why investors and developers need to step back from traditional metrics and reset how schemes are conceived, operated and run for the long-term.

10.50-11.15 SUSTAINABILITY: Green means business

A lot has been discussed about sustainability but an increasingly discerning and activist consumer base now expects the businesses they use to reflect their own ethical values. **Munish Datta from the UK Green Building Council** explores how companies can implement genuine sustainability programmes to create positive change.

11.15-11.40 REFRESHMENTS AND NETWORKING

SESSION 3: DIGITAL INNOVATION

11.40-12.05 LOCATIONS: Space, place and the digital inside

Retail-led development has been all but replaced by multi-use, experiential locations targeting visitors for everything from culture to co-working, a night out to a night in a hotel. **Nuveen Real**

Estate examines the role of technology within contemporary centres and what digital innovation is most likely to deliver on consumer expectations.

12.05-12.30 GAMING: Reaching out to generation X Box

The incredible global success of e-sports and gaming has captured a generation and become a genuine phenomenon, yet is a genre largely ignored by retail destinations. **Nicky Wightman of Savills** explains why it's time to get in the game.

12.30-12.55 CONNECTIVITY: Driving change in transport

Not only are destinations changing, but the cities and urban locations in which they are set are changing too. With radical changes in connectivity – both digital and physical – **Mike Savage of Arup** considers how our technology-driven evolving cities will reshape retail and leisure.

12.55-13.00 SUMMARY: Mapping the Future

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

13.00-13.45 LIGHT LUNCH AND NETWORKING