



Increasing Footfall Through Effective Branding Strategies



A Two Day Workshop for Shopping Centre and Retail Professionals

MARCH 21 – 22, 2012
Dubai, United Arab Emirates

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RetailME
Business of Retail. Detailed.



Workshop Overview

Consumers today are sophisticated and owe no loyalty to a shopping centre or retail brand unless it offers a truly unique shopping experience. An innovative approach is to incorporate branding strategies to respond to consumer needs. Given its highly competitive nature, to succeed in branding, you must understand the needs and wants of your customers and prospects.



Branding can be especially important in the retailing industry as it influences customer perceptions and drives store choice and loyalty. It identifies and differentiates a product from other products. Your brand is derived from who you are, who you want to be and who people perceive you to be. An effective brand strategy gives you a major edge in increasingly competitive markets.

Using a detailed retail case study as the basis for learning, this highly interactive two day workshop will guide participants through a step-by-step process that will demonstrate how to build and strengthen a brand and will give insights on how to use innovation to respond to consumer needs. A must attend for shopping centre and retail professionals.

Benefits of Attending

By attending this program, shopping centre and retail professionals will understand that the right branding strategy will go a long way in attracting footfall and increasing retail revenues. Learn how to convert a strategic program into an actionable plan that ensures brand equity and sales growth.



Learning goals include:

- Using a retail case study, students will identify branding strategies and their importance relative to design and the development of a compelling customer experience
- Examine the driving forces behind how consumers shop and how to convert that behavior into sales
- Find out the best practices by “best-in-class” retailers and shopping malls
- Learn how to focus on communication channels that deliver the best ROI



Who Should Attend

This workshop is suited for shopping centre and retail industry professionals i.e. retail managers, marketing managers, mall/general managers, entrepreneurs, sales associates, brand managers, customer-service managers/executives.

Language of Instruction

The course will be facilitated in English.

Certificate of Attendance

Participants will receive a Certificate of Attendance on successful completion of the workshop.

Course Outline

Day 1: Building a Strategic Platform

This session will outline the core components of strategy as a methodology for business planning. The importance and role of the behavior of consumers as a key success factor will be examined and illustrated with the use of a modern brand platform. The session will conclude with a photographic review of excellence in retail environments around the world and how these retailers and mall developers have applied best practices in both strategy and branding.

Retail Strategy Development

- Current situation overview
- Core components of retail leadership
- Differentiating between strategy and tactics
- A retail strategy framework

Consumer Behavior and Marketing

- Brand = Trust
- Converting consumer behavior into sales opportunities
- Creating differentiation
- A retail brand platform
- Photographic examples

Design Trends - Ideas and Innovation

- Important current trends in retail design
- 6 big ideas
- Innovation criteria and truths
- Photographic examples

Group work session/group discussion will be conducted at the end of each topic

Day 2: Converting Strategy Into Design

This session will look at the tactical application of strategy and design by explaining how to evaluate your current retail experience and create innovative design solution responses to consumer needs. We will also look at the various means of how communicating with your customer can take many forms and how to target your message in the channel that is most effective for your customer. Finally, the session will conclude with a workshop using a major international brand that will require the application of the lessons learned during the earlier sessions.

Retail Design Fundamentals

- Converting strategy into design
- Auditing your current state
- Key success factors of great retail design
- Case study: Apple
- The importance and challenges of innovation

Communications - Digital and Conventional

- Communications hierarchy and structure
- The importance of scale and content
- Digital opportunities
- The strength and weakness of social media

Workshop - Creating a Strategic Design Platform

- Converting business strategy into design strategy
- Components of a strategic program
- Difference between strategy and tactics
- Building a mock framework
- Representing the primary interests of the 3 stakeholders: CEO, CFO, and CMO

Group work session/group discussion will be conducted at the end of each topic

The program will be held from 9:00am to 5:00pm on both days and will include a networking lunch with welcome tea/coffee, mid-morning and mid-afternoon tea/coffee breaks.



Colin Beaton
Managing Director
Limelight Creative
Services

About the Facilitator

Colin Beaton is the Managing Director of Limelight Creative Services, a strategy-based retail design firm in Dubai, with a focus on business and brand fundamentals as the foundation for designing a customer experience.

Colin brings a 20 year record of success to Limelight including strategic consulting, design concept development, competitive analysis, brand positioning and program implementation for Fortune 500 retailers and brands in North America, Europe, China, the Middle East and South America, including WalMart, Suzuki, Ralston Purina, Loblaw's, General Electric and A&P.

Throughout his career, Colin has been active with international design associations, presenting his ideas on branding, marketing and design for high profile organizations such as the Middle East Council of Shopping Centres, Retail Council of Canada, National Retail Federation, the Food Marketing Institute, China Chain Store and Franchise Association, IIDEX/NEOCON, the India Retail Forum, and the International Council of Shopping Centers.



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REGISTER TODAY by faxing your application form to +971 4 3558818 • Email: register@mecsc.org

Please submit one form for each delegate, even if paying for a group. Photocopied forms may be used for additional delegates. Please complete all sections of this form using BLOCK LETTERS.

Mr/Mrs/Ms: _____

First Name: _____

Family Name: _____

Job Title: _____

Company: _____

Postal Address: _____

City: _____ Post Code: _____

Country: _____

Phone: _____

Fax: _____

Mobile: _____

Email: _____

Website: _____

MECSC/ICSC Membership No. (if member): _____

Business Activity: _____

Language of Instruction

The workshop will be conducted in English.

Cancellation Policy

If you are unable to attend, a substitute delegate may be arranged. For cancellations received in writing prior to March 7, 2012 full refund of amount received will be made after deduction of bank charges and US\$150 towards administration charges. 50% refund for cancellations received prior to March 14, 2012. No refund for cancellations received on or after March 14, 2012.

Accommodation - Hotel Reservations

Yes, I am interested to book my accommodation.

Please send me further details.

No, I will make my own arrangements.

Visas

Participants requiring visas are advised to apply for visas well in advance. MECSC will not take any responsibility for issuance of visas. Cancellations received due to the participants' inability to get visas will be treated as per the standard cancellation policy applicable, without any exceptions.

Group Discount

A discount of US\$ 50 per delegate can be availed for bookings of three or more participants from the same company.

Course Registration Fees

PLEASE REGISTER ME FOR THE WORKSHOP AS FOLLOWS:

Early Bird – Payments received on/before February 29, 2012

MECSC/ICSC Member US\$ 1,100 (AED 4,040)

Non Member US\$ 1,400 (AED 5,140)

Regular – Payments received after February 29, 2012

MECSC/ICSC Member US\$ 1,200 (AED 4,400)

Non Member US\$ 1,500 (AED 5,500)

*Non members can apply for MECSC/ICSC membership at the time of registration and can take advantage of the applicable member rate.

PLEASE REGISTER ME FOR MEMBERSHIP

MECSC/ICSC Annual Membership Fee US\$ 200 (AED 735)

I am currently not a MECSC/ICSC member. Please sign me up for membership.

*Membership is in the individual's name and not in the company's name.

Payment Options (Please tick your choice below)

Option 1 - Credit Card

Charge my Visa Mastercard Amex

Total AED: _____

Name (please print): _____

Card Number: _____

Expiry Date: _____

Signature: _____

Option 2 - Telegraphic Transfer (in UAE Dirhams)

To: Mashreq Bank, Burjuman Branch, Dubai, UAE
Account: Middle East Council of Shopping Centres
Account No: 0690 387476, Swift Code: BOMLAEAD
IBAN No: AE67033000010690387476

Payment should be made net of all bank charges & commissions. Please clearly mention the delegate name(s) on the transfer application and indicate that the transfer is for the MECSC Branding Workshop.

Option 3 (For Local UAE companies only)

Cheque / Bank Draft in UAE Dirhams made payable to Middle East Council of Shopping Centres.

Mail to: Middle East Council of Shopping Centres
PO Box 43972, Dubai, UAE.

Please clearly mention the delegate name(s) and indicate it is for the MECSC Branding Workshop. on the back of the bank draft.

Note: Program will be held subject to a minimum number of registrations and is subject to change without prior notice.

For all enquiries, please contact MECSC, 803 BurJuman Business Tower, P.O. Box 43972, Dubai, UAE
Tel: +971 4 359 7909 • Fax: +971 4 355 8818 • Email: register@mecsc.org • Website: www.mecsc.org