



# The ABC of Mall Management & Operations



**Two Day Management and Operations Workshop for  
Shopping Centre and Mixed-Use Development**

**MARCH 7 - 8, 2010**  
Burjuman Arjaan By Rotana  
Dubai, UAE

**MARCH 10 -11, 2010**  
Jeddah Hilton  
Jeddah, Saudi Arabia

## Overview

The function of the shopping centre management is to improve the value of the properties involved and to make money for the landlord. To do this successfully, managers need to be knowledgeable about their centres and to use the tools necessary to improve the net operating income and funds from operations of the business.

It is not uncommon to hear a manager refer to the property as “my centre” and it is this level of personal concern that sets in place a solid platform on which success for the owner, tenants and shoppers can be achieved.

This two day workshop for retail real estate industry professionals will discuss the fundamentals involved in managing the shopping centre and mixed-use developments.

Get a general understanding of what one must master in order to succeed. Find out how to address the daily issues a manager is facing to be able to perform a meaningful and productive work.

To be successful in today’s competitive atmosphere, managers must be aggressive, cost-conscious, creative and, above all else, entrepreneurial.



## Language of Instruction

The workshop will be conducted in English



## WHO Should Attend?

- Retail Real Estate Owners and Developers
- Mall Managers and Executives
- Operations Managers and Executives
- Asset Managers and Executives
- General Managers of Mixed-Use Property
- Junior Executives of Shopping and Office Complex
- Retail Real Estate Professionals involved in shopping centre management or mixed-used development



## Course Outline

- Manage by Walking Around
- Organisational Chart
- Operations and Maintenance Duties and Reporting Processes
- Life Safety
- Parking Lot Management
- Security Responsibilities
- Accounting and Finance Department
- Customer Service
- Team Building
- Marketing and Advertising and its Role
- Understanding the Key Terms of the Lease
- Leasing Responsibilities and Control
- Tenant Construction and Access
- Tenant Relations
- Percentage Rent and Sales Reports
- Those Difficult Scenarios That They Never Explained During the Job Interview



## About the Workshop Facilitator



**Eamon Kelly**  
CMD  
Consultant

**Eamon Kelly**, CMD has over 25 years of International experience in the field of Shopping Centre and Commercial Real Estate management. During that time he has held varied positions in this field in Canada and the Middle East.

He was the General Manager of the Kingdom Centre in Riyadh, Saudi Arabia. A mixed use development with a total of 300,000 sqm, the project features office tower, shopping mall, condominium residences and the Four Seasons Hotel. Prior to this, he was the Vice President and General Manager of Canada's premiere real estate complex "The Toronto Eaton Centre".

Eamon is the recipient of many awards, including awards from ICSC for operations and property management and the Marketing & Maple Leaf award. He is a practitioner of team building, training and individual decision making. His specialization is in the field of "Turnaround" which is maximizing the potential of under producing properties.

He is a member of the ICSC and is a recipient of the Certified Marketing Director designation from ICSC.



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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): \_\_\_\_\_

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### Cancellation Policy

If you are unable to attend, a substitute delegate may be arranged. For cancellations received in writing prior to February 21, 2010, 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 February 28, 2010. No refund for cancellations received on or after March 1, 2010.

### 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.

### Workshop Registration Fees

**PLEASE REGISTER ME FOR THE WORKSHOP AS FOLLOWS:**

Early Bird – Payments received on/before February 7, 2010  
 MECSC/ICSC Member US\$ 1,100 (AED 4,100)  
 Non Member US\$ 1,400 (AED 5,140)

Regular – Payments received after February 7, 2010

MECSC/ICSC Member US\$ 1,200 (AED 4,400)  
 Non Member US\$ 1,500 (AED 5,500)

\* Early Bird Rates are automatically generated by the system and hence, under no circumstances can be extended after the expiry of the Early Bird offer.

**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.

### 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 Centre, Dubai, UAE  
 Account: Middle East Council of Shopping Centres  
 Account No: 0690 387476, Swift Code: BOMLAEAD

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 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 Workshop on the back of the bank draft.

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

For all enquiries, please contact MECSC, PO Box 43972, Dubai, UAE  
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