



Successful Restaurant Leasing & Operations Techniques

One Day Workshop for Shopping
Centre, Mixed-Use Development &
Hospitality Industry Professionals

MAY 3, 2011

Pullman Dubai Mall of the Emirates
Dubai, United Arab Emirates



Workshop Overview

Whether in an airport, a mall or hotel, restaurants are essential to driving foot traffic and sales. Restaurants have the highest frequency of customer visits of any type of retail store. Yet, restaurant leases are complex and as a property owner there are many things you need to know in order to successfully lease space to restaurants and manage your relationships with these unique tenants.

Restaurants are more than just retail tenants. They are manufacturing facilities producing meals as their product. Such facilities have severe demands on logistics. They require substantial mechanical installations. Their consumption of water, sewer, electrical and gas make them incredible energy hogs. Restaurants produce more trash per dollar volume in sales, than any other tenant. Learn how to be prepared for their needs, their deliveries and their trash.

- What are the critical elements that make a restaurant a long term success?
- What keeps customers coming back?
- What are the seven critical questions customers ask themselves about a restaurant?
- What are the critical elements that distinguish between a restaurant being a destination or a parasite?

Different styles of restaurants are appropriate for different types of environments, and knowing which will work where is both an art and a science.

- What do shopping mall owners and managers need to know about restaurants and how to lease space to them?
- What do hotel owners and managers need to know about restaurant and how to lease space to them?
- How are these two property types different yet the same?

The answers to these and many other questions will be explained in detail during this one day workshop.

Language of Instruction

The workshop will be conducted in English.

Certificate of Attendance

A Certificate of Attendance will be given to each participant at the end of the course.

Who Should Attend?

- Leasing Managers/Executives
- Operations Managers/Executives
- Mall Managers/General Managers
- Mixed-use Developers/Management
- Retail Real Estate Management Companies
- Food Court Operators
- F & B Retailers
- Hospitality Managers/Executives
- F&B Managers/Executives
- Restaurant Owners/Managers/Executives
- F& B Consultants
- Industry professionals with an interest in F&B leasing & operations

How Will You Benefit?

- Discover critical elements that make a restaurant a success.
- Know how and what to negotiate in restaurant leases.
- Get real-world examples and practical solutions from a restaurant and retail specialist with over 30 years experience.
- Network and establish key contacts with professionals from the industry.
- Discuss opportunities, challenges and share best practices.

Course Outline

This workshop will give you the right tools to plan an effective and viable collection of restaurant tenants for any shopping or hotel environment using many real world examples.

This course will specifically:

- Examine and evaluate restaurant tenant lease terms and operating data.
- Show you how to accumulate consumer and trade area data and apply the findings properly.
- Arrive at a strategic and tactical process that helps the owner to make better merchandising and leasing decisions.
- Establish key operational and performance tracking metrics for restaurant tenants.
- Monitor the pulse of consumer patterns and preferences.
- Analyze sales potential relative to occupancy costs.

About the Facilitator



Paul G. W. Fetscher CCIM, SCLS is President of Great American Brokerage Inc., a New York based firm specializing in Restaurant and Retail development.

Great American Brokerage Inc. primarily serves as a consultant in retail and restaurant concept, design, and development and has performed this function in malls, specialty and entertainment centers, factory outlet centers, hotels and airports around the world.

Paul has been involved in the concept, design and development of numerous restaurant concepts. He has been a restaurant consultant in projects from throughout the United States and Canada to Hong Kong, Shanghai, Thailand, Paris, London, Dubai and many more markets.

Paul Fetscher holds the designation of a CCIM, (Certified Commercial Investment Manager) as designated by the National Association of Realtors. He is also a CLS (Certified Leasing Specialist) as designated by the International Council of Shopping Centers and has served on ICSC's test writing committee. He has been a guest columnist for Nation's Restaurant News, Dealmakers, Retail Vacancy Reporter, Entertainment & Specialty Projects Magazine, and others.



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May 3, 2011 • Pullman Dubai Mall of the Emirates, Dubai, United Arab Emirates

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 April 20, 2011 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 April 27, 2011. No refund for cancellations received on or after April 27, 2011.

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 April 20, 2011
 MECSC/ICSC Member US\$ 550 (AED 2,025)
 Non Member US\$ 850 (AED 3,120)

Regular – Payments received after April 20, 2011

MECSC/ICSC Member US\$ 650 (AED 2,385)

Non Member US\$ 950 (AED 3,485)

*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: BOMLAHAD

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 Restaurant Leasing 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 Restaurant Leasing 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, PO Box 43972, Dubai, UAE

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