



2012 ICSC/MECSC JOHN T. RIORDAN GLOBAL SCHOOL FOR PROFESSIONAL DEVELOPMENT



A 5 Day Intensive Program for Shopping Centre Professionals

LEVEL I & LEVEL II
June 10 - 14, 2012 • Dubai, UAE



Official Media Sponsor



Jointly organised by



ABOUT THE PROGRAM

The ICSC/MECSC Schools for Professional Development (Levels 1 & 2) are 5-day programs leading to an ICSC Certificate.

The programs cover a comprehensive, concentrated, rigorous course taught by prominent shopping centre industry experts from the USA, Europe and the Middle East who serve as faculty. It is designed to ensure that participants will learn how to develop, lease, market and operate a shopping centre successfully.

The program, scheduled over five days, provides powerful tools and what is learned in the classroom can be applied immediately when participants return to their work. To encourage dynamic interaction amongst participants and between the faculty and participants, participants will complete small assignments in small group meetings, review materials, discuss business problems and solutions and exchange ideas.

Disciplines include Management, Marketing and Leasing. Specifically, participants will be taught the fundamentals of operating a shopping centre more effectively as well as learn how the essential components fit, the basic principles of the art and science of merchandising, the economics and the leasing strategies to effectively impact the income and retail productivity of their centre.

The ICSC/MECSC John T. Riordan Global School for Professional Development offer participants the finest learning experience and an unmatched exchange of industry experts and executives from around the region.

Register early to secure your place.

LEVEL 1

Level 1 is designed for individuals with less than three years of industry experience.

Who Should Attend

- Shopping centre managers, assistant managers and operations managers with three or less years of industry experience.
- Individuals whose responsibilities are primarily in community centres or regional malls and who want to learn about other types of shopping centres.
- Leasing & Marketing directors considering expanding their responsibilities.
- Development officers, human resources directors, asset managers, investors, accountants and others in related disciplines, who are seeking general basic knowledge of shopping centre management.
- Every shopping centre professional who needs practical techniques for developing strategies that work.
- Retail real estate brokers and tenant representatives.
- Asset managers or chief financial officers, who are seeking practical techniques for developing strategies that not only enhance income but also have long-term benefits.

Curriculum

- Retailing Basics & Principles
- Basics of Leasing and the Lease Language
- Market Research
- Operations: Maintenance, Security and Risk Management
- Centre Merchandising and Tenant Mix
- Accounting Budgets & Lease Administration
- The Marketing Plan
- Consumer Marketing: Advertising, Sales Promotion, Community and Public Relations
- Shopping Centre Analysis

LEVEL 2

Level 2 builds upon the material taught in the first level, geared for individuals with three or more years of industry experience seeking to achieve a higher level of excellence.

Who Should Attend

- Seasoned shopping centre managers, marketing directors or leasing agents considering the redevelopment or re-merchandising of a centre.
- Corporate and regional management and marketing executives.
- Representatives of advertising agencies, promotion companies, consultants and other purveyors of shopping centre marketing campaigns and services.
- Brokers with three or more years of experience negotiating space as agents in shopping centres for owners or tenants.
- Experienced retailers with substantial responsibility for overseeing the real estate function of the company or active in negotiating leases with landlord representatives.

Curriculum

- Using Marketing & Research in the Leasing Process
- The Business Plan: Creating Maximum Value
- Advanced Leasing Strategies
- Advanced Marketing & Other Strategic Planning for Optimum Productivity
- Design: The Centre & Retailer
- Redevelopment & Refurbishment Priorities & Techniques
- Sponsorship and Alternative Revenue
- Shopping Centre Finance
- The Team Approach to Asset Management
- Redevelopment Analysis

The program will be held from 9:00am to 5:30pm on all five days and will include a networking lunch with mid-morning and mid-afternoon tea/coffee breaks.

ATTENDEE FEEDBACK

“MECSC training is a must for anyone involved in shopping centres. The whole team was great and delivery by the faculty was unmatched! I enjoyed the practical examples given and was able to relate. The wealth of knowledge and experience of the faculty was particularly impressive too. Well done and I look forward to level 2 of MECSC.”

“It was a very interesting and informative week. Thank you to all who shared their knowledge and experience.”

“I enjoyed learning from my peers’ experiences; networking; and gaining practical grounds in the industry. The school is very much helpful for certifications and career improvement.”

“I learned a lot. When you look at many factors in a different angle, it will change your perspective and decision making process.”

“The school helped us gain international knowledge and contacts. Great networking tool and the faculty is a wealth of knowledge.”

“Attending the school has widened my understanding of the shopping mall industry. I have come to appreciate the international standards of the business and will apply this in my mall.”

Language of Instruction

The course will be conducted in English

Certificate of Completion

Participants will receive a Certificate of Attendance on successful completion of the five day program.



REGISTRATION FORM

REGISTER TODAY

By Mail: MECSC, PO Box 43972, Dubai, UAE
By Fax: +971 4 355 8818
By Phone: +971 4 359 7909
By Email: register@mecsc.org
Website: www.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 using BLOCK LETTERS.

Mr./Ms./Mrs. _____

First Name _____

Family Name _____

Job Title/Designation _____

Company _____

Address _____

City _____ Post Code _____

Country _____

Phone _____

Fax _____

Email _____

Mobile _____

Website _____

Business Activity _____

MECSC/ICSC Membership No. _____

How did you hear about the event? _____

Cancellation Policy

Cancellation and substitutions must be in writing. A full refund will apply, after deduction of bank charges and US\$ 150 towards administration charges if cancellation is received by May 20, 2012. From May 21, 2012 cancellations will be subject to a 25% cancellation fee. We regret that for cancellations received after June 4, 2012 no refunds are possible.

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 on issuance of visas. Cancellations received due to the participants' inability to get visas will be treated as per standard cancellation policy applicable, without any exemption.

Team Discount

We recognize the value of learning in teams. We offer a discount of AED 367 (US\$100) per delegate off the applicable registration fee when two or more delegates register at the same time from the same organization and from the same billing source.

PROGRAM REGISTRATION FEES

The Registration fee includes tuition, all lunches, coffee breaks and an easy-to-use handbook. The fees do not include delegate's hotel accommodation, visa or travel costs.

PLEASE REGISTER ME AS FOLLOWS:

Programs	<input type="checkbox"/> Level 1	<input type="checkbox"/> Level 2
	Early Bird (On/Before April 22)	Regular (After April 22)
Members	<input type="checkbox"/> AED 6,420 (US\$ 1,750)	<input type="checkbox"/> AED 7,525 (US\$ 2,050)
Non Members	<input type="checkbox"/> AED 8,260 (US\$ 2,250)	<input type="checkbox"/> AED 9,360 (US\$ 2,550)

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

*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 AS A MEMBER

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

TOTAL AED _____

PAYMENT OPTIONS (PLEASE TICK YOUR CHOICE)

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 only)

To: Mashreq Bank, Burjuman Centre
Dubai, United Arab Emirates
Account: Middle East Council of Shopping Centres
Account No: 0690 387 476 SWIFT: BOMLAEAD
IBAN: AE670330000010690387476

IMPORTANT : Please indicate that the telegraphic transfer is for the Dubai SFPD with the applicant's name. A copy of the transfer receipt MUST be attached with the Registration Form for processing. Payment by TT should be made net of all bank charges & commissions.

Option 3 (for Local UAE companies only)

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