



**MALL**  
indaba

14 & 15 March 2016  
Maslow Hotel, Sandton  
www.mallindaba.com



Guido van Garderen  
Interbrand



Adrian Morris  
Design Partnership



Belinda Clur  
Clur Research



Femi Adebajji  
Keynote Speaker



Francois Coetzer  
Retail Shop Space



Dylan Kohlstädt  
ShiftONE Digital

# The conference for successful Shopping Centre Management

Mall Indaba is designed  
for Shopping Centre  
Management Teams.

Mall Indaba is an industry focused conference that takes place over two days. Apart from knowledge and skills transfer, it is also a meeting and network place where mall managers share ideas and solutions with each other. Day one is a full-day educational programme dealing with the latest shopping centre industry opportunities, trends and challenges. Day two offers more interaction and networking during the a breakfast function and various workshops. A special event to be attended by mall managers and marketers alike. We look forward to see you there.

## Costs

R5,500 per person

Including two day conference, refreshments, lunch, 1 x networking breakfast, delegate bag, parking and VAT.



Our Venue: The Maslow Hotel, Sandton



Network with peers

## AGENDA OVERVIEW

### Day 1: 14 March 2016

- Economic Overview & challenges
- SA retail development success
- Retail & Centre research insights
- Interior Mall Design
- Turnover Rentals
- Loyalty Programmes
- Marketing for more shoppers
- Shopper Delight
- Q&A to Large Centre Panel

We reserve the right to make changes to the programme and line-up without prior notice. The final programme will be distributed to registered delegates a week before the event.

### Day 2: 15 March 2016

- Networking Breakfast
- What retailers should do right now!
- Delegate Forum - Audience experience

Workshop 1  
Customer Service  
Brand Strategy for malls

Workshop 2  
Digital Marketing & Social Media or  
Experiential Marketing & Experiences



Organised by: CADEK Media

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[www.mallindaba.co.za](http://www.mallindaba.co.za)

# Agenda at a Glance

## Shopping centre & retail trends

Belinda Clur, Managing Director of Clur Research International

Shopping centres play a significant and catalytic role in driving economic growth. It is therefore critical that shopping centre managers understand and adapt to changing trends and leading indicators to best meet current consumer needs, capture elusive spend and stimulate growth. These trends have implications for flexibility, strategic mix, sizing, design, rentals, branding and retail classifications. All of these need careful consideration in order to drive market share and profitability of malls.

## Managing your shopping centre and facilities for Success - Tips for achieving facility management success

Anthony Stokes, Centre Manager: St Georges Mall - JHI Properties

With the ever increasing pressure on Landlords to retain market share in Malls and shopping centres, it is crucial for survival to focus on being at the edge of efficient management. Facilities management plays an important role in retaining the asset and maximising realistic returns. This presentation will highlight the importance of the property management role in achieving the objectives.

## South African Retail Market: 20 years of development success

Dirk Nico Prinsloo - Urban Studies

Malls are still on the march and, at last count, there were 2000+ in South Africa, with 44% of the shopping centre space being in Gauteng. The number of malls in South Africa is far higher than its emerging market peers, some of which have four times its population, and even outdoes that of some developed economies. Concerns about shopping centre space reaching saturation have abounded for decades but the growth continues...

## New Authenticity

Adrian Morris – Creative Director: Design Partnership

The demise of cookie cutter solutions to localized experiences, underpinned by the rise of local individuality, primarily as a response to the fact that everything is everywhere today, in retail, the world has become non-differentiated, a ubiquitous sameness. This has resulted in a greater investment in bricks and mortar, driven by a focus to deliver greater store experiences. The touch and feel factor is still the dominant purchasing decision factor for consumers, the importance of which if anything has been augmented even more through the growth of online retailing.

## Mall Branding

Guido van Garderen, Strategy Director, Interbrand

As part of the strategy team, Guido helps companies, institutions, cities and nations identify their competitive edge and create distinctive brands that drive long-term growth. In this presentation he will share thoughts and strategies how to do just that for your shopping centre.

## Turnover Rentals

Francois Coetzer | Retail Shop Space

Rental is a function of turnover. Your shopping centre and therefore your business, is only as strong as the turnover it generates. Why then do so many landlords choose to ignore turnover rentals? We shall discuss how to determine the correct turnover percentage, which is different for each retail category, and its influence on tenant mix and tenant positioning.

## Building shopper loyalty with iBeacons

Jasper de Vreugt – MD: Mall-Connect

All the way from the Netherlands, Jasper de Vreugt will share how the latest tech and smart software can be employed to build shopper loyalty at your mall. He will demonstrate how iBeacons can bring a Shopping Center app to life and how to best use it in your marketing and loyalty strategy.

## Green Energy – Keeping your tenants “cool”

DeVilliers Botha - Operations Director, Solareff

In this session we look at green energy solutions. De Villiers Botha will share an International perspective on how to be competitive by generating your own renewable energy. He will reveal how to achieve successful results by discussing to local case studies.

## Making money when you think it's impossible

Robert Sadler – MD Retail Inc

In these very austere times retailers will be struggling more and more, however there are tricks of the trade that all retailers should know. Being a shopkeeper for 40years, Rob will let you into some of the techniques and reveal the passion needed to succeed in this business.

## Delivering Exceptional “Total Store Experience” for Customers

Femi Adebajji - International Business Speaker & Coach

Consumers expectations have changed rapidly for retailers. Shopping has become a 24/7 experience the competition is now truly global and consumers are now able to buy from stores around the corner or around the world! Consumers are also more switched on than ever before, and with the help of technology are able to compare products, prices and even read reviews before making a purchase decision. The pressure for retailers and malls to provide exceptional shopping experiences is now more critical than ever before. Retailers must create more “moments of truths” in the life of consumers where the consumer moves from being a mere prospect to being a closed sale and where the retailer goes from being an ordinary brand to becoming the “brand of distinction” in the mind of the consumer.

## Brand Strategy for Malls

Panel from Interbrand Africa

In this workshop a panel of Interbrand experts will look at branding and rebranding of a mall. Expect practical tips. The Panel: Guido van Garderen (Strategy Director), Charles Rupare (Director Consultant), Nick Ristic (Retail & Environmental Branding Director) and Warrick Guest (Creative Director).

## Digital Marketing & Social Media

Dylan Kohlstädt – Founder: ShiftOne Digital

A workshop on how digital marketing and social media can create an experience that brings people back. How to use Digital Marketing to increase footfall. How knowing and profiling your customer segments will lead to loyalty, increased traffic and better retail sales.

## Malls & Experiential Marketing

Mike Silver – MD Stretch Experiential

Malls & Experiential Marketing: over the past decade, malls have formed the backdrop for countless experiential marketing campaigns across the globe. Surprisingly though, mall owners have for the most part resisted the temptation to learn from their tenants and retailers. In an age of the experience economy, it's critical that mall owners learn from global brands to deliver their own brand experiences that actually resonate with consumers and in turn increase brand affinity, footfall and social media word of mouth.

## Mall Crimes – Stats, Incidents and Prevention Tips

Brigadier JH Victor

Crime has many faces: we need to build a sustainable relation between this industry and SAPS to combat from shoplifting, fraud, theft and organised crime. Brigadier Victor is the Head of the Gauteng Provincial Operational Coordination Centre (also called War Room).

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## Malls and E-Commerce

Cornel van Lingen is the Managing Director of PDT

What are the effects of e-commerce on malls. How can malls become more involved in the e-commerce space? Cornel will unpack how malls can use technology and e-commerce to influence and engage mall customers.

**PLUS more**

Please Note: We reserve the right to make changes to the programme content and speaker line-up without prior notice





Mall Indaba Conference is owned and organised by:

CADEK Media  
Tel: 021 854 4700 Fax: 021 854 4703  
www.cadek.co.za | info@cadek.co.za



## Delegate Booking Form – Mall Indaba 2016

This serves as a summit/conference booking between CADEK Media (the organiser) and...

### SECTION A: Company / Invoice Details

Company Name:			
Postal Address:		Town:	
Postal Code:		VAT Number:	
Tel Number:		Fax Number:	
Contact Person:		Cell Number:	
E-mail address:		Web Address:	

### SECTION B: Ticket & Delegate details

<i>List delegate Names &amp; Surnames</i>	<b>Sandton</b> <i>14 &amp; 15 March 2016</i>	<b>QTY</b>	<b>Total Amount</b> <i>(Tickets are VAT Inclusive)</i>
<b>Delegate 1:</b>	R 5,500	1	<b>R</b>
<b>Delegate 2:</b>	R 5,500		<b>R</b>
<b>Delegate 3:</b>	R 5,500		<b>R</b>
<b>Delegate 4:</b>	R 5,500		<b>R</b>
<b>Delegate 5:</b>	R 5,500		<b>R</b>
<b>Delegate 6:</b>	R 5,500		<b>R</b>
<b>Delegate 7:</b>	R 5,500		<b>R</b>
<b>Delegate 8:</b>	R 5,500		<b>R</b>
<b>Delegate 9:</b>	R 5,500		<b>R</b>
<b>Delegate 10:</b>	R 5,500		<b>R</b>

### SECTION C: TOTALS

**Bank details:** *Please include a cheque / proof of full payment.*

**CADEK MEDIA cc**

STANDARD BANK, Helderberg, Branch Code: 033012

Acc no. 072 473 436

<b>Sub Total</b>	<b>R</b>
<b>Total DUE</b>	<b>R</b>

### SECTION E: Declaration

I am authorised to make this booking on behalf of my company and understand that we are liable for payment of this order as per the terms.  
1. Payment must be made with your booking. 2. Cancellation fees are 50% of the total booking value and must be canceled in writing before the event. No refunds for no-show delegates.

Signed at \_\_\_\_\_ On this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_

\_\_\_\_\_  
Client Name

\_\_\_\_\_  
Signature

**PLEASE FAX YOUR BOOKING TO: 021 854 4703**