

## Booking Form

### I wish to:

reserve \_\_\_\_\_ place(s) at the Retail NI 10 Conference.



	Early Bird Offer Book before 31 July 2010	Book After 31 July 2010
Delegate Rate	£99 +VAT <input type="checkbox"/> (SAVE £30)	£129 +VAT <input type="checkbox"/>

Fee includes documentation, lunch and other refreshments served during the conference and is payable in advance.

Please send me the Sponsorship and Exhibitors Pack

Please number workshops you are interested in attending in order of preference (1 being most preferable):

Business Improvement Districts  Retailing in the Digital world   
Future for Independent Retail  Measuring for Success

Workshops spaces will be given on a first come, first served basis.

### Personal Details

Name (Mr/Mrs/Ms/Dr): \_\_\_\_\_ Job title: \_\_\_\_\_

Organisation/Company: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Tel: \_\_\_\_\_ Email: \_\_\_\_\_

### What's On Your Mind?

Your opinion matters - Please give us your pressing question to contribute to panel discussions at the Retail NI 10 Conference. We will collate themes to address at the conference.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(NB: We cannot guarantee that your specific question will be addressed, however, it will be a valuable contribution to the group discussion format)

### Payment Options

I enclose a cheque for £ \_\_\_\_\_ Payable to 'Belfast City Centre Management Co. Ltd.'

Please invoice me

Please forward account details for BAC's payment

### Acknowledgement of registration

Confirmation of registration will be sent to all delegates. Instructions will be sent out following receipt of payment. If you have not received your acknowledgement seven days prior to the start of the conference, please contact **Nicola Evans or Julie Bonner on 028 9024 2111**.

### Cancellations/substitutions

For those unable to attend, a substitute delegate may be sent at any time with no additional charge. Alternatively a refund will be given for cancellations received in writing up to 30 days prior to the conference less an administration charge of 25% + vat. Regrettably no refunds can be made after that date.

\* BCTC reserves the right to change the programme.

Appendix 1



# Retail NI 2010

THURSDAY 30TH SEPTEMBER  
Stormont Hotel, Belfast

Principal Sponsor:



Printed by:



Designed by:



**Speakers Include:**  
House of Fraser Chief Executive, Mr John King  
Cllr. Edwin Poots, MLA  
Tesco Ireland Operations Director, Gary Mills  
Junior Minister, Robin Newton, MLA  
Chief Executive of NIIRTA, Glyn Roberts  
Springboard Director, Diane Wehrle

[www.retail-ni.co.uk](http://www.retail-ni.co.uk)

## How do we attract shoppers back to the city centre?

## What will make customers come to Northern Ireland's stores?

## How can we survive the economic downturn?

Join us at the only forum for Northern Ireland Retailers for the second year running. Hear high calibre speakers deliver genuine insight into the critical factors of survival and growth.

**Responsive Retailing** – responding to the consumer needs whilst tackling the challenging economic environment using innovation, individuality and positivity.

### Welcome

The President of Belfast Chamber of Trade and Commerce, Mr Norman Maynes  
Rt. Hon. The Lord Mayor of Belfast, Cllr. Pat Convery, MLA

### Key Note Addresses

- **Devolution, the Benefits to Business**  
Junior Minister, Robin Newton, MLA
- **Retailing, a view of the next 12 months**  
**Mr John King, Chief Executive, House of Fraser**

### Refreshments

#### The Retail Landscape

- **Retailing in Northern Ireland, the year ahead:**  
**Tesco's view of Northern Ireland's Retail Industry for the next 12 months**  
**Gary Mills, Operations Director, Tesco Ireland**
- **Funding Significantly Improved Retail Environments Post Review of Public Administration**  
Mike Smyth, University of Ulster
- **Planning: The need for a Co-ordinated Framework**  
**Minister for the Environment, Cllr. Edwin Poots, MLA**

### Springboard

BCTC is delighted that Springboard has partnered with us as principal sponsor this year. Springboard is the UK's leading provider of automated footfall monitoring services in town and city centres, monitoring around 400 counting locations in 70 towns and cities in the UK, 24/7. Data is delivered daily through [www.spring-board.info](http://www.spring-board.info). The ATCM-Springboard National High Street Index tracks footfall trends nationally, and has been adopted by town centre practitioners, retailers and the property sector as a key benchmark of the performance of towns and cities across the UK. Already renowned as being the most accurate available, Springboard's footfall monitoring capability has now been extended to include capturing dwell time of customers in town centres. Springboard's is also launching its new Milestone service in collaboration with the ATCM - the first and only comprehensive performance measurement and benchmarking service for towns and cities. Milestone marks a clear sea change in the way that towns and cities can engage with stakeholders, occupiers and investors, and firmly positions Town Centre Managers as the leaders in establishing best practice in performance measurement.

### Lunch

### Workshops

- **Business Improvement Districts**  
Richard Guiney, Chief Executive Dublin BID  
Andrew Mawhinney, Chief Executive, Dundalk BID
- **Retailing in the Digital World**  
Richard Clement, Marketing Director, Pierce Communications
- **The Future of Independent Retail**  
Glyn Roberts, Chief Executive of Northern Ireland Independent Trade Retail Association

**Measuring for Success: Securing the future for our towns and cities**  
Diane Wehrle, Director, Springboard

### Refreshments

### Feedback from workshops

### Discussions

### Summary by Conference Chairman

### Agreed Actions



**Norman Maynes, Head of Business Development, Translink**

Norman is responsible for brand management, advertising, promotional activity, web services, e-commerce and market research for its group of companies, (Metro, Ulsterbus, Goldline, NI Railways and Enterprise). He has served on the Executive Council of the Belfast Chamber of Trade and Commerce for several years before being appointed as President in May 2010.



**Robin Newton, MLA**

Robin was appointed Junior Minister in the Office of the First Minister and deputy First Minister on 1 July 2009. He has a wealth of political experience, being first elected to the Northern Ireland Assembly in November 2003 and re-elected in March 2007. He has been a member of Belfast City Council since 1985 and was elected High Sheriff of Belfast in 1999.

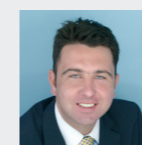


**Rt. Hon. The Lord Mayor of Belfast, Cllr. Pat Convery, MLA**

Councillor Pat Convery was elected on 1 June 2010 and his term will continue until June 2011. Councillor Convery has represented the Castle area of north Belfast since being elected to Belfast City Council in June 2001. A former Deputy Lord Mayor of Belfast (in 2005-2006). He is Vice-Chairman on the SDLP, a Belfast Harbour Commissioner, a member of the North Belfast Partnership and a former Chairman of the Belfast District Policing Partnership.



**Cllr. Edwin Poots, MLA** was appointed Minister of the Environment in the Northern Ireland Executive on 30 June 2009. He was elected to Lisburn City Council in 1997 and the Northern Ireland Assembly in 1998. He is currently Chairman of the following organisations: Lisburn City Centre Management, Lisburn Rural LEADER Group, Lisburn City Council's Economic Development Committee and the Maze Implementation Panel.



**Gary Mills is Operations Director, Tesco Ireland**

Belfast-man Gary Mills has been appointed to the island's top job in retailing. Mills, who began his career with Stewarts Supermarkets, has taken up the post of operations director for Tesco across the island of Ireland. It makes him responsible for around 160 stores and 22,500 employees North and South. Tesco currently employs more than 9,000 people in Northern Ireland and sources goods to the value of more than £480 million from local suppliers.



**John King, Chief Executive Officer, House of Fraser**

John King joined House of Fraser, from Matalan, as Chief Executive Officer in December 2006. John started his management career at Sainsbury's and subsequently moved to a merchandising role at Marks & Spencer. Later he held various Managing Director roles at mainstream clothing and intimate apparel suppliers in the US and UK while overseeing factories across the US, Central America, and the Far East.



**Andrew Mawhinney is the Town Centre Commercial Manager in Dundalk.**

One of only two Business Investment District Schemes (Bids) in the Republic of Ireland, Dublin being the other Bid. Andrew has a background in working in Town Centre Management in Ireland having occupied a similar public/private position in Limerick City for ten years.



**Diane Wehrle, Director, Springboard**

Diane Wehrle has over 20 years experience in providing analysis and performance measurement services in the retail property industry on behalf of Local Authorities, Town Centre Management initiatives, owners, investors and retailers. Previously Head of Retail Research at Donaldsons and Head of Retail and Property Consultancy at Experian, Diane is a founding Director of Springboard which was incepted in 2002 and works with over 70 towns and cities across the UK. Diane is a Fellow of the Institute of Place Management.



**Richard Clement** is Internet Marketing Director with Pierce Communications and has been working in the Northern Ireland IT industry for over 19 years. He has specialised in web technologies since 2000 and Internet marketing & search engine optimisation since 2004.



**Richard Guiney** is the Chief Executive Officer of the Dublin City Business Improvement District (DBID) which was established in 2008 and serves over 2,000 businesses in Dublin's city centre in an area that is 2.5km long and 1.5km wide. DBID works to maintain Dublin's status as one of Europe's premier choices for shoppers, tourists and business leaders alike.



**Glyn Roberts** was appointed Chief Executive of NIIRTA in January 2008 after serving 7 years as Head of Press and Parliamentary Affairs with the Federation of Small Business in Northern Ireland.



**Mike Smith**, Head of Economics at the University of Ulster. He has been an academic economist for over thirty years and has published widely in academic and professional journals. His research interests are in regional policy and local economic development.

## Sponsorship Opportunities

There are a number of opportunities for interested organisations to become involved with Retail NI 2010 as sponsors. Advantages of Sponsorship association include media coverage, brand awareness and networking opportunities.

For further information contact Nicola Evans or Julie Bonner on 028 9024 2111, email [n.evans@belfastcentre.com](mailto:n.evans@belfastcentre.com) or visit the retail NI website on [www.retail-ni.co.uk](http://www.retail-ni.co.uk).

## Exhibition Opportunities

There are a limited number of exhibition spaces at Retail NI 2010. The exhibition area is situated outside the main conference room where all delegates will meet, assemble and network throughout the day.

For further information on how to secure an exhibition space contact Nicola Evans or Julie Bonner on 028 9024 2111, email [n.evans@belfastcentre.com](mailto:n.evans@belfastcentre.com) or visit the retail NI website on [www.retail-ni.co.uk](http://www.retail-ni.co.uk).