



FUNDAMENTAL MANAGEMENT, MARKETING & LEASING COURSE (Level 1)

SCHEDULE	Monday, June 17	Tuesday, June 18	Wednesday, June 19	Thursday, June 20
SESSION	Course Overview	Leasing	Technology Retail/ F&B	Marketing
8:30-9:00	<i>Tea/Coffee</i>			
9:00-11:00	From Customer Experiences to Experiential Relationships Michael Ruckman (Senteo)	Shopping Centre Leasing – Case Studies on Retail Leasing Shannon Quilty (Senteo)	Artificial Intelligence Tommy Weir (EMLC)	Marketing Emre Pelin (Andarakis Group)
11:00 11:15	<i>Coffee & Tea Break</i>			
11:15 – 12:45	Workshop Michael Ruckman (Senteo)	Operations Management – Case Studies for Success Priya Chellani (JLL)	Visual Merchandising Clair Stuart-Menteth (Sticky Red)	Shopping Centre Marketing – Winning Case Studies Lizelle Fitoussi
12:45-13:45	<i>LUNCH/BREAK</i>			
13:45 – 16:00	Crowdpleaser Communication Workshop Richard Dean (Dubai Eye)	Basics of Leasing David Richardson (Nakheel)	Shopping Centre and Retailer Digital Strategy and Transformation Studies Scott Ellis/ Owen Farooq (IBM)/ Neil Ford (Al Futtaim Group)	Group Presentation
16:00 to 16:15	<i>Coffee & Tea Break</i>			
16:15 – 17:30	Specialty Leasing Franka Lange (Raza)	Security – Situational Awareness in Shopping Centres Charles Mallice (Consec Security)	Growing Importance of F&B and How to Make the Right Choices in your Retail Environment Abdul Kader Saadi (Glee Hospitality)	16:00 – 16:30 Graduation Ceremony Awarding of Certificates
17:30	Mall Tour Mall of the Emirates (All Students Attend)	SpringBoard Networking Event	Group Work for Team Projects	



ADVANCED MANAGEMENT, MARKETING & LEASING COURSE (Level 2)

SCHEDULE	Monday, June 17	Tuesday, June 18	Wednesday, June 19	Thursday, June 20
SESSION	Course Overview	Leasing/ Management	Marketing	
8:30-9:00	<i>Tea/Coffee</i>			
9:00-11:00	From Customer Experiences to Experiential Relationships Michael Ruckman (Senteo)	Advanced Leasing Jihad Dirani (Meraas)/ David Macadam (MECSC)	Advanced Marketing Alessandro Gaffuri/ Paul Hammond/ Manuel Gallo (CELS Group)	Shopping Centre Analytics Ettiene Van Der Watt (Axis Communications)
11:00 11:15	<i>Coffee & Tea Break</i>			
11:15 – 12:45	Workshop Michael Ruckman (Senteo)	Advanced Leasing Jihad Dirani (Meraas)/ David Macadam (MECSC)	Advanced Marketing Soufianne Houti/ Birna Marya (CELS Group)	How to Ensure F&B is Successful Ramzy Abdul Majeed (Big On Group & Whissle)
12:45-13:45	<i>LUNCH/BREAK</i>			
13:45 – 16:00	Crowdpleaser Communication Workshop Richard Dean	Unlocking the Best Retailer Mix, How to keep your Retailer Mix relevant today Malik Qaiser	Advanced Marketing Vanessa Hinton (Dubai Festival City Mall)	Group Presentation
16:00 to 16:15	<i>Coffee & Tea Break</i>			
16:15 – 17:30	Specialty Leasing Franka Lange	The Role of Architecture in Retail David Weir - McCall	Group Work for Team	16:00 – 16:30 Graduation Ceremony Awarding of Certificates
17:30	Mall Tour Mall of the Emirates (All Students Attend)	SpringBoard Networking Event		



INTENSIVE RETAIL MANAGEMENT MASTERCLASS

	Tuesday, 18 June
8:30-9:00	<i>Tea/Coffee</i>
9:00-11:00	From Customer Experiences to Experiential Relationships Michael Ruckman (Senteo)
11:00 - 11:15	<i>Coffee & Tea Break</i>
11:15- 12:45	Making the Omni-Channel Journey a Reality Kevin Doherty (Fitch)
12:45-13:45	<i>LUNCH/BREAK</i>
13:45 – 16:00	Creative New Retail Categories and Concepts to look at in a Challenging Environment Furqan Athar (McArthur+Company)
16:00 - 16:15	<i>Coffee & Tea Break</i>
16:15 – 17:15	Specialty Leasing Franka Lange (RAZA)
17:15 – 17:30	Graduation Ceremony Awarding of Certificates
17:30 – 19:30	SpringBoard Networking Event