

## CONFERENCE COMMITTEE

Sean Aylward, ASCS MRICS MIAVA MIPFMA ATM(S) Nutgrove Centre, Dublin  
Denis Hogan, Dip SCM ASCS MIPFMA Harbour Place Shopping Centre, Mullingar  
David Brewerton, BA, DipAM, MIMgt, The Mall Shopping Centre, Armagh  
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Karen Marshall, BA Hons, Dip SCM, Flagship Centre, Bangor  
John Chatten, DipSCM MIPFMA Dip Const Studies, Carlow Shopping Centre  
Martin Griffin, Dip SCM MIPFMA, Ballymun Town Centre, Dublin  
Clodagh McNally, BSC(Hons) DipSCM ALCM Westwood Centre, Belfast  
Mark Morgan, DipSCM MIPFMA, Scotch Hall Shopping Centre, Drogheda  
Theresa Murray, BA DipSCM, Castle Centre, Antrim  
Vernon O'Reilly MIPFMA, St. Stephens Green Shopping Centre, Dublin  
Jim Somerville, IIS Dip IIPSA, Ballymena  
Adrian Young, BSC MSC Dip SCM, Forestside Shopping Centre, Belfast  
Karen Gunning, Dip BS, Dip SCM, Dip Mktg, Northcott Centre, Glengormley

Enquiries to [www.allirelandshoppingcentreconference.com](http://www.allirelandshoppingcentreconference.com)

## CONFERENCE ENQUIRIES TO:

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Vernon O'Reilly  
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Tel: 01 478 0888  
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Should a speaker be unable to attend, every effort will be made to find a substitute and the programme may be modified accordingly. The programme indicates the approximate time of individual sessions, but if any substantial change has to be made, delegates will be advised if time permits

The Conference Committee would like to extend their appreciation to the Conference Sponsors.



# All Ireland Shopping Centre Conference 2008

Slieve Russell Hotel, Golf & Country Club, Co. Cavan

Tuesday 13th May 2008

# WELCOME TO THE EIGHTH ALL IRELAND SHOPPING CENTRE CONFERENCE

## To Infinity and Beyond – The changing Face of Shopping Centres

The theme of our 2008 conference looks at issues and trends that affect the retail industry, the environment in which we operate, and how they impact on our sector. Our line up of international and Irish speakers will offer an insight into how we anticipate, adapt and respond to these changes.

We hope you all enjoy an informative and interesting conference and trade exhibition.



David Brewerton  
BA, DipAM, MIMgt,  
The Mall Armagh  
Conference Chairman



Martin Griffin  
Dip. SCM, MIPFMA  
Ballymun Town Shopping Centre  
Conference Chairman

## SCHEDULE

09.30 - 11.00	<b>REGISTRATION, (Cranagh Suite 2/Exhibition Area)</b> Tea/Coffee and Trade Exhibition
11.00 - 11.15	<b>OPENING ADDRESS</b> Welcome by Conference Chairpersons.
11.15 - 12.00	<b>“THE DIFFERENCE BETWEEN MEN AND WOMEN”</b> Emmanuel Aharoni, Human Resources Consultant
12.00 - 12.45	<b>“SUSTAINABILITY IN THE RETAIL INDUSTRY”</b> Richard Linger, Sustainability Director, White Young Green.
12.45 - 13.00	Question time with Speakers
13.00 - 14.00	<b>LUNCH</b>
14.00 - 14.30	<b>TEA &amp; COFFEE IN TRADE EXHIBITION AREA</b>
14.30 - 15.30	<b>“PROFESSIONAL PRESENCE”</b> Billy Dixon, Mind Associates
15.30 - 16.00	<b>TEA &amp; COFFEE IN TRADE EXHIBITION AREA</b>
16.00 - 16.45	<b>“CLICK ON BRICK”</b> Professor Christopher M Moore Director, George Davies Centre for Retail Excellence Heriot Watt University Edinburgh
16.45 - 17.00	<b>QUESTION TIME WITH SPEAKERS</b>
17.00 - 17.15	<b>CLOSING REMARKS BY CHAIR PERSONS</b>
17.15 - 18.15	<b>FFS SPONSORED COMPLIMENTARY DRINK IN EXHIBITION HALL</b>
20.00 SHARP	<b>CONFERENCE DINNER, (Cranagh Suite 1).</b> Sponsored by Resource
22.30 till LATE	<b>AFTER DINNER ENTERTAINMENT</b> Live Music in the Kells Bar by ‘BRING THE HOUSE DOWN’ – Sponsored by G4S



EMMANUEL AHARONI

EMMANUEL AHARONI - HUMAN RESOURCES CONSULTANT

Emmanuel Aharoni is a qualified Chartered Accountant. In the late 1970s he deliberately moved into the field of Human Resources - people. He is a member of the Chartered Institute of Personnel and Development. He has worked in engineering, brewing, steel trading and house building.

As an independent consultant for over 18 years he has carried out assignments in engineering, manufacturing, retail, construction, financial services, petrochemicals, computers, telecommunications, consultancy, transport, local government, statutory authorities the NHS, several types of partnerships and even a health farm.

He specialises in management and behavioural skills, in the work place, e.g. presentation skills, interviewing skills, assertiveness, delegation and even the language of leadership.

As a trainer, recruiter or developer of people, he works in areas where he has had considerable experience. While he may teach theory, he does this only where it has a practical application.

He often talks at conferences on reading people and adapting behaviour accordingly - be it to sell or to manage.



RICHARD LINGER

RICHARD LINGER, SUSTAINABILITY DIRECTOR, WHITE YOUNG GREEN IRELAND

Richard joined White Young Green in 2006 as Sustainability Director. He has 17 years experience working with Deloitte Consulting, Ernst & Young and Kvaerner Engineering on complex public and private sector energy projects around the globe.

Recent relevant project experience includes :-  
Sustainability Strategy Advisor - Howard Holdings - Cork Docklands – €500M brownfield site mixed use development.  
Project Sponsor – Sustainable Energy Ireland - CHP and Reheat programme - 2007.  
Project Manager - Action Renewables – Northern Ireland – Integrated Carbon Reduction Strategy.  
Sustainability Strategic Advisor – O’Flynn Construction – €600m Brownfield Site Development – Dublin.

Other roles include setting up and managing the Deloitte Clean Energy Consulting Service. He was also instrumental in setting up and managing an NGO called SEaAT (Shipping Emissions Abatement and Trading). SEaAT was supported by European Government Agencies, the major oil companies and shipping community and successfully influenced the commission to change the wording in Directive 99/32 on sulphur content in Shipping Fuels. The proposed alternative was environmentally more benign than the basic Commission proposal.

Richard has spoken recently at the Energy Ireland, NI Environment and Energy Show conferences on Energy and Sustainability subjects and his articles regularly appear in the national press



BILLY DIXON

BILLY DIXON, MIND ASSOCIATES LTD

Managing Partner in MIND Associates a training and consultancy company. Billy specialises in communication, media management confidence, team dynamics, leadership and body language. Billy works extensively in the political, corporate and media arenas and speaks regularly at conferences in Ireland, UK and Europe. He is a TV coach for the BBC network and has co-designed and delivered the developing leaders programme. He has a keen interest in sport, motivation and mental toughness and is currently working on the pro-license Football programme with the IFA, FAI and SFA. Billy holds an MA in Marketing and is a licensed coach in Athletics, Aikido and Sky Diving. Current and recent assignments include: IFA (Irish Football Association), FAI (Football Association Ireland), SFA (Scottish Football Association); pro-license football management and coaching. GlaxoSmithKline: Leadership Training BBC:TV Coaching Boehringer-Ingelheim: Leadership/Team Training TV 3 Political Analysis Debate Mind Associates and Carr Communications. (Terry Prone) U105 Radio Station: Discussion with Lynda Bryans on the ‘Image’ of U.S Presidential Candidates.



PROFESSOR CHRISTOPHER M MOORE

PROFESSOR CHRISTOPHER M MOORE, DIRECTOR, GEORGE DAVIES CENTRE FOR RETAIL EXCELLENCE, HERIOT WATT UNIVERSITY, EDINBURGH.

Prior to this appointment, Christopher was Scotmid Chair in Retail Marketing at Caledonian Business School, where he was also Director of the Glasgow Centre for Retailing. Christopher holds visiting Professorship appointments at Aberdeen Business School, Surrey University and the Rennes Business School France. Previously, he was Visiting Professor in Retailing and Marketing at UMIST.

Christopher’s doctoral research was in the area of international fashion retailing and branding and his research interest and involvement remains within the field of fashion marketing. In particular, his work has focused upon branding and marketing management within the luxury goods sector.

Christopher has been extensively involved in business consultancy and executive mentoring projects. Some of his recent clients include Cheltenham and Gloucester Building Society / Lloyds TSB, Bradford & Bingley, Dunfermline Building Society, Historic Scotland, USC plc, the John Lewis Partnership, British Airports Authority, Scottish Citylink Coaches, Glasgow City Council, the Hunter Foundation, BDO Stoy Hayward, Scotmid, Semi-Chem and the Council of Mortgage Lenders.