

BRITISH RETAIL CONSORTIUM

The British Retail Consortium is the lead trade association for the retail industry, representing the whole range of retailers, from the large multiples and department stores through to independents, selling a wide selection of products through centre of town, out of town, rural and virtual stores.

BRC has extensive experience of organising and producing major conferences, seminars and forums with particular expertise in retail and public policy events. The main aim is to inform and facilitate constructive dialogue between policy makers, influencers, enforcers and retailers.

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We are the world leader in recovery auditing, recovering over \$2 billion annually for our clients. Our service seeks to recover monies that have been incorrectly paid to suppliers and rightfully belong to our clients. In short, we recover lost profits, which results in an immediate cash and bottom-line benefit. In addition to recovering money, we seek to analyse the processes and procedures of our clients in the accounts payable and purchasing areas and make recommendations that assist them in improving their operations. Our approach is entirely on a contingency basis and there is absolutely no up-front cost or financial risk to our clients.

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BRITISH RETAIL CONSORTIUM

2nd Retail Economic Forum

Are Shoppers Losing Heart?

Who Should Attend

RETAILERS

The Conference will be of interest and value to retail professionals:

- CEOs
- MDs
- Finance Managers/Directors
- Corporate/Public Affairs Managers/Directors
- Communications Managers/Directors
- Marketing Managers/Directors
- Customer Relationship Managers/Directors
- Company Secretaries
- Operational Managers/Directors

OTHERS

- Financial Institutions
- Banks
- Consultancies
- Analysts
- Investors
- Property Companies
- Policy Makers
- Academics
- Think Tanks
- Policy Institutes
- Media
- other Opinion Formers.

Sponsored by:



BRITISH RETAIL CONSORTIUM

2nd Retail Economic Forum

Are Shoppers Losing Heart?

20 November 2002
London

Sponsored by:



Few retailers can hope to remain impervious from the prospect of a slowing income growth, an end to the housing boom, fears of rising interest rates and an extra cautious, more demanding and less loyal customer.

At the second Retail Economic Forum, hosted by the industry's lead trade association - the British Retail Consortium - these economic and social factors will be evaluated for their power over retail's future prosperity and possible strategies will be debated showing how retailers might successfully meet these challenges.

- BRC's Chief Economic Adviser, former 'wise person' and regular broadcaster, Bridget Rosewell will explore the likely economic climate that retailers will have to operate in and what this may mean to their businesses and margins.
- The dark shadow of rising consumer debt and how this will impact upon where consumers will spend their disposable income will be examined by Richard Holt from leading economic consultancy Experian Business Strategies.
- Oxford University's Jonathan Reynolds will speak on the fickle consumer and the trading implications of this lack of loyalty.
- Retailers from J Sainsbury and Arcadia, and property consultants Nelson Bakewell will look at how they have addressed some of the issues that the picky and unpredictable customer cause including shortening the supply chain, engaging and retaining customers and improving formats.
- Mark Callaway, Director of Weather Origination at Entergy-Koch will examine if retailers results are exposed to the weather and discuss what is a weather derivative?

Delegates will leave with an insight into what the economy has in store, how retail will be affected by changing consumers demands and buying patterns and some of the responses that retailers have adopted to minimise the risks and maximise the opportunities that this presents them with.

Audience

The Conference will be of interest and value to retail professionals: CEO's, finance managers/directors, company secretaries and operational personnel together with representatives from Financial Institutions, Banks, Consultancies, Analysts, Investors, Property Companies, Policy Makers, Academics, Think Tanks, Policy Institutes and other opinion formers.

Agenda (subject to change)

09.00 – 09.30	<i>Registration and coffee</i>
09.30 – 09.40	Chair's Introduction & Welcome
09.40 – 10.00	Looking Past Christmas: Consumer Doubt and Retail Uncertainty Bridget Rosewell Chief Economic Advisor, British Retail Consortium
10.00 – 10.20	The Consumer: Burdened or Bouyant? Richard Holt Futures Research Director Experian Business Strategies
10.20 – 10.40	Sponsor's Slot John Holdstock (tbc) PRG Schultz
10.40 – 11.00	Panel Q&As
11.00 – 11.30	<i>Coffee</i>
11.30 – 11.50	Forgive the Fickle Consumer: They Can't Help It Dr Jonathan Reynolds Oxford Institute of Retail Management, Templeton College, Oxford University
11.50 – 12.10	Rewards Are Sweeter With Nectar Stephen Vowles Customer Marketing Director, J Sainsbury plc
12.10 – 12.30	Panel Q&As
12.30 – 13.30	<i>Lunch</i>
13.30 – 13.50	Faster Consumers, Faster Retailing Lucy Maitland-Walker Merchandise and Planning Controller, Wallis, Arcadia Group plc
13.50 – 14.10	Weathering the Weather Mark Callaway Director of Weather Origination Entergy-Koch
14.10 – 14.30	The Changing Face of Retail: How Shopping Centres Are Adapting To The Evolving Expectations Of Customers Alan Thornton Head of Retail Marketing Nelson Bakewell
14.30 – 15.00	Panel Q&As
15.00 – 15.10	Chair's Summary

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Booking Form

Delegate 1

Name	Title:	Position
Organisation		
Email		
Address		
Tel No:	(Direct Line Yes/No)	Fax No:

Delegate 2

Name	Title:	Position
Organisation		
Email		
Address		
Tel No:	(Direct Line Yes/No)	Fax No:

I have read and agreed the terms and conditions below:

Signature

How to Register

1. Post this completed booking form to: British Retail Consortium Second Floor, 21 Dartmouth Street London SW1H 9BP
2. Fax this completed booking form to: 020 7854 8901
3. Contact Nicky Curley on: 020 7854 8983

Delegates Fees* (please tick appropriate fee)

Full Rate	Non BRC member	£350 + VAT	£411.25 <input type="checkbox"/>
Discounted Rate	BRC member	£200 + VAT	£235.00 <input type="checkbox"/>
	Academic/NGO's/Charity	£150 + VAT	£176.25 <input type="checkbox"/>

If you have any special requirements please describe them here:

How to pay

<input type="checkbox"/> Invoice	Please send an invoice for (Order no if applicable)	£ _____
<input type="checkbox"/> Cheque	I enclose a cheque for (made payable to: British Retail Consortium)	£ _____
<input type="checkbox"/> BACS	Lloyds TSB Acc No 00577042; Sort Code 30-90-72	£ _____
<input type="checkbox"/> Credit Card	Please charge my credit card	£ _____
Card Type: Visa/Mastercard	Expiry date	Issue No.
Card No. <input type="text"/>	<input type="text"/>	<input type="text"/>
Name on Card	Signature	

Card holders details (if different from above)

Name	Title (Mr/Mrs/Ms/Dr/Other)
Address	
Postcode	

Terms and Conditions
 This booking form constitutes a legally binding agreement. Payment must be received in full prior to the event. Forum details will be issued subject to receipt of payment. We cannot be held responsible for the non-arrival of registration information. If you have not heard from us within 7 days prior to the seminar, please contact Nicky Curley at BRC. Cancellations confirmed in writing/email before Friday 8 November 2002 will be refunded minus an administration charge of £30. We regret that no refund can be made after that date, for whatever reason although substitutions will be accepted if notified in writing/email before the event. Bookings made after Friday 8 November 2002 are non-refundable. *Fees include all day access to the event, available Forum papers, lunch and refreshments. Fees do not include travel costs or accommodation.

It may be necessary at any time to cancel the event, to alter the date of the event, the venue of the event, the agenda and timing of the event or the identity of the speakers. Any liability is restricted to the seminar fee paid.

Data Protection: The personal information provided by you will be held on a database by the British Retail Consortium and may be shared with BRC Trading Ltd for marketing purposes. If you do not wish your details to be used for this purpose, please write to BRC at 21 Dartmouth Street, London SW1H 9BP.

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