

RetailR volution

The Evolvemement of Retail

BUSINESS CONFERENCE

ROCHDALE, LANCASHIRE

30TH APRIL & 1ST MAY 2015

Supported by :

AICM
association of town & city management



- Retail REvolution



- Retail_REvo #RR2015



Information Pack

Thank you for taking the time to read the enclosed information pack for the **Retail REvolution** conference that will bring retailers, shopping centre managers, town centre managers and council officers to Rochdale over a two day period – the first of its kind in the borough and aiming to send delegates away feeling informed and excited about the future that our industry is facing.

This conference will be like no other in 2015 and is supported by the Association of Town Centre Management.

Contents

About Retail Revolution


Venue – Rochdale Town Hall

Attendees

Agenda Day One

Dinner Date with Simon Evans, the thinking person's comedian.

Agenda Day Two



Booking of Tickets

About Retail REvolution

Retail REvolution is a two day business conference themed on topics that are current in retail and cover the forthcoming two to three year plan of where the £350billion industry will be by the end of that period.

The conference is targeted to all retail orientated professionals, from Town Centre managers to Shopping Centre Managers, Retail Managers to Regional Directors and Surveyors. The event is split into two days, with the first being speaker and discussion led with sessions from leading organisations and individuals bringing into the room their thoughts, ideas and industry inside knowledge on how retail is transforming.

Rochdale Town Hall



Rochdale Town Hall is a Victorian-era municipal building in Rochdale, Greater Manchester, England. It is "widely recognised as being one of the finest municipal buildings in the country", and is rated by English Heritage as a Grade I listed building. The Town Hall functions as the ceremonial headquarters of Rochdale Metropolitan Borough Council and houses local government departments, including the borough's civil registration office.

Built in the Gothic Revival style at a cost of £160,000 (£13 million as of 2014), it was inaugurated for the governance of the Municipal Borough of Rochdale on 27 September 1871. The architect, William Henry Crossland, was the winner of a competition held in 1864 to design a new Town Hall. Art critic Nikolaus Pevsner described the building as possessing a "rare picturesque beauty". Its stained glass windows are credited as "the finest modern examples of their kind". The building came to the attention of Adolf Hitler, who was said to have admired it so much that he wished to ship the building, brick-by-brick, to Nazi Germany had the United Kingdom been defeated in the Second World War.

The venue is easily reachable by car, train and metrolink with quality hotels situated both next door and within a mile of the building. The conference will be held in the Great Hall, and once inside you will quickly understand how this beautiful room got its name.

Attendees

A blurred photograph of a large audience at a conference. In the foreground on the right, a person's hand and arm in a dark suit jacket are visible, gesturing towards the audience. The background is filled with many people, mostly men in suits, looking towards the speaker. The lighting is bright and somewhat out of focus, creating a bokeh effect with various light sources.

The conference will be welcoming people for all sectors of retail, property developments and also both Town & Shopping Centre Managers across the whole of the country, so you can be sure you'll be with friends when you book onto the conference.

Attendees will be provided with a delegate pack, ahead of the event, containing a list of all those who are attending the event to help you network when you arrive at the event, and plan to make the most of your two day visit to Rochdale.

Agenda

Day One



Thursday 30th April & Friday 1st May

The full agenda for the two days is being prepared as we speak, but will follow a format tied to the below so you can plan your journey to the conference as well as your arrangements for the black tie evening meal, and your return journey home.

Day One:

- 9:00-9:45 - Registration, Coffee and Network
- 10:00-10:10 - **Welcome to Retail REvolution** by Martin Ballard, MA MAC Dip SCM.
- 10:10-10:30 - **Conference Opening** by Simon Danczuk, MP for Rochdale & Chairman of the All-Party Parliamentary Small Shops Group
- 10:30-11:45 - Keynote Speakers
- 11:45-12:15 - Q&A Session
- 12:15-13:15 - Lunch

Agenda

Cont.



- 13:15-14:15 - Keynote Speakers
- 14:15-14:30 - Q&A Session
- 14:30-15:00 - Keynote Speaker
- 15:00-15:20 - Coffee Break
- 15:20-16:45 - Keynote Speakers
- 16:45-17:15 - Q&A Session
- 17:15 - Day One Conference Ends

- 19:30 - Evening Welcome Drinks
- 20:00 - Dinner is served in the Great Hall
- 21:30 - Your Evening Entertainment for your enjoyment

THE Black Tie Event and YOU'RE invited!

Dinner Date with Simon Evans



After a freshen up from a hard days conference, the night is all about building on the networking made through the day.

Join us for a very special black tie event with entertainment provided by the thinking man's comedian, Simon Evans.

After a truly divine meal in the most amazing of surroundings that is the Great Hall, allow yourself to be entertained by the man who's appeared on everything from University Challenge to Mock the Week, he has toured internationally and has been seen more recently on BBC1's Live at the Apollo – on top of all this, he has an extensive radio background including his own series, 'Simon Evans Goes to Market', for BBC Radio 4.

The evening is in aid of Brain Tumour Resource for The Christie, and their #HappyHatSelfie campaign – feel free to bring a hat with you!

With a drinks reception from 7:30pm, the evening starts with a fabulous meal served in the Great Hall it really is the place to be seen at!

Evening reception drink.

Prosecco, Bucks Fizz, fruit juice or bottle of premium lager.

Menu

Smoked Salmon served on a bed of wild rocket with a light lemon dressing

Roast Chicken supreme with a Cream of mushroom sauce.

A medley of spring vegetables and dauphinoise potatoes.

Chantilly rich chocolate and raspberry tear drop, finished with a fresh cream raspberries and mint.

Coffee served with after Dinner Mints.

Table wine

Agenda

Day Two



Thursday 30th April & Friday 1st May

Day Two:

- 10:00-12:15 - Prebooked Workshops commence at 10am - a full list of workshops available will be listed shortly, and you will be contacted to select your preferences.
- 12:15-13:15 - Lunch
- 13:15-14:15 - Afternoon Workshops
- 14:15-15:15 - A very special closing speech (to be revealed)
- 15:15-15:30 - Event Closes

Booking Of Tickets

We've tried to make the conference both affordable and good value – exactly what a savvy business person requires from such an event! So, we have a variety of packages with the best by far being the Early Bird Package at £149 ex VAT. Listed below are all of the options, which can either be booked and invoiced through the website (www.redcapemarketing.co.uk) or by immediate payment through Eventbrite by searching for Retail REvolution.

TICKET TYPE	PRICE
Early Bird Two Day Package	£149.00
Early Bird One Day Conference	£75.00
Two Day Package	£199.00
One Day Conference	£100.00
Additional Black-Tie Meal Event Ticket	£75.00

Simply scan the QR code reader to be taken straight to the website to book your tickets.

We really do look forward to seeing you there!





REDCAPE

MARKETING

Red Cape Marketing are a Rochdale based marketing company specialising in shopping centre & town centre events; with contracts in the North of England and also Wales, Red Cape are one of the North's most innovative event management companies.

Established in 2010 Red Cape also run social media personalities for many local companies ranging from craft fayres to sweet companies and beyond. 2014 has been a very big year for the company which undertook it's own rebranding and repositioning within the market.

Red Cape always looks to purchase stock, hire staff and promote Rochdale prior to looking elsewhere – we very much endeavour to 'Shop Local!'



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