



Management, Marketing and Leasing - Level II

	SUNDAY 10 June	MONDAY 11 June	TUESDAY 12 June	WEDNESDAY 13 June	THURSDAY 14 June
8:30 hrs. to 9:00 hrs.	Registration and Welcome Tea/Coffee	Welcome Tea/Coffee	Welcome Tea/Coffee	Welcome Tea/Coffee	Welcome Tea/Coffee
9:00 hrs. to 10:45 hrs.	Advanced Marketing and Other Strategic Planning for Optimum Productivity	Design: The Centre and Retailer	Advanced Leasing Strategies	Using Marketing and Research in the Leasing Process	Sponsorship and Alternative Revenue
10:45 hrs. to 11:15 hrs.	Tea/Coffee Break	Tea/Coffee Break	Tea/Coffee Break	Tea/Coffee Break	Tea/Coffee Break
11:15 hrs. to 12:45 hrs.	Advanced Marketing and Other Strategic Planning for Optimum Productivity	Design: The Centre and Retailer	Advanced Leasing Strategies	Using Marketing and Research in the Leasing Process	Sponsorship and Alternative Revenue
12:45 hrs. to 13:45 hrs.	Lunch	Lunch	Lunch	Lunch	Lunch
13:45 hrs. to 15:30 hrs.	Shopping Centre Finance	The Business Plan: Creating Maximum Value	Redevelopment and Refurbishment Priorities and Techniques	The Team Approach to Asset Management	Shopping Centre Analysis
15:30 hrs. to 16:00 hrs.	Tea/Coffee Break	Tea/Coffee Break	Tea/Coffee Break	Tea/Coffee Break	Programme Concludes
16:00 hrs. to 17:30 hrs.	Shopping Centre Finance	The Business Plan: Creating Maximum Value	Redevelopment and Refurbishment Priorities and Techniques	The Team Approach to Asset Management	
Evening Activities	CSM/CMD/CLS/CDP Test Review	Cocktail Reception	Shopping Centre Tour (Group Activity)		

Note: Program subject to change without prior notice.