



Conference Programme

Pre-Conference Tour

Monday, 31 September 2019

15:00 **Facility Tour of London Self Storage Sites**

If you intend to participate please ensure you indicate this on your booking form.

Day One

Tuesday, 1 October 2019

9:00 **Welcome Session – Chaired by Mark Durden-Smith**

9:15 **Keynote**
The Top Ten Key Ingredients You Need to be a Success - Karren Brady

Baroness Brady of Knightsbridge CBE is one of the most influential, high profile and respected female business leaders in the UK. Voted Business Woman of the Year, Ultimate Entrepreneur and rated among the 50 most inspirational people in the world, she is passionate about business. Karren is CEO of West Ham United Football Club, as well as Senior Non-Executive Director of Syco Entertainment. She appears on the BBC's The Apprentice and is a leading voice, contributor and commentator on business affairs and news programmes.

10:15 **European Industry Report - Ollie Saunders, JLL and Rennie Schafer, FEDESSA CEO**

Rennie Schafer, CEO of FEDESSA and the team at JLL will bring you the latest results from the European Industry Report and show you how the European self storage industry is progressing. Is customer awareness improving? Is growth continuing, or is the economic and political uncertainty impacting the self storage industry? All will be revealed!

10:45 **Morning Coffee, Networking Opportunity & Trade Show**

11:45 **Fires in Self Storage - Industry Panel**

Fire is a threat to every self storage business. During this session you will hear from operators that have been through this ordeal. Learn how they recovered their business and the lessons they learned. The panel will include Matt Chun from SC Storage in Hong Kong where 2 firefighters died fighting a fire in their self storage store.

12:45 **Preparing Your Business for Sale - Industry Panel**

Hear first hand from operators that grew their business from the ground up and then sold it to a major operator. Learn what you can do to maximise the value of your business for sale, things to watch out for in the sale process and much more.

13:15 **Lunch, Networking Opportunity & Trade Show**

14:45 **Selling Self Storage online – the case for and against**

15:45 **Afternoon Tea, Networking Opportunity & Trade Show**

16:15 **The Journey from our First Store to Market Leaders - Jimmy Gibson & Martin Gerhardus**

Hosted by Rennie Schafer, FEDESSA CEO, two pioneers of the industry will describe how they built their business from the first store to a market leader in their region.

James Gibson was a founder of Big Yellow in 1998 and has grown the business to be one of the largest operators in the UK and the leading brand in self storage with 74 stores across the UK and part ownership of another 21 under the Armadillo brand. Martin Gerhardus founded My Place in 1999 and has grown it to 44 stores, 29 in Germany, 13 in Austria and 2 in Switzerland. Both businesses were built on acquiring prime real estate assets and developing iconic stores. However, their journeys are quite different. Big Yellow being a publicly listed company and Myplace being co-funded through the Fremont private equity group, each have dealt with the various challenges in their respective markets. Here these two legends of the industry candidly discuss how they grew their business and what their take on the future of the industry is.

18:30 **Welcome Drinks in the Trade Show**
Sponsored by Store-IT

19:30 **Cultural & Networking Dinner - Natural History Museum**
Sponsored by Basil Fry & Company – Self Storage Risk Solutions

A centre of scientific excellence in the discovery of taxonomy and biodiversity, the Natural History Museum is a world-famous museum which promotes the discovery and enjoyment of the natural world through exciting exhibits such as the Life and Earth Galleries, wildlife garden and geological collections. The Cultural Dinner will take place in The Hintze Hall underneath the famous blue whale skeleton, after taking a walk through the dinosaur gallery.

Day Two

Wednesday, 2 October 2019

8:00 **Breakfast with the Stars**

This is your chance to share breakfast with the stars and speakers of the conference, as well as other industry experts. With small discussion groups, allowing you to ask the questions and truly delve into the topics that mean the most to you. This is led by the delegates – it's all about your questions.

More information on the stars and topics being discussed will be released soon.

9:30 **Keynote**
How to Become a Retail Leader – Lord Stuart Rose

Sir Stuart Rose has spent his entire career in retail, working for and leading businesses such as Argos, Iceland and Arcadia Group. He was the CEO of Marks and Spencer, which he turned around from its lowest ebb, successfully reversing the decline in performance. A highly sought after speaker he considers the lessons learned about organisational change, explains how to navigate turbulent trading conditions, and underlines the case for socially responsible business.

10:30 **Morning Coffee, Networking Opportunity & Trade Show**

11:15 **Engaging Local Communities - Julia West**

Julia has pioneered numerous community engagement initiatives and enlisted the team to participate in a wide range of charitable activities/events which resulted in Fort Knox Self Storage winning the 2018 Self Storage Association of Australasia Industry Award for Community Engagement. Julia has fostered a culture whereby personal experience and engagement is part of their core values and daily practice. And while Fort Knox's support of local sporting clubs, schools and charities helps the community, Julia has found that it directly benefits the business by boosting the teams moral, increases brand awareness and increases occupancy for the sites.

12:00 **Economics for Self Storage - Aki Kostiander**

Aki has 25 years of asset management experience from equities, fixed income and derivatives all the way to asset allocation and other alternative investments. Institutional fundraising, marketing and a popular speaker. He is also a board member of Cityvarasto self storage in Finland, allowing him to apply his economic knowledge specifically to self storage.

12:45 **Lunch, Networking Opportunity & Trade Show**

14:15 **What Millennials Really Think of Self Storage – Miranda Brown & Tanya Michelsen**

A group of millennials that had never used self storage before took a journey to book a unit at their local store. Of course they video blogged the whole journey. Hear first hand how they perceive self storage from trying to book a unit to moving in. Learn how you can make your business more attractive to the next generation of self storage users.

15:00 **Selling More Self Storage - Christel Land**

Back by popular demand, Christel will be sharing how to improve your sales conversions using simple but effective techniques. Self storage is still a retail business and you need to effectively sell the product, especially as the market grows and competition increases.

16:00 **Close & Preview of 2020**

16:15 **FEDESSA Meeting**

FEDESSA General Council Members only

19:15 **Pre Dinner Drinks**
Sponsored by DeSeM Lifts Ltd

19:30 **Annual Industry Awards Dinner**
Sponsored by Janus International Europe (Major Sponsor)

Celebrate the year's achievements in the industry with the Annual Industry Awards Dinner. Always a great night loaded with entertainment, great food and wine and your final chance to network with other delegates at the event.