

Conference Programme

Pre-Conference Tour - Monday, 30 September 2019

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

Join the bus tour leaving from the QEII Centre to visit three self storage sites - Big Yellow Fulham, Safestore Battersea Park and Shurgard Putney.

Day One – Tuesday, 1 October

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 **Disaster Recovery - Industry Panel - Duncan Bell & Allan Agerskov**

During this session you will hear from operators that have experienced fires at their stores. Learn how they recovered their business and the lessons they learned.

12:30 **Preparing Your Business for Sale - Industry Panel - Paul Fahey, David Milton & Michael Fogelberg**

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 – Dean Booty & Travis Morrow**

Hear 2 operators present their case for and against selling self storage entirely online. One who has completely embraced the online process, will talk about how they facilitate online sales and engage the customer in that medium. The other will put forward the case for personal offline interaction and discuss how they turn online enquiries into in person sales

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

16:15 **The Journey from a single store to market leader - Jimmy Gibson & Martin Gerhardus**

Hear from two pioneers of the industry on 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. 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.

18:15 **Welcome Drinks in the Trade Show, QEII Centre**
Sponsored by Store-IT



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



BASIL FRY & COMPANY

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 & Networking 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

Programme

8:00 **Breakfast with the Stars – Pickwick Suite, QEII Centre**
Sponsored by Pound Gates



Start your day in small group sessions with genuine industry experts on subjects that are important to you. Each expert will host a table where you can come and hear their insights and ask questions. You can move between tables throughout the session to cover as many topics as you wish. Cooked and continental breakfast with juice and tea/coffee will be provided. *Definitely worth getting up early for!*

9:30 **Keynote**
How to Become a Retail Leader – Lord Stuart Rose
Sponsored by RADical Systems



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

19:00

Pre Dinner Drinks – Pickwick Suite, QEII Centre

Sponsored by DeSeM Lifts Ltd



19:30

Annual Industry Awards Dinner – Churchill Suite, QEII Centre

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.

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