



## Contemporary Challenges in Store Location Research

Are you a retail professional looking to learn the latest in store location research with a view to maximising opportunities in the current market? If so, this course is for you.

Led by a team of retail geographers with vast experience and impeccable academic credentials, this one day course will introduce delegates to some of the most exciting and innovative methods currently in development for store location research. As well as providing insights into the latest research and contemporary issues for retail change, it will give opportunities to explore methods through syndicate work and personal engagement.

By the end of this course, participants will:

- Be up-to-date on emerging trends in the UK market, in terms of both supply and demand
- Understand how new computational methods can assist in the planning of retail channels
- Be aware of new data sources that can help provide intelligence about the retail sector.

### Intended Audience

The course will be of interest to retail professionals and consultants at all levels of seniority with an interest in site location planning, network optimisation, market analysis, property management and service delivery.

### Course Date, Location and Price:

**When:** October 9, 2012, 09:00-18:00

**Where:** Grange White Hall Hotel, 2-5 Montague Street, London WC1B 5BP

**Price:** £220 per delegate. Lunch and refreshments are included in this fee.

For further information about this course, or to make a booking, please contact our administrator, Amy O'Neill, at [a.oneill@leeds.ac.uk](mailto:a.oneill@leeds.ac.uk) or call 0113 343 7992.

### About Us:

This course is presented by TALISMAN (a node of the National Centre for Research Methods) and funded by the Economic and Social Research Council.

## Course Programme

09.00-09.30	<i>Registration</i>	
09.30-10.15	Martin Clarke	Market trends in the distribution & delivery of retail products and services
10.15-11.00	Mark Birkin	The changing demographics, lifestyles, attitudes & behaviours of UK consumers.
11.00-11.30	<i>Break</i>	
11.30-12.15	Robin Bevan	Battlefield Britain
12.15-13.00	Syndicate work: Brainstorming session addressing key topics such as retail indicators, indicator selection, retail dynamics, demographic change, & the 'credit crunch'.	
13.00-14.00	<i>Lunch</i>	
14.00-14.45	Nick Malleeson	Agent-based simulation models of retail networks & consumer behaviour.
14.45-15.30	Mark Birkin & Martin Clarke	A review of current research projects – retail localisation, credit crunch, e-retailing, customer profiling & retail impact assessment.
15.30-16.00	<i>Break</i>	
16.00-16.45	Syndicate work: Discussion of data evaluation & data usability issues in the wider context of debates on modelling vs. intuition & simplicity vs. complexity.	
16.45-17.30	Andy Hudson Smith	The potential of crowd-sourcing & geo-visualisation techniques for retail analysis.
17.30-18.00	Mark Birkin & Martin Clarke	Review & Conclusions

**Martin Clarke** is Professor of Geographical Modelling and an investigator on the ESRC Retail Industry Business Engagement Network (RIBEN). He spent fifteen years as Chief Executive of GMAP Limited, advising companies such as Ford, Asda-Walmart, HBOs, Exxon and the Post Office on retail planning and network reinvention.

**Mark Birkin** is Professor of Spatial Analysis and Policy, and is Director of the Geospatial Data Analysis and Simulation node (TALISMAN) of ESRC's National Centre for Research Methods. He was formerly Director of the Institute for Interdisciplinary Informatics and Research Director of GMAP Limited.

**Andy Hudson-Smith** is Director of the Centre for Advanced Spatial Analysis (CASA) at University College London. Andy has undertaken research developing new geo-visualisation tools and has been exploring how to take advantage of crowd sourcing data available social network sources such as Twitter.

**Nick Malleeson** is a Lecturer in the School of Geography at the University of Leeds. A computer scientist by background, Nick has been undertaking research on how retailers can take advantage of new computational methods, such as agent-based modelling.

**Robin Bevan** is Director of Retail Locations and Shopping Centres at Javelin Group – one of the UK's largest retail consultancies – with 22 years' experience in retail property. Prior to joining Javelin he spent 15 years at Management Horizons Europe, latterly as CEO. Robin's experience combines location strategies for retailers, geographic channel strategies for brands, shopping centre strategies for developers and owners, due diligence for private equity investors and commercial space planning for travel hub operators.