



IPD / IPF Property Investment conference 2001.



The IPD / IPF conference is the un-missable slot in the calendar for all those who appreciate the opportunity to combine serious analysis and open debate, with convivial company. Last year over 300 industry leaders from all walks of property life gathered in the Grand Hotel Brighton, and gave the conference top ratings for content, atmosphere and networking opportunities.

Combining the strength of IPD and IPF in 2001, the aim yet again is to improve even further on the ten-year record of highly-rated conferences. Our unique blend of original research, insights from successful practitioners, lessons from overseas, and lively floor debates will be applied to four key issues that face the industry and will affect the working life of the property professional:

A voice for property

how should the industry get its message across to politicians and regulators?

Information revelation

with the emphasis on information, how much will the way we do business, change by 2010?

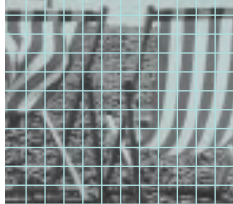
The division of labour in property

we live by conventional wisdom on who does what in property. We like to blame bankers for market breakdowns. But, are the stereo-types true and what is the right balance between the players in the industry?

Heads or hearts

is the property market driven by rational pricing or by sentiment and behavioural rules? Should our forecasts and decisions take account of market psychology alongside the fundamental quantitative analysis?

All the speakers will bring their contributions to a sharp point: what needs to be done, and how the industry should do it. All sessions end with an open discussion giving you the chance to debate whether the experts have got it right!



Wednesday 28th November 2001

17.00 Early Delegate Registration

Thursday 29th November 2001

10.00 Registration / Coffee

10.45 Conference Opening – Rupert Nabarro,
Managing Director, IPD

11.00 **Keynote Session: A voice for Property—how should the industry get its message across?**

UK Property Plc has ended up on the losing end of recent lobbying battles – tax transparency, MFR, stamp duty, leases. What is the problem? Have we been fighting the wrong battles? Or fighting the wrong way? Who speaks for the industry – too many voices or too many interests? We invite industry leaders to debate the issues and hear from one experienced lobbyist who knows what it is like to win.

Chairman: Alastair Ross Goobey, CBE, Chief Executive,
Hermes Property Asset Management and
President of the IPF

Speakers: Peter Verwer, CEO,
Property Council of Australia,
*Mobilising positive change in a hostile
political environment.*

Prominent Labour politician
Communicating effectively to Government.

Panel discussion: Will McKee, Director General BPF,
Louis Armstrong, Chief Executive, RICS.

12.45 Lunch

14.15 **Theme 1: Property on-line 2010 – an information revelation**

The property.com hype and hysteria may have died down, but we all know that by the end of the decade technology will have radically changed the way we do business. The speakers will give expert views on what those changes will be, with a special focus on how they will affect the flows of information that drive our decisions. Plus we take a look at the US experience, which is perhaps already in 2005 on the UK calendar, giving us a preview of where we may be going.

Chairman: Peter Freeman, Chief Executive,
Freeman Publishing

Speakers: Rosemary Feenan, Director of Research,
Jones Lang La Salle,
Property – an ethereal future?

Stephen Palmer, Managing Director,
PropertyBull.com,
You ain't seen nothing yet!

15.45 Tea

16.15 **Theme 1: Property Information on - line – an information revelation**

The speakers from the previous session will be joined by:

Speakers: Tony Key, Director, IPD
*The potential for further information
transparency – illustrations from the IPD.*

Michael J Lipsey, Director,
Kingsley Lipsey Morgan Ltd
Real Estate 2010 – Service Vision or Nightmare?

19.30 Drinks

20.30 Dinner

After dinner speaker:
The Rt. Hon John Gummer MP

Friday 30th November 2001

9.00 Theme 2: Who does what in property?

As we all know, long-term equity investors hold prime property and live by risk reduction. Debt financed developers and traders take on development and active management and live by timing. Every once in a while banks deliver an excess of money that spoils things for everyone. But are the stereotypes true? With property debt at a new record, should we be worrying about the bankers again? Or is changing access to capital markets, the emergence of new intermediate vehicles, and the privatisation of old ones, changing the division of labour and thus the shape of the market?

Chairman: Ian Cullen, Managing Director,
IPD

Speakers: Colin Lizieri,
Professor of Real Estate & Finance,
Reading University,
*New Players, New Markets –
Has the property industry really changed?*

Norma Cohen,
The Financial Times,
*The New Intermediate Vehicles – Will they
reshape the UK property investment market?*

10.15 Coffee

10.45 David Church,
Head of UK Real Estate Advisory,
Deutsche Bank,
*Equity & Debt – Will the growth of new
investment vehicles and the restructuring of
old ones require more and offer more to
property bankers?*

Bill Hughes, Head of Research & Strategy,
Schroder Property Investment Management Ltd,
*An investors perspective on a newly
emerging property investment playing field.*

12.15 Lunch

13.30 Theme 3: Rationality in the property market – surely some mistake?

Much of what we believe about markets is based on the assumption that investors and markets behave rationally. However, there is increasing evidence that fear and greed drive them too. Whatever the textbooks say, the investor is human and is affected by emotions and beliefs.

This session explores how these factors affect investment markets in general and property professionals in particular.

Chairman: Paul McNamara, Head of Property Research,
Prudential Property Investment Managers

Speakers: Professor Roy Batchelor,
City University Business School,
The death of the rational investor.

Keith Steventon, Research Director
Weatherall Green & Smith,
Research Director,
*Behavioural traits in the commercial
property market.*

Dr. Russell Chaplin, Analyst,
Henderson Global Investors,
*Behavioural traits in the property
research industry.*

15.30 Conference Close,
Rob Bould, National Head of Investment Management,
GVA Grimley & Chairman of the IPF

Tea

Registration Form

I wish to register for the Conference

- At the Special fee for IPD*/IPF** clients of £995 (£1,169.13 incl. VAT)
- At the Standard fee of £1,145 (£1,345.38 incl. VAT)
- In addition (if required) accommodation for the Wednesday night (including breakfast on the Thursday)
Fee £150 +VAT @ £176.25 Total

Please specify any dietary requirements

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Title..... First Name.....

Surname.....

Position.....

Organisation Name.....

Type of Organisation.....

Address.....

.....

..... Postcode.....

Telephone.....

Fax.....

E-mail.....

Contact Name.....

Signature.....

Payment: All registrations should be accompanied by payment details. Payments will be acknowledged and an invoice sent.

- I enclose a cheque payable to Investment Property Databank Ltd

By credit card: Mastercard VISA

American Express

Cardholder name.....

Card number

Expiry date.....

Billing Address: (if different from above)

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CANCELLATION

Any cancellation must be confirmed in writing to the Conference organiser. Refund of fees, less 25% administration charge may be applied for up until 31st October 2001. It is regretted that after this date no refunds can be made.

* Includes subscribers to IPD/OPD benchmark services, or IPD sponsors.
 ** Includes IPF members

Registration Form

Please return to:

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How to Register

Conference Location

The Grand Hotel, Brighton

Conference Registration

Follow the instructions on the attached registration form.
Written confirmation will be sent to all participants who register by Friday 23 November, 2001.
Registrations can be confirmed only when payment is received.

Venue

The Grand Hotel is a well known landmark in Brighton, a beautiful Victorian Hotel situated on the sea front. It is 55 miles from London and can be reached by road via the M23, or rail from London Victoria (55 mins), Gatwick Airport is 35 minutes by road and Heathrow is only 70 minutes by road.

Conference fees

The conference package includes lunch, dinner and overnight single accommodation on the 29th November and breakfast, lunch and afternoon tea on 30th November, plus full conference documentation.

Two day residential package:

IPD Clients/IPD Sponsors/IPF Members:* £995

Other: £1145

The above price is exclusive of VAT charged at the current rate of 17.5%

Payment

Payment to accompany conference application and made by credit card or cheque payable to Investment Property Databank Ltd.

An invoice will be sent to confirm bookings.

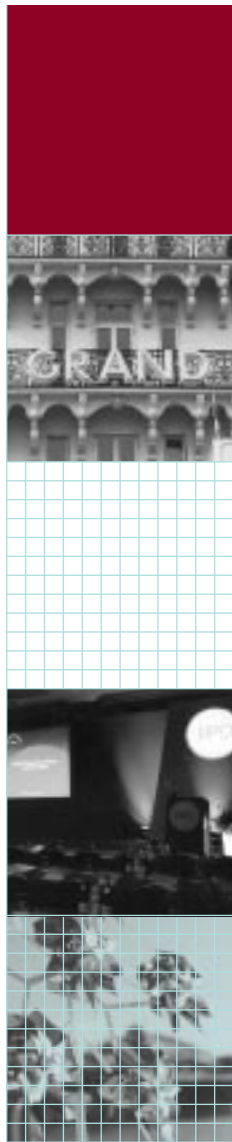
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IPD reserve the right at any time and without prior notice to change the venue of the conference and/or the speakers/Chairmen and/or programme from that described in the brochure. They also reserve the right in absolute discretion and without further liability to cancel the programme, in which event all monies will be refunded.

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Investment Property Databank
and Investment Property Forum
present the

**IPD / IPF Property Investment
conference 2001.**

To be held at the Grand Hotel in
Brighton on Thursday 29th and
Friday 30th November 2001.

