

A new area of opportunity, a wealth of new business to be won
 Meet over 25 senior level speakers from the world's station owners

RailStation 2007 DEVELOPMENT

12th – 14th November 2007, Royal Garden Hotel, London, UK

Meet the decision makers...



Tom Harris
 Under Secretary of State for Transport
DfT (UK)



Ian Lindsay
 Head of Station Development
Network Rail (UK)



Rolf Reh
 Member of the Management Board
DB Station & Service (Germany)



Daniel C. Lam
 Director of Property
KCRC (Hong Kong)



Koichi Asai
 Director
Tokyo Metro (Japan)



Robert D. Yaro
 President
RPA (USA)



Over the trainbow

Where real estate and rail meet to do business...

- **A unique platform:** a new area of opportunity requires a cohesive platform for the industry to meet, learn and do business. **Rail Station Development 2007** is that platform!
- **Visionary presentations:** leading rail and real estate strategists will outline their plans. Discover what opportunities this will create for your business.
- **Networking opportunities:** meet with these key decision makers and present your offerings to them. Start building the relationships that will put your business at the forefront.

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Organised by



Pre-conference workshop
Maximising private sector development opportunities

Over the rainbow

The rail industry's innovative offering to the real estate market

Rail Station Development 2007 focuses on one of the most exciting real estate phenomena in the world. Rail operators and infrastructure authorities are massive property owners; their stations have high, predictable traffic and they have finally begun to exploit this combination of prime land and high footfall.

Rail Station Development 2007 is the first event of its kind; uniting Europe's rail operators and infrastructure authorities on the one hand, with developers on the other, offering you the chance to learn from the leading experts about what opportunities exist and how these will relate to your organisation. More specifically gain insight into how these opportunities can ultimately have a positive impact on your profits.

We will be gathering the key decision makers from around the world to discuss all the key aspects relating to rail station development and with ample networking time this is not only a place to learn but also a place to put your knowledge and expertise into practice by demonstrating your offering to the market.

Identify areas of opportunity, start developing long lasting, profitable business relationships, start forming the foundations of your future success.

For station owners... this event offers, not only the chance to learn from experiences around the world, but also the opportunity to meet with potential development partners in one place at one time. Make the right contacts and let them know what you want from them and listen to what they have to offer you. This is your chance to realise the financial rewards locked within your stations.

For property developers... now is the time to learn what station owners are looking for. Understand what is required of you and present your solutions to the challenges faced by the station owners. Put yourself in prime position and start building potentially profitable relationships with the people who have the power to award the ever growing number of lucrative development contracts.

For all the other key players... from **consultants, investment banks and lawyers to construction and engineering companies and architects**, your services will be required to facilitate these developments. Whether it is the station owners or the developers that you wish to meet, this is your chance to gain access to the industry's key figures.

Don't miss out, put yourself in the frame by signing up today for the must attend event of the year!

Key benefits of attending Rail Station Development 2007...

We've set up the ideal platform for you, so what will you take away from Rail Station Development 2007...

New knowledge: in a relatively unexplored area this is your chance to learn exactly what station development is all about and what it means for your business.

New insights: learn from those who have already achieved success and understand the structures behind this success, gain these insights before your competitors!

New opportunities: not only a chance to learn but also a chance to identify and capitalise on areas of opportunity for your organisation.

New relationships: the only place where you will have access to decision makers from both the real estate and rail industry in one place at one time, start forming those essential relationships!

New business: whether bolstering existing relationships or forming new ones this is your chance to close those deals that will ensure a successful start to 2008.

A combination of the above will equip you with the tools to emerge as a market leader in this new and exciting sector.



Over the

What do your peers say about

CEE Rail...

“ *Excellent range and quality of speakers, good location, well organised and good networking opportunities!* ”

Michael Glossop, Director,
Steer Davies Gleave

The Terrapin

- Real case studies presented by CxO's
- Powerpoint actively discouraged. Interaction encouraged
- Q&A sessions a formal part of the proceedings
- Panel sessions creating a talk show rather than a lecture
- Buffet lunches that encourage networking

arket... what are the opportunities for your organisation?



rainbow

our events?

The industry leaders...



Tom Harris
Under Secretary of State for Transport
DfT (UK)
Tom Harris is the Parliamentary Under Secretary of State for Transport, working at the Department of Transport (DfT). Following his appointment in September 2006, Tom now has responsibility for rail, light rail, cycling and walking.



Ian Lindsay
Head of Station Development
Network Rail (UK)
Ian Lindsay is Head of Station Development for Network Rail. As part of the Commercial Property team, he is currently leading the proposed redevelopments of some of Network Rail's busiest London stations. Projects already underway include the transformation of London Bridge station as part of the building of the iconic Shard of Glass, as well as the modernisation of Cannon Street.



Daniel C. Lam
Director of Property
KCRC (Hong Kong)
Daniel C. Lam is the Director of Property for the Kowloon-Canton Railway Corporation. He is in charge of all property development projects, as well as leasing, licensing, advertising and property management. The total gross development value of projects is HK\$190 billion (£12.2 billion), and the total value of the managed investments is HK\$11.3 billion (£0.73 billion).



Rolf Reh
Member of the Management Board
DB Station & Service (Germany)
Rolf Reh is the Member of the Management Board in charge of operations and development for DB Station & Service, the subsidiary of Deutsche Bahn responsible for managing all German rail stations. His role not only involves the smooth running of the stations, but also investing in and maximising the potential of the rail station and related real estate.



Koichi Asai
Director
Tokyo Metro (Japan)
Koichi Asai is the Director of the Affiliated Business Department for Tokyo Metro. He has been heavily involved in rail station development since 1997, including work on numerous projects such as the Shinjuku West Exit project. In his current role he oversees the business management and development of commercial complexes in stations, the real estate business and all other affiliated businesses.



Robert D. Yaro
President
RPA (USA)
Robert D. Yaro is the President of the Regional Plan Association (RPA). He also co-chairs the Friends of Moynihan Station, an alliance of civic and business groups that is advocating for the redevelopment of the Penn Station District as Manhattan's newest transportation and employment hub.

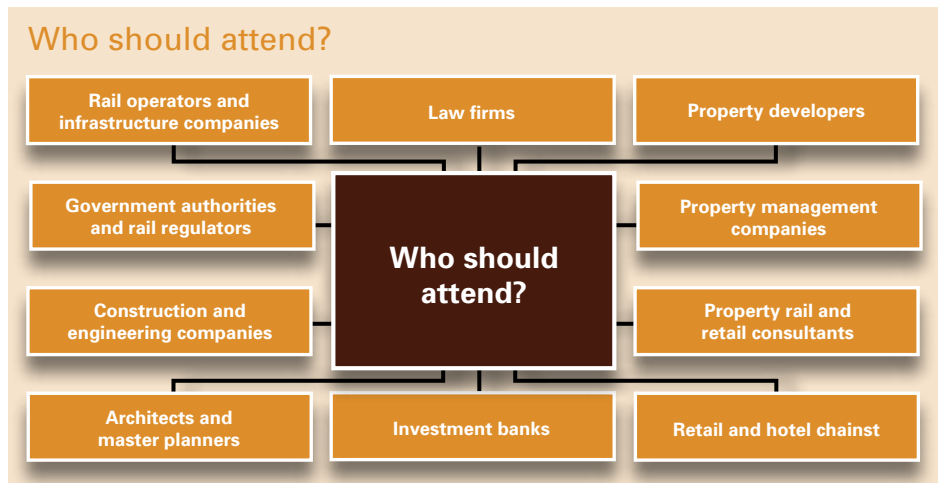
EuroRail...
“ *Excellent organisation and location! A good balance between speakers and topics and there was ample networking time!* ”
W.H. Schrama, Director of Projects, NedTrain

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Book before 31st August and save up to 10%.
Book now, fax back the form on the reverse of the brochure to +44 (0) 20 7242 2320

What's the difference 

- Drinks receptions to network and relax
- Speed networking increasing the number of people you meet
- Contact: facilitating networking before, during and after the event
- A year long, extensive marketing campaign
- Real value for sponsors, speakers and exhibitors

A Terrapinn event is an experience.



Over the rainbow

08:20 **Continental networking breakfast and registration**

08:50 **Chairman's opening remarks**
Richard Jones, Partner, Jones Lang LaSalle (UK)

09:00 **Opening address: the DfT's long term vision for station development**

- The 5 year High Level Output Statement (HLOS)
- The 30 year vision for rail
- Where does rail station development fit in?
- Potential funding for rail station development

Tom Harris, Under Secretary of State for Transport, DfT (UK)

THE VISION

09:30 **Keynote address: pioneering rail station development**

- Real estate trends – exploring new areas of opportunity
- Where does railway station development fit?
- The business plan behind Network Rail's ambitious plans
- Requirements for potential development partners

Ian Lindsay, Head of Station Development, Network Rail (UK)

09:50 **Keynote address: successful station development – Berlin Hauptbahnhof**

- Deutsche Bahn's business model for German rail stations
- Europe's largest rail station development
- Deutsche Bahn and the development partners
- Benefits for the city of Berlin

Rolf Reh, Member of the Management Board, DB Station & Service (Germany)

10:10 **Keynote address: developing commercial and residential property on railway land**

- Operating in a confined land mass such as Hong Kong
- Solving housing and transport problems
- The rail property business model
- Infrastructural urbanism – the Hong Kong genre

Daniel C. Lam, Director of Property, KCRC (Hong Kong)

10:30 **Coffee break**

REGULATION & OPERATION

11:10 **The TOC's perspective**

- What role do TOC's play in rail station development?
- A transport interchange and a commercial opportunity
- The aims of the TOC's vs. the aims of the station owners

George Muir, Director General, ATOC (UK)

11:30 **Rail strategy and the implications of station development**

- Creating a fair regulatory environment for development
- Reducing congestion and improving rail transport
- Practicalities – station access and functionality issues

Michael Lee, Director of Access, Planning & Performance, ORR (UK)

11:50 **Panel session: aligning the needs of the station owners and the TOC's**

- Leasing arrangements
- What are the benefits for the TOC's?
- The pro's and con's of third party involvement such as franchise contracts geared towards development

Rolf Reh, DB Station & Service (Germany)

Daniel C. Lam, KCRC (Hong Kong)

Mark van Hagen, NS Reizigers (Netherlands)

George Muir, ATOC (UK)

Michael Lee, ORR (UK)



12:50 **Networking lunch**

DEVELOPMENT & PROJECT MANAGEMENT

13:50 **Kirkstall Forge – the developer's perspective on station**

- The rail station property development lifecycle
- Key factors for successful station development
- Contributing to urban regeneration
- Applying PPP principles to station development
- The future outlook – evolution not revolution

Jason Wharton, Development Manager, Commercial Estates Group (UK)

14:10 **Unified rail and real estate development**

- The connections between rail and real estate
- An overview of the Ørestad development project
- Increasing land value through rail development

Per Als, Development Director, Copenhagen Metro (Denmark)

14:30 **Managing the complex requirements of rail station development**

- Stations – a strategic position within the city
- The attractive opportunities for added-value
- A coherent project design realised through collaboration
- Mechanisms behind possible synergies
- A process rather than a project

Gert-Joost Peek, Research Manager, ING Real Estate (Netherlands)

14:50 **Panel session: from proposals to project management**

- How can we meet the requirements of the station owners?
- Maintaining a clear focus on the goals
- Keeping costs down without sacrificing quality

Ian Lindsay, Network Rail (UK)

Per Als, Copenhagen Metro (Denmark)

Leo van Leeuwen, NS ProjectConsult (Netherlands)

Jason Wharton, Commercial Estates Group (UK)

Gert-Joost Peek, ING Real Estate (Netherlands)

15:20 **Speed networking and coffee break**

FINANCE & INVESTMENT

16:00 **Case study: maximising revenue from rail property in Sweden**

- The history and function of Jernhusen
- Analysing key assets
- Developing and selling land to raise money for rail projects
- Stockholm Blekholmen 3 and 5 – “Klarabergshuset”

Ann Wiberg, Head of Strategic Development, Jernhusen (Sweden)

16:30 **Case study: Land value uplift capture around rail stations**

- What is land value uplift capture?
- Stage 1 – assessing land value uplift capture
- Stage 2 – establishing a transport trust fund
- What are the dynamics of these arrangements?

George Hazel, Managing Director, McLean Hazel (UK)

John McGregor, Director, E-Rail (UK)

17:00 **Panel session: rail station development – finance and investment options**

- What are the options for the station owner?
- What are the opportunities for the private investor?
- PPP/PFI – a successful model to enhance development?
- Rail stations – key areas where profits can be made
- Long or short term investments, long or short term gains?

Yoshitaka Ito, Japan Railways (Japan)

Paolo Simioni, Centostazioni (Italy)

Ann Wiberg, Jernhusen (Sweden)

Mark de Vreese, Eurostation (Belgium)

George Hazel, MRC McLean Hazel (UK)

17:30 **Chairman's closing remarks and close of Day One**

17:40 **Networking drinks reception**

Over the trainbow

08:20 **Continental networking breakfast and registration**

08:50 **Chairman's opening remarks**
Daniel Giblin, Director, **EC Harris (UK)**

PLANNING & DESIGN

09:00 **Architecture masterclass: Berlin Hauptbahnhof**

- Designing Europe's largest railway station
- Functionality and efficiency vs. architectural flair and beauty
- The rail station as part of the urban landscape
- A design to maximise commercial opportunities

Meinhard von Gerkan, Founding Partner, **GMP von Gerkan, Marg & Partners (Germany)**

09:40 **Architecture masterclass: realising the vision**

- A design to suit the surroundings
- The specifics of designing and building a railway station
- Practical examples – the Dresden station redevelopment

Spencer de Grey, Deputy Chairman, **Foster + Partners (UK)**

10:10 **Architecture symposium: questions and answers with session speakers**

10:30 **Coffee break**

INTERNATIONAL PROJECTS

11:10 **Keynote address: Tokyo Metro – the current situation and future outlook**

- An overview of Tokyo Metro's station commercial business
- Managing this opportunity – potential revenue streams
- The growing importance of retail revenue
- Management of additional revenue streams

Koichi Asai, Director, **Tokyo Metro (Japan)**

11:30 **Keynote address: the rebirth of a gateway – Moynihan station**

- A grand gateway and a catalyst
- Historic preservation
- Transportation and economic benefits
- Future action: when and how will it happen?

Robert D. Yaro, President, **RPA (USA)**

11:50 **Keynote address: the success story of Japan Railways station development**

- Japan Railways model for success – how can it be applied universally?
- Japan Railways – one of Japan's top ten retailers
- Diversification – Shinjuku shopping centre, Kitsuregawa housing development and more
- The impact of additional revenue on the overall business
- Taking things further – what are the next stages?

Yoshitaka Ito, Deputy Director, **Japan Railways (Japan)**



12:40 **Networking lunch**

COMMERCIAL OPPORTUNITIES

13:40 **Retail opportunities within the station environment**

- Additional income for the station owner, additional opportunity for the retailer
- Berlin Hauptbahnhof – the station as a shopping centre
- Prime land, high footfall and other benefits
- Rents, rules and regulation – how does it all work?

Iris Ludwig, Head of the Station Agency, **DB Station & Service (Germany)**

14:10 **Specific requirements of the station catering users**

- Needs of station users
- Changing consumer behaviours – health vs. indulgence
- Organic and environmental issues
- Growing categories and declining categories such as alcohol
- Initiatives to increase sales and Landlord's rental income

Tony Keating, Managing Director, **SSP UK Rail (UK)**

14:40 **Experiences to date and opportunities for the future**

- Dealing with the station owner – how does it work?
- Problems faced and problems solved
- Guaranteed customers – fact or fiction?
- Becoming more than just a convenience
- The predicted effect of future developments

Fin Casey, Director, **WH Smith Travel Retail (UK)**

15:10 **Coffee break**

CUSTOMER REQUIREMENTS

15:50 **Case study: from a soulless transport hub to a vibrant aggregation of services**

- Centostazioni – an example of private investment improving the customer experience
- The possibilities of a better customer experience
- Key factors – modernity, functionality, comfort, safety and security
- The new piazza, the new heart of the city – restaurants and shopping centres

Paolo Simioni, Managing Director, **Centostazioni (Italy)**

16:10 **Case study: maximising the potential whilst meeting customer requirements**

- Valorising rail property based on the needs of the customer
- Upgrading public transport
- Allaying the fears of the customer – maintaining service levels
- Realistic aims – what can we expect?
- What is the ultimate potential?

Mark van Hagen, Senior Consultant, **NS Reizigers (Netherlands)**

16:30 **Case study: keeping the customer in mind whilst in the evaluation stage**

- Classifying those affected! Inhabitants? Consumers? Commuters?
- What are the needs of these various groups?
- Do these needs match those of the station owners and TOC's?
- How should this influence rail property development for the best overall outcome?
- Moving out of the cities – what can be done with the smaller regional stations?

Mark de Vreese, Head of Research & Development, **Eurostation (Belgium)**

URBAN REGENERATION

16:50 **Case study: London 2012 – new opportunities in city development**

- The necessity of an integrated transport system to allow for successful regeneration
- Supporting the additional traffic – where does the station fit in?
- Funding, finance and investment opportunities
- Managing the environmental impact

Peter Regan, Director of Corporate Finance, **TfL (UK)**

17:10 **Case study: urban regeneration in Vienna**

- the station as the focal point of urban regeneration
- Considerations when planning for urban regeneration
- Working with local authorities for mutual benefits
- The importance of railway property in such schemes

Michaela Steinacker, Managing Director, **ÖBB Immobilienmanagement (Austria)**

17:30 **Chairman's closing remarks and close of the conference**

Over the rainbow

Maximising private sector development opportunities

With the growing strength, independence and efficiency of station owners such as Network Rail, many in the private sector believe that rail related real estate development opportunities are no longer as freely available as they once were.

This workshop will demonstrate that if approached in the correct manner, with the correct skills set, then there is an even greater level of opportunity than ever before.

08:30 Continental networking breakfast and registration

09:00 Opening remarks

- An overview of the aims of the workshop

09:15 An overview of the current situation

- The way it worked in the past – case studies of successful development projects
- The High Level Output Statement (HLOS) and its predicted impact on the rail industry
- Franchise contracts designed to stimulate development
- Overview of other key changes and the factors that will influence future development

10:30 Coffee break

11:00 Adjusting in order to maximise the opportunities of the future

- The aims of the station owners and what they want from potential development partners
- Potential funding and its implications for developers
- Putting forward a successful and well thought out proposal in a cost effective manner
- Case studies of innovative approaches to modern development projects

12:15 Networking lunch

13:15 Key skills required to emerge as a frontrunner

- Proposals, surveying, planning, design, development and construction
- Who needs to be involved and in what capacity?
- Successfully managing the relationships with all those involved
- Creating the correct skills set to exceed the station owners' expectations

14:30 Coffee break

15:00 Best practice case studies examining the process from start to finish

- The proposal and winning the bid – best practice solutions
- The planning stage – transport planning, development planning, master planning and more
- Construction and engineering – what are the particular challenges faced?
- Project completion – have all the original goals been achieved or even surpassed?

16:15 Open discussion

- A questions and answers session with the workshop leaders

16:30 Close of workshop

**Bring your team and save £££'s.
Register a group of 3 or more
and save up to 25%.**

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Venue



The Royal Garden Hotel

2 - 24 Kensington High St, London, W8 4PT
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Fax: +44 (0) 20 7361 1991
www.royalgardenhotel.co.uk

The Royal Garden Hotel is a five-star luxury address defined by its location. From its rooms and suites, watch the seasons come and go. From the uppermost floors the vista incorporates Kensington Palace, Hyde Park, the Royal Albert Hall, the capital's rooftops and colourful mews houses. The horizon above the trees is punctuated with London's iconic architecture, from St Paul's Cathedral to the Houses of Parliament. For a central London event, The Royal Garden Hotel is the closest five-star luxury hotel to Heathrow.

About your workshop leaders

Faber Maunsell is one of the UK's most experienced and respected transportation consultancies, delivering a portfolio of services that extends from high-level strategy development and demand forecasting to project design and construction management. Their clients include central and local governments, national agencies, transport operators, developers, banks and construction companies.

Their in-depth knowledge of the rail industry enables them to undertake strategic planning and feasibility studies, demand and revenue forecasting, and the design and implementation of entire infrastructure projects on behalf of both the owners and operators of public transport systems.

They work with property developers to assess the transport impacts associated with new building developments and help them to realise their goals by designing, procuring and supervising the implementation of an infrastructure that is appropriate to their clients' needs.

Malcolm Taylor, Director of Rail, **Faber Maunsell**
Anthony Mayall, Technical Director, **Faber Maunsell**
Jason Wharton, Development Manager, **Commercial Estates Group**

Media partners



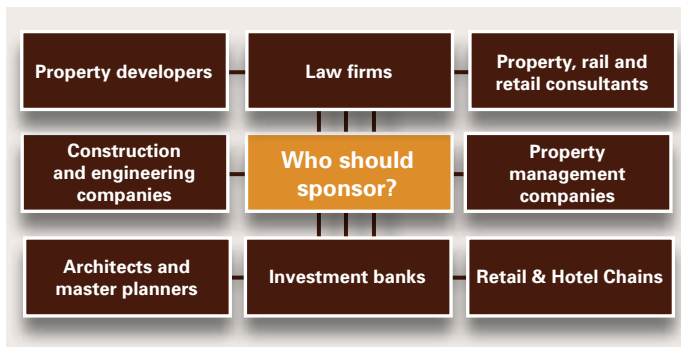
Over the trainbow

Your chance to emerge as a leading force in the field of rail station development...

Many rail operators and infrastructure companies around the world are now privately owned and these companies are now looking at maximising their assets and creating additional revenue streams. The stations are their prime assets and as such there are big plans for 1000's of stations around the world.

However this is a relatively new and unexplored area and there is a great hunger for knowledge. There are big multi-million pound contracts up for grabs, so for those with the knowledge and expertise now is the time to position yourself as the company that can guide the station owners to their desired goal of increased profitability.

Rail Station Development 2007 provides the perfect environment for you to demonstrate your expertise and engage in "face to face" marketing with your target audience. This is the place where you can ensure your products and services are a resounding success in this fast developing marketplace. Sponsors are world leading solution providers, while delegates are decision makers from across the world's railway operators, infrastructure managers and property developers.



Why you should sponsor...

- **Get cost effective marketing exposure** to your target audience, culminating in "face to face" meetings with your best prospects
- **Position** and profile yourself as an industry leader
- **Increase** your brand recognition in the real estate and rail markets
- **Benefit** from unrivalled lead generation and profiling at the conference
- **Showcase** new systems and applications to a group of targeted decision-makers
- **Get direct and exclusive access** to the industry's rail and property leaders
- **Develop** relationships through new networking opportunities
- **Create** new partnerships and alliances

Don't just take our word for it...

MetroRail...

“ *The event gave us exactly the initial points of contact for our target areas that we would want. The event attracted an impressive list of attendees who genuinely gave us their time and attention – there were no time wasters!* ”

Francis De Wilde, Director, Data Display UK

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Meet the people that matter!

For sponsorship and exhibition opportunities, please contact: **Alex Williamson**, Project Manager,
Tel: +44 (0) 20 7092 1498, Fax: +44 (0) 20 7242 2320,
Email: alex.williamson@terrapinn.com

Response form Fax Back to +44 (0) 20 7242 2320

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Registration form

RailStation DEVELOPMENT 2007

12th – 14th November 2007, Royal Garden Hotel, London, UK

5 easy ways to register

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Post: Terrapinn Ltd, Wren House,
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Yes, please register me for:

Package	Dates	Price before 2 September 2007	Price between 3 September and 1 October 2007	Price from 2 October 2007
<input type="checkbox"/> Gold pass – all 3 days	12 – 14 November 2007	£2,065.50 + VAT £361.46 = £2,426.96 SAVE £269.67	£2,180.25 + VAT £381.54 = £2,561.79 SAVE £134.84	£2,295 + VAT £401.63 = £2,696.63
<input type="checkbox"/> 2 day conference only	13 – 14 November 2007	£1,480.50 + VAT £259.09 = £1,739.59 SAVE £193.29	£1,562.75 + VAT £273.48 = £1,836.23 SAVE £96.65	£1,645 + VAT £287.88 = £1,932.88
<input type="checkbox"/> Pre-conference workshop only	12 November 2007	£805.50 + VAT £140.96 = £946.46 SAVE £105.17	£850.25 + VAT £148.79 = £999.04 SAVE £52.59	£895 + VAT £156.63 = £1,051.63

* Payment terms are 7 days. Registration fee includes lunch, refreshments and full conference documentation. The fee does not include hotel accommodation. VAT is charged at local rate.

Corporate groups. Yes, I want to send the team and save even more:

Delegates	Package	Normal Price	Group Price	Total savings
<input type="checkbox"/> 3	2 day conference	£4,935 + VAT £863.63 = £5,798.63	£4,441.50 + VAT £777.26 = £5,218.76	SAVE £579.87
<input type="checkbox"/> 6	2 day conference	£9,870 + VAT £1,727.25 = £11,597.25	£8,389.50 + VAT £1,468.16 = £9,857.66	SAVE £1,739.59
<input type="checkbox"/> 8	2 day conference	£13,160 + VAT £2,303 = £15,463	£10,528 + VAT £1,842.40 = £12,370.40	SAVE £3,092.60

**Corporate booking prices cannot be used in conjunction with any other promotional prices.

Attendee details

	Mr/Mrs/Ms	Full name	Job title	Telephone	Email
1					
2					
3					
4					
5					
6					
7					
8					

For groups of more than 8 please attach a separate sheet with details of all attendees. Alternatively call +44 (0) 20 7242 2324.

Company details

Signatory must be authorised to sign on behalf of contracting organisation

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Job title:.....

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Payment terms are 7 days. The conference registration pack will be sent to you once payment has been received.

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Venue and hotel accommodation

Venue: The Royal Garden Hotel, 2 - 24 Kensington High St, London, W8 4PT
 Phone: +44 (0) 20 7937 8000 Fax: +44 (0) 20 7361 1991 www.royalgardenhotel.co.uk

Hotel accommodation: The conference fee does not include accommodation. Terrapinn has obtained specially discounted rates for all attendees. A hotel booking form will be sent to all registered attendees. Please book your accommodation early to avoid disappointment.

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Cancellation

- Should you be unable to attend, a substitute delegate is welcome at no extra charge.
- Should you wish to cancel completely a charge of 50% of the registration fee, plus £150 (+ VAT) administrative charge will be made for cancellations received in writing at least 30 days prior to the conference start date.
- Alternatively, you may choose a credit note for the full value of the registration price (valid for 1 year), which may be put towards another Terrapinn event.
- The company regrets that no cancellations will be accepted within 30 days of the conference start date. Prepayments will not be refunded and invoiced sums will be payable in full, except in cases where it has been possible to mitigate loss.
- Course documentation will, however be made available to the delegate. Terrapinn reserves the right to alter the programme without notice.

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