



### NEW DATES FOR THE BCSC ACE AWARDS

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There are big changes afoot in the shopping center industry conference circuit.

One of those changes is to the British Council of Shopping Centres ACE Awards. Normally those would be presented in February and we'd be reminding you to put your application together right about now, but because the BCSC SCM Conference and the BCSC Annual Conference have been merged going forward, those dates have been pushed back.

Now the ACE Awards, which recognize outstanding customer service on a mall-wide basis, will be presented at **BCSC's Conference and Exhibition**, held 10-12 September 2012, at ACC, Liverpool.

That means you'll be able to hold off entering until March 2012, so no need to worry about it this holiday season. That should be a relief during these busy times.

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### FASHION PLACE CELEBRATES 11.11.11 NUMERICALLY

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Since the turn of the millennium, we've had so many opportunities to make use of fantastic-sounding dates. From 01-01-01 onwards, people have been scheduling weddings, movie releases and every sort of launch to fall on these number patterns.

We're almost out of them, people. After 12-12-12, we'll be down to less obvious patterns that only work in certain countries. 10-20-30 just isn't a date that can happen if you have to reverse the date and month or year.

Arguably, 11-11-11 is as good as these get. The same number, six times? How could we beat that? Clearly **Fashion Place** realized that, because it's planned the big launch of its redevelopment for this Friday, and it's taking full advantage of the numerical confluence.

It's launching, no kidding, 11 new retailers, including first-to-market stores Crate and Barrel and H&M, and other highly-anticipated stores The North Face, Bastille, Ann Taylor and LOFT.

"Fashion Place always has been tied closely to the community, so we're hosting activities to thank our shoppers as they explore first-in-Utah stores," said Brooke Whitebread, senior marketing manager at the center. "We know our shoppers will be surprised and delighted by our contemporary look and expanded collection of home and fashion stores just in time for the holidays."

While shoppers explore the 98,000 square feet of new development, they can take in activities for all ages, including performances by local community groups and musicians, face paintings, caricature artists and kids' crafts. But that's not all. For every \$100 spent, shoppers will be treated with a gift card. The can also take home Fashion Place tote bags filled with special retailer offers, and they'll have the chance to win a \$1,111 shopping spree.

Something tells me Fashion Place shoppers won't need a calendar to remember this big date.

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### CAVERN WALKS SEEKS OUT THE NEXT MARY PORTAS

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Window design is an art, and its one that can make or break the success of a retail location. So **Cavern Walks** shopping centre is working with Hugh Baird College to find a superstar in the world of retail window design.

The hope is to find the next Mary Portas, the retail queen currently working for the British government to review the future of the high street in London. First year students in the Foundation Degree in Visual Merchandising and Promotional Design course at Hugh Baird College can take on the challenge of designing the windows of some of the center's top boutiques.

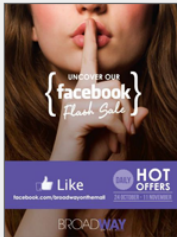
Jennifer Morris, marketing manager for Cavern Walks, says, "television retail expert Mary Portas has really brought the power of visual merchandising into the mainstream. A well-dressed window brings the season's 'must-buy' products alive and compels you to enter the store to view more. We're looking for the next Mary during our search – someone that has the right mix of creative flair and commercial awareness."

Morris will be judging the competition along with professional visual merchandisers and lecturers at Hugh Baird. The winner will take home £500 in center gift cards, and their window design will be the toast of the holiday shopping season at Cavern Walks for at least four weeks.

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### BROADWAY ON THE MALL OFFERS DAILY DEALS THROUGH FACEBOOK

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Sites like Groupon aren't well suited to shopping centers, but that's no reason to ignore the daily deal trend. **Broadway on the Mall** has jumped in with both feet with its Facebook Flash Sales.

Over the last couple weeks, the shopping center has been offering its Facebook fans extremely time limited discounts at center retailers. The center arranged with a number of its retailers to offer short term discounts — 20% off for two hours, free snacks and drinks with meals at eateries, that sort of thing. Rather than require up-front purchases like a daily deal site, the center tied in special code phrases.

It was a great way to drive traffic and add value to its Facebook page. The majority of Facebook users that engage with brands are looking for discounts, and this is the perfect sort of low-impact, exclusive treatment to keep them coming back.

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### DALTON PARK'S CHRISTMAS CRACKATHON SUPPORTS KIDS IN NEED

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Here's a fun world record attempt that's just perfect for the holidays. This weekend **Dalton Park Shopping Centre** is getting shoppers together for its Crackathon.

We're not sure about that name, but the event's heart is in the exact right place. The record attempt is for the most people simultaneously pulling Christmas crackers, and Dalton Park hopes to have the biggest cracker pull ever. With luck and help from Real Radio, it will get together 1500 people organized into pulling groups.

As the groups gather, Dalton Park will collect donations for Hope4Kidz, a non-profit that supports the well-being of youngsters who require various degrees of extra care, whether they are suffering from a physical or mental disability, living with a serious or prolonged illness, or need respite from poverty or abuse.

At 6 p.m. the Crackathon countdown will begin, culminating in a great big crack. With that cathartic event under their belts, shoppers will get to enjoy Santa's big Christmas light switch on and a fantastic fireworks show. The



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shopping center will also stay open a bit later than usual for festive shoppers to enjoy their holiday shopping.

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