

THE ONLY RETAIL RISK, LP AND SECURITY FORUM IN EUROPE

AN EVENT FOR RETAILERS BY RETAILERS

REGISTER BY MARCH 26TH AND SAVE €400 PLUS, BRING 4 COLLEAGUES AND ONLY PAY FOR 3!

RETAIL LOSS PREVENTION & SECURITY EUROPE 2007

Register by March 26th and SAVE €400!

TWO DAY CONFERENCE AND EXPO • APRIL 25 - 26 • BERLIN

Learn how to develop and implement the right loss prevention and security strategies to really minimise loss and maximise profit in your retail operations across Europe

CASE STUDIES • ROUNDTABLES • DEBATES • WORKSHOP • EXHIBITION • NETWORKING

HEAR FROM MARKET LEADING RETAILERS AND SECURITY EXPERTS HOW TO MANAGE YOUR RISKS AND YOUR LOSS PREVENTION CHALLENGES HEAD ON:

- **PRACTICAL CASE STUDIES FROM LEADING GLOBAL RETAILERS** Get key information on what your competitors are doing to identify their risks and reduce their losses. What's working and why?
- **ADAPT YOUR STRATEGY FOR NEW MARKETS** Hear how different European countries present different security challenges and how best to maintain a level of consistency in all your stores and facilities
- **BEAT LOSS IN THE SUPPLY CHAIN** Find out how implementing simple procedures and making sure they're followed will reduce your loss and increase the on-shelf availability and sales of your key product lines
- **HEAR HOW EASY IT IS** to make a real impact on your loss by developing small-scale initiatives, implementing water-tight procedures and using your technology wisely
- **POWER TO THE PEOPLE!** How putting your staff at the centre of your loss prevention and security strategy can massively reduce your shrink and pay real dividends on your bottom line
- **TACKLE NEW CHALLENGES** Get the very latest thinking on new areas you need to be watching out for. Hear how to work with suppliers to minimize the impact of the rise in internet auctioning on product loss
- **LOSS PREVENTION, NOT LOSS REACTION!** Discover why anticipation is the key to good loss prevention. Find out how to stay one step ahead of the fraudsters and keep your profits where they belong

BRAND NEW CASE STUDIES AND PANEL DEBATES WITH THESE KEY RETAILERS AND MANY MORE!

POLO RALPH LAUREN



- ✓ ROUNDTABLE DISCUSSIONS
- ✓ NEW RETAIL CASE STUDIES
- ✓ GREAT NETWORKING
- ✓ PRACTICAL LEARNING

PLUS!

EXCLUSIVE PRACTICAL WORKSHOP ON REDUCING YOUR PROCESS LOSS!

ORGANISED BY:



OPEN NOW for the full conference programme!

GOOD SECURITY MANAGEMENT & EFFECTIVE LOSS PREVENTION ARE KEY ELEMENTS IN A PROFITABLE RETAIL STRATEGY

TAKE PART IN THE ONLY EUROPEAN RETAIL EVENT THAT GIVES YOU TOOLS AND STRATEGIES TO DRAMATICALLY IMPROVE YOUR SECURITY MANAGEMENT, REDUCE YOUR LOSSES AND PROTECT YOUR PEOPLE AND PROFITS

EyeforRetail's series of Retail Loss Prevention & Security Conferences are firmly established as Europe's top meeting places for the leading minds in retail risk, security and loss prevention. Why? Quite simply, because they're the only events where you'll find the biggest – and best – European retailers willing to share powerful strategies and fresh ideas that are guaranteed to help identify and manage your risks, cut your losses and increase your overall profitability.

Let's be clear, retail is a risky business. And operating a successful enterprise in Europe is not getting any easier. Ever increasing competition on the high street – and online – means margins are constantly getting thinner and your share of the consumer wallet is always under threat.

In this climate, you can't afford to be throwing money away and putting your profits in jeopardy. Identifying the real risks to your business and reducing your asset loss is crucial, but it's tough to get right in practice. It's certainly hard to know where to prioritise your time and resources for the highest possible ROI and difficult decisions have to be made. Is it essential to join an expensive technology race? Or should your focus be on changing procedures? And what about improved training for employees across your business? And that's before you even consider the other, more cost-effective solutions – that can potentially reduce your risks, make your facilities more secure places to work, and cut your losses.

Ok, so effective risk management and loss prevention costs. But not anything like the costs you'll face if you don't take them seriously. Picture this scenario – there's a global avian flu pandemic and you haven't got adequate plans in place to protect your business from the chaos that descends. You could potentially be out of business in months while your better prepared competitors keep trading and take your share of the consumer pie. In essence, making correct, business-critical decisions in this area really is now a matter of corporate life and death.

But it's not all doom and gloom and cost saving in risk management - when it comes to preventing unnecessary stock loss, there's no other aspect of retail more able to add significant sums directly back to your bottom line. For every 1% you save on loss, that's an extra 1% pure profit.

And that's why Europe's premier retail loss prevention & security event is back – this

time built specifically for a mainland European audience. Having hosted the conference very successfully in London in 2005 and 2006, EyeforRetail now brings the conference to Berlin and the focus is on the real issues that transcend European national borders and result in billions of euros of lost products, sales, revenues and profits.

We've got a fresh and updated agenda, and a new line-up of high-calibre, must-hear speakers. Together, our team of retail risk, loss prevention and security experts will give you the practical knowledge and know-how you need to prepare – and secure – your business from risk and loss. We guarantee that in two days, you'll get a wealth of insight you really can't get anywhere else.

You're reading this brochure because you understand only too well why improved security & loss prevention matters so much to overall retail profitability. But how can you convince the board and colleagues with a whole host of other priorities that proper risk management and loss prevention must now be treated as a core business function? Come to the conference and you'll learn precisely how to translate the theory and figures into a real business case – one that secures investment for your strategies and solutions.

How? Well, you'll go back to the office armed with hard-to-come-by market intelligence from big-hitting retailers as varied as **Carrefour, Lindex, Tesco, Wal-Mart International, JYSK, The Body Shop, Polo Ralph Lauren** and **Metro Group**. And in every case, you'll discover how they secured internal buy-in, and implemented workable risk and loss prevention plans. Get the inside story, and use it to convince all your colleagues – from checkout staff to CEO – of the tangible benefits of good risk awareness and loss prevention.

In short, you'll find out how to fully maximise the ROI on your spend. A bold promise? Not if you've attended our events before, and know how EyeforRetail works together with the industry to shape an agenda that reflects the key issues that you're struggling with – and then hand-pick the people who are equipped with authoritative, objective and independently-minded answers.

As the conference sessions unfold, you'll learn how to identify a whole range of fresh approaches and solutions. Ideas that you can easily adopt. Ideas that make a real difference to you and your organisation.

What else is in store? Four key areas that can add up to huge gains for your organisation – plus priceless advice about what NOT to do!

Another thing. Participating in this conference will protect you from making costly mistakes. Because rather than simply presenting glossy success stories, our speakers will also talk

frankly, and let you know about their experience of what doesn't work and what to do when things don't turn out as you had hoped.

This way, you'll gain an in-depth briefing, and be sure to come away armed with new and innovative approaches that can be implemented as soon as you get back to HQ. What's more, with recognised global experts such as **Adrian Beck (Author of the ECR Europe Shrinkage Survey)** and **Walter Palmer (Contributing Editor of LossPrevention magazine)** on hand to share their knowledge over the two days, you're on the fast track to getting the most from your spend and making sure you're readily equipped in the following areas:

Keep security consistent across your facilities in different European markets:

Hear why technological and strategic consistency is key when you're setting up in new markets and how you can best ensure successful roll-out of your security measures across national boundaries. Get a real understanding of the legal minefield across Europe. What can you actually do in terms of data capture and storage in different countries and how will this impact on your surveillance strategy? And find out why establishing clear procedures and training is crucial to protecting your people and profits when you open up in new countries.

Secure your supply chain against disruption and loss: Do you honestly know what's happening in your supply chain? There's no doubt that loss is rife for many retailers between manufacture and store, but most haven't got a clue what's being lost – or where. Discover how you can work with suppliers to control risks and beat shrinkage – and how you can improve security and cut unnecessary costs at the same time.

Tackle employee theft and fraud: Get a handle on the latest advances in tackling internal theft and learn why you might have processes in place that actively encourage dishonest staff behaviour without even realising it. Plus, find out the best hiring, training and detection methods and how to get your staff working for – not against – you in the war on shrink.

Contingency planning and risk management: Get to grips with the shifting trends in business continuity. Understand how retailers are being forced to rethink their planning with the increasing threat of terrorism, avian flu and other potential disasters. Of course, you can't see into the future, but what do you need to have in place to lessen the risks of a business meltdown? Hear how to get an effective disaster recovery plan in place and ensure that your business remains operational whatever and wherever it happens.

Reserve your place today - call +44 (0) 20 7375 7575

RETAILERS - STOP!



Do you struggle with implementing measures to improve your security and reduce your loss? Does it sometimes feel like you're not getting the senior management buy-in you need?



Do you have trouble knowing what the major risks to your business are... and exactly how you can plan for them?



Do you battle with stock loss in your stores and your distribution chain... and want to know how to better engage your colleagues and suppliers?



Do you struggle with understanding the different security regulations that are present in different European countries – are you potentially putting your employees and your business at risk?

If you answered **YES!** to any of these questions, stop right there! Register for this conference and guarantee that you'll take away loads of top-tips and direct case study experience from retailers who face these issues every day too.

Bring the team!
Retailers get 4 passes for the price of 3!

SOLUTION PROVIDERS - STOP!

Maximise your marketing spend at this groundbreaking conference by upping your profile with our exciting range of sponsorship & exhibitor opportunities.

If you have a valuable service to sell, a technology to push or a revolutionary idea to shout about, there is no better platform for you confirm your company's position as a leading provider in retail risk, security and loss prevention.

Your strength is your expertise; our strength is our flexibility. We can create sponsorship and exhibitor packages to suit your needs – and your budget. Positioning yourself in front of key retail decision makers in retail security & loss prevention from across Europe at this conference gives you a unique opportunity to:

SHOWCASE YOUR MARKET LEADING TOOLS AND SERVICES to the most targeted audience possible

EXTEND YOUR REACH by getting exposure to retailers from across all European markets

BUILD STRATEGIC ALLIANCES and strengthen your market visibility in what is fast becoming a crowded marketplace

GENERATE CRUCIAL NEW BUSINESS LEADS and gain valuable new contacts in the industry

NETWORK WITH EXISTING CLIENTS and demonstrate your commitment to providing the best risk, loss prevention & security products and services to the European retail community

GET INSIGHT INTO THE NEEDS OF RETAILERS and understand the real requirements of your target market

With plenty of networking time built into the agenda, our packages will ensure that your brand is constantly at the forefront of peoples' minds. We deliver the "face time" needed to guarantee that your company is top of the pile and that you come away from the conference with the network of contacts you're looking for.

For more information on the opportunities we have available, email Craig Nickeas on craig@eyeforretail.com or call him on +44 (0)20 7375 7151.

Get a FREE insert
of a marketing piece in the conference registration pack when you register 3 people to attend!

You'll also profit from cutting-edge sessions on many more important topics including the **impact of the internet and internet auctioning** on retail crime, how new states opening up in Central and Eastern Europe continues to affect retail security across the continent, the benefits of collaboration to managing risk and beating loss, getting payback from new technology and **why investment in the right staff and training** really pays.

Turn the page to see the full agenda and evaluate how much you'll learn and how much you'll gain by investing your time in the conference...

Information is only as useful as the source it comes from. Which is why the conference agenda in Berlin has to be considered exceptionally useful. The plain fact is that no-one else is able to attract such eminent retail speakers.

So if you're keen to discover exactly how the industry leaders achieve their outstanding results this important event will do more than just satisfy your curiosity. It will show you, step-by-step, how the best in the business are meeting the challenge and reducing their risks & losses right now.

Just take a glance at whose brains you'll be able to pick!

Senior executives from many of the biggest and best-performing retailers in the world are confirmed to speak, including the "Big Four" of **Wal-Mart International, Metro Group, Tesco** and **Carrefour**. They all see the value in protecting their products and investing in technology, training and procedures to improve risk management and beat shrinkage – so you'll be in exceptionally good company when you join them in Berlin.

Moreover, we've made day 2 of the conference wholly interactive to give you a chance to delve further into the specific issues that concern you and test out practical applications to aid your progress. We've built high-level roundtable sessions into the agenda that give you scope you to dig deeper into the issues you find most challenging with a small selection of your retail peers. And you'll also benefit from an exclusive workshop delivered by members of the ECR shrinkage working group who will guide you through some areas that will really help you turn your loss into profit. See overleaf for more details of these intimate and interactive sessions which will give you key insight into the areas you need fresh ideas on that you really won't get anywhere else.

Still need convincing? 3 reasons why should you attend this event above any other

- There is no other retail specific event for the European market focusing exclusively on risk, security & loss prevention. Which means there's no need to waste time and money elsewhere...
- No other events bring together the level of retail speakers and attendees that we do. Turn the page to whose attended our previous events and who you can expect to meet in Berlin...
- Retailers love our events! Check out the testimonials over the page to see exactly what previous attendees have said!

Join your peers in Berlin and make sure your business is equipped with powerful strategies that really help to minimise your risks and cut your losses.

We look forward to seeing you on April 25 – 26.

More retailers, more insight: An unprecedented chance to learn from the elite risk & security experts in European retail

Making the business case for investment in risk management & loss prevention: Our big name retailers can help you secure corporate buy-in for your own new initiatives

The earlier you register, the cheaper it is to attend!

YOUR CONFERENCE, YOUR SAY!

You run the agenda: Over 3 months of research from your fellow European retail executives has helped create a conference agenda that gets right to the heart of your security challenges

You contribute to the conference: With our intimate roundtable sessions, you are a vital part of proceedings. And with interactive panels and dedicated Q&A sessions built into the agenda, you'll be able to share with – and learn from – your peers throughout the two days

Your questions answered:

Go to www.eyeforretail.com/lpeurope, look for Q&A and send a question in right now. We'll ask the expert speakers, so all you need to do is come along to the Hilton Berlin on April 25 - 26 and we guarantee you'll get a thoughtful, helpful answer to any risk or security related query you have

WHO SHOULD ATTEND?

Effective risk management and good loss prevention are fast becoming recognized as core business functions in successful European retail companies, so we'll have a variety of job roles represented at the event.

If you work in one of these roles, you can't afford to miss this conference!

- **Loss Prevention** Heads / Directors / Managers
- **Security** Heads / Directors / Managers
- **Risk** Heads / Directors / Managers
- **Profit Protection** Heads / Directors / Managers
- **Finance** Directors / Managers
- **Retail Operations** Heads / Directors / Managers
- **Audit** Heads / Directors / Managers
- **Supply Chain** Heads / Directors / Managers
- **Logistics** Heads / Directors / Managers
- **Distribution** Heads / Directors / Managers
- **Systems** / Directors / Managers
- **Inventory** management

Take representatives from all the highlighted areas of your business to the event and make sure your company gets an expert briefing and gains that competitive edge.

Go to www.eyeforretail.com/lpeurope to register TODAY!

Sign up 4 colleagues & only pay for 3!

WHO HAS ATTENDED OUR PREVIOUS LOSS PREVENTION & SECURITY FOCUSED RETAIL EVENTS?

Below are just a few of the retailers, strategists and solution providers who have attended our previous security focused events.

RETAILERS

Abercrombie & Fitch
Ahlsen
Alliance Pharmacy
Argos
AS Watson
Asda Wal-Mart
B&Q
Bennetts Retail Ltd
Blacks Leisure
Boots
Carrefour
Clicks
Compass Group PLC
Diesel
DSG International
Eurowide Distribution Ltd
Fawaz Al Hokair
Focus DIY
Gap Inc.
HMV
Homebase

IKEA
Jaeger
John Lewis Direct
Kesko Corporation
Lifestyle Sports
Makro Cash & Carry
Marks and Spencer
Mattress Holding Inc.
Metro Cash & Carry Int.
Monsoon
Morrison Supermarkets
New Look
ONOFF AB
Oasis
Polo Ralph Lauren
Procter & Gamble
Richer Sounds
River Island Clothing Co.
Sainsburys
Scottish Midland
Selfridges
Sobeys
Somerville
Spar
Stockmann Oyj Abp
Superdrug Stores Plc
Target
Tesco

The Body Shop
The Carphone Warehouse
The Co-operative Group
The Disney Store
The John David Group
TK Maxx
Virgin Megastore
Wickes Building Supplies
Woolworths

SOLUTION PROVIDERS ET AL.

ABM UK
ADT Fire and Security
AFC Group
Alpha Security Products
Blue Rock Security Ltd.
Business Objects
CAP Index, Inc.
Cardinal Security
Cash Bases Ltd.
Checkpoint Systems
Colindale Associates Ltd.
Courtenay Group
Diebold Security
Drydens Lawyers
EEL Consulting Ltd.
Enabler Informatica S.A.

Fieldworks
G4S Security Services
Infoglide Software
IntelliQ
Intrepid Security
Lodge Service International
Loss Prevention Research Council
LossPrevention Magazine
LP Innovations, Inc.
March Networks
MCM Security Group Ltd.
Momentum Security
MTI Partners Limited
NCR
Nedap
OpSec Security
ORIS Group
Orridge & Co. Ltd.
Palmer, Reifler and Associates
Pataco AG
PCG Solutions
PCMS Group
Peak Technologies
Professional Security Magazine

Real Finance
Retail Systems
Retail Tagging Organisation
Retail Technology
Retail Week
SCAN COIN Ltd.
Security Management Today
SSR Personnel
SSS Protec
TCI Ltd.
Tellermate
The TAG Company
University of Leicester
Vendormark
Vensafe
Viva Magnetics (Europe)
Volumatic Ltd.
Wire 3

For more information on who you'll meet in Berlin, go to the website now!
www.eyeforretail.com/lpeurope

WHAT HAVE SOME OF OUR PAST ATTENDEES SAID?

"An excellent event. A great opportunity to meet and share ideas with my industry colleagues"

Head of Profit Protection, **B&Q**

"Excellent organisation, especially as an exhibitor"

Marketing Manager, **TAG Company**

"The interactive sessions were very useful"

Manager of Investigations
Target Corporation

"Very good conference ... The workshops were really good"

Security Manager
Metro Cash & Carry NL

Reserve your place today – call now and save €400

Chairman's Opening:

Adrian Beck, *Reader in Criminology, University of Leicester and Author, The ECR Europe Shrinkage Survey*

Where you should be focusing your efforts to reduce your loss across Europe

- Multiple markets, multiple challenges. Find out how to get a consistent level of security and safety across European national boundaries
- Hear how to get departmental buy-in. What do the board and your colleagues need to hear to take loss prevention and risk management seriously? Concrete tips on how to promote a true business case and demonstrate real ROI
- The importance of allocating the right resources for the right challenges. Find out why understanding the scale, scope and real shape of your problems pays dividends
- Defining strategic approaches to loss prevention, security & safety. Where should they fit in an ideal corporate structure?
- Defeating organised retail crime. Which markets pose the biggest threats and what can you do to combat its escalation and its impact on your loss?
- Zero in on your employment processes – understand why pre-employment screening, sharing information on known criminals and improving staff awareness has to be the way forward in beating internal loss across the industry

Brett Morrison, *Senior Director, Asset Protection, Wal-Mart International*

Tom Buchanan, *Support Manager (Europe), Group Loss Prevention & Security, Tesco*

Ap Boom, *Head of Security, Metro Cash & Carry, The Netherlands*

Real risk management at Carrefour - the importance of visualising risks and centralising information

- Hear how Carrefour Belgium is developing a new integrated software system to anticipate all the risks that its stores and facilities are open to
- Find out why they are doing it and how this is helping the company to put measures in place to give real priority to safety and security
- Learn why getting the right structure and the right procedures in place is vital to the success of the system and its application on the ground
- From static to dynamic – why constant updates can be made by authorised departments and how this keeps the whole system current and reliable
- Identify the potential applications for the system in improving your company's risk management and in reducing asset loss in the longer term

Anne De Gieter, *Risk Management, Carrefour*

How expansion into new European markets is presenting new security challenges for Lindex

- Get the latest information on how Lindex is opening up in Lithuania and Czech Republic in 2007 and how the company is preparing its security strategy for this expansion
- Hear what Lindex has learnt from the work it's been doing in Estonia and Latvia that is helping to guide its action plan going forward
- Gain an understanding of the impact of different national regulations on the company's approach to security in new markets
- Building the right foundation – why hiring the right staff is vital to success in keeping your stock loss low in unfamiliar territory
- Find out why establishing clear procedures and training for loss prevention is crucial to maintaining security and minimizing loss when you open up in new countries

Juha Kiesi, *Expansion & Security Manager, Lindex*

The challenge of delivering effective loss prevention & security across different European markets

- Understand some of the key differences Tesco considers when planning and implementing their LP Strategy in a wide range of European markets
- Hear why Tesco recognises the real impact of process on loss. Pick up some insight into how this fits with the company's overall approach to shrink management.
- Discover the challenges that Tesco faces in implementing its loss prevention strategy in mature and young markets. What works in the UK, for instance that wouldn't work in the Turkey or Slovakia?
- The role of situational leadership in security: find out why you may need to use different styles of management for different situations

Tom Buchanan, *Support Manager (Europe), Group Loss Prevention & Security, Tesco*

International expansion and loss prevention – what do you need to know?

In this Q&A session, the speakers from Tesco and Lindex will be joined by representatives from Polo Ralph Lauren and JYSK who also have a wealth of experience in establishing and developing loss prevention strategies in new markets. With 4 major retailers represented, this is a great chance to get all your questions answered, so make sure you don't miss out!

Syed Raza, *Director of Loss Prevention, Europe & Asia, Polo Ralph Lauren*

Carsten Hougaard, *International Loss Prevention Manager, JYSK A/S*

Juha Kiesi, *Expansion & Security Manager, Lindex*

Tom Buchanan, *Support Manager (Europe), Group Loss Prevention & Security, Tesco*

The impact of regulation on your security strategies across Europe

- Gain an understanding of differing security regulations across European states. How will retailers need to adapt as they move from being domestic to international businesses?
- What's not permitted? Discover what restrictions exist in specific European countries, and how this can affect the roll-out of security tools and strategies in new markets
- Impacts of the terrorist threat on cross border trade: find out the latest on the AEO regulations and the consequences for your security management and smooth flow of products across international boundaries
- Hear case studies of how retailers are adapting their approach to security to reflect these issues as part of a holistic international strategy

Alex Reeves, *Senior Manager, Retail, Ernst & Young*

Take it seriously! How to present the business case for loss prevention to senior executives and the board

- What do the board need to hear to take loss prevention seriously? Tips on how to promote a true business case and demonstrate real ROI
- The role of senior management in tackling shrinkage: who's best placed to integrate loss prevention management across the retail business?
- Hear how to secure budget: get a framework for presenting your plans, proposals and project in a way that greatly increases your odds for approval
- Leave the session with a specific examples and tactics to organize and format your ideas for best effect

Walter Palmer, *CEO, PCG Solutions and Contributing Editor, LossPrevention Magazine*

Covering all bases – how Polo Ralph Lauren is making loss prevention a core part of their company culture worldwide

- Learn why improving staff training and awareness is a cornerstone of the company's loss prevention strategy
- Going East: Get a unique insight into the new risks and security challenges that PRL faces as it continues to expand into Asian markets
- Understand the place of LP technology in PRL's roll out across Europe – where is the company seeing the biggest gains in preventing stock loss?
- Hear case study evidence of different regulations the company has to work with when expanding into new markets in Europe and beyond
- What's new? Find out where PRL is focusing its security efforts going forward

Syed Raza, *Director of Loss Prevention, Europe & Asia, Polo Ralph Lauren*

GET INTERACTIVE!

Focused **morning roundtable discussions**: Get to the heart of your challenges and discuss solutions with your peers in a relaxed environment

ROUNDTABLE TOPICS INCLUDE:

The legal landscape across Europe – how this can impact on your overall risk and security management and procedures

The importance of training to raise awareness of risks and determine the right culture and procedures

Moving into new markets – what do you need to be aware of to deliver effective security & loss prevention as your operations expand?

Working together for success – why collaboration is vital in improving security and reducing shrinkage

Getting loss prevention recognised as a real business function – and how to sell it up the management chain

Successful product protection in store – what works and where should you be spending?

Loss prevention on a budget – what are the possibilities and how do you do it?

The impact of technology on risk management and loss prevention

The impact of process and procedures on loss. Are you encouraging staff to be dishonest?

Tackling organised crime in Europe - where should you focus your resources?

**HANDS ON
WORKSHOP!**

GET PRACTICAL!

Practical, hands-on **afternoon workshop**: understand the impact of process on shrinkage and loss prevention in European retail & manufacturing

to drill down into exactly where your losses are taking place. They'll then teach you how you can mobilise resources to stem the tide of shrinkage in your stores and distribution centres, increase product availability and sales, and ultimately put pure profit straight on your bottom line.

WHAT YOU'LL LEARN:

- **Get practical, cutting-edge solutions** to identify and reduce your process loss. Learn how creating a good structure for loss prevention in key areas of your business will dramatically cut your shrink rate
- **Analyse, Develop, Implement and Evaluate.** Find out the massive benefits of sticking to this simple four-step approach in prevention process loss
- **The importance of knowing your business.** Learn why understanding exactly how your own products get from the point of manufacture to the point of sale has to be the first step to getting your loss prevention right

Why people & procedures are the key to good loss prevention at JYSK

- Gain an understanding of the loss prevention challenges facing a company rapidly expanding into new European markets
- Understand why the company's people are its most important asset and how good cross-border education and training works to reduce loss
- Find out why JYSK sees the value in procedures and discover the impact these have had on shrinkage in the supply chain
- How technology helps to define process: why tagging 60% of in-store merchandise is paying off for the company in lowering stock loss

Carsten Houggard, *International Loss Prevention Manager, JYSK A/S*

Reducing the risk of internal loss in the retail sector

- Prove it! Hear how you can get the right statistics to define the business case for investment in internal loss prevention
- Getting the right staff: what screening should you have in place to get trustworthy recruits working for you? And what training works best?
- Detection = Prevention: find out why making your staff aware of your systems really works in combating internal fraud and theft
- Don't use a sledgehammer to crack a nut! Understand why your retail analytics solutions need to be in proportion with your operations to remain efficient
- Beyond data mining: what are your other options, and can they deliver as good ROI?
- Discover why different markets need different solutions and how best to meet the variety of requirements from across national borders

Chris Sysum, *Head of Loss Prevention, UK and EMEA, The Body Shop International*

P&G and internet auctions – choking off demand for stolen goods

- Understand why reducing the demand for stolen goods ultimately increases sales of key product lines on the shop floor
- Hear how P&G is working together with the retail industry to help reduce the quantity of stolen goods being sold through internet auctions
- Find out who you should be focusing on. Learn how technology can help you to identify the "power sellers" and how you can then allocate your resources more effectively
- Get best practice examples of how to successfully target and disrupt those selling stolen goods on the internet

Monica Comesana, *Product Availability Manager, Procter & Gamble*



END OF DAY ONE – NETWORKING DRINKS

At the **Retail Loss Prevention, Security & Safety Europe 2007** conference, you're more than just an attendee – you're also a contributor to the content! Our focused roundtable sessions are intimate discussion forums where you can sit down with competitors and experts and pool your professional experiences and expertise. They focus on a range of topics that are crucial to reducing your shrinkage and improving your risk and security management. It's a great opportunity to discuss key challenges, get new insights, share best practices, brainstorm new training methods, find new implementation ideas – and make useful new contacts.

WHAT ARE ROUNDTABLES?

Roundtables are a selection of small, topic focused interactive discussions – each comprising between 10 and 20 participants – that are designed to enhance your learning and give you practical know-how to apply to your business. You will be able to join two separate roundtable discussions.

What's more, at the end of the session, each roundtable will be asked to highlight the key five takeaways from their session and these will be fed back to the conference organisers and written up into a brief summary report for distribution to you as an attendee after the conference. This summary report will provide you with a valuable checklist to help you solve many of your loss prevention challenges when you return to the office.

For both retailers and product manufacturers, process loss constitutes a massive part of their overall shrinkage. Retail respondents to the most recent ECR Europe Shrinkage Survey detailed that when considering only known losses, they perceived the main threat to be from process failures (54%). For manufacturers and supply chain executives, problems with process had an even greater impact. In stock distribution, nearly three-quarters of stock loss was thought to be caused by process failures (71%).

So process has a huge impact on loss. That much is clear. What's less evident is how to reduce its impact. But don't worry, help is at hand! We've teamed up with some real loss prevention experts to give you a hands-on practical workshop that will get right to the heart of your process challenges and failures that result in major losses of stock, sales and profits.

Here, a group of respected practitioners from the ECR Europe Shrinkage Group will guide you through a set of tasks that will enable you

RESERVE YOUR PLACE BY MARCH 26TH AND SAVE €400

RETAIL LOSS PREVENTION & SECURITY EUROPE 2007

BRING 4 COLLEAGUES PAY FOR 3

3 Easy Steps to Register Now!

1. Your Choice of Registration Package

REGISTRATION FEES:

VIP TWO DAY PASS: RETAILER PRICING

Registration Deadlines	Price	Save
Early Bird Register by March 26th 2007	€795.00	€400
Last Chance Register by April 9th 2007	€995.00	€200
Full Register after April 9th 2007	€1195.00	

VIP TWO DAY PASS: NON- RETAILER PRICING

Registration Deadlines	Price	Save
Early Bird Register by March 26th 2007	€1095.00	€400
Last Chance Register by April 9th 2007	€1295.00	€200
Full Register after April 9th 2007	€1495.00	

All fees for the conference include access to all sessions, lunches, refreshments and networking drinks. Also included is comprehensive conference documentation on site and a free CD featuring the conference presentations and audio from all the main sessions after the event.

* All prices listed are exclusive of German VAT charged at 19%.

2. Delegate Details

Please photocopy this form for multiple registrations

Customer Priority Code:

Mr / Mrs / Ms / Dr: _____ First name: _____

Last name: _____

Company: _____

Position/Title: _____

Telephone: _____

Fax: _____

Email: _____

Address: _____

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Cancellation Policy

Cancellations received on or before March 30th will be subject to a 25% cancellation fee. For all cancellations received on or after March 31st 2007 we will be obliged to charge the full fee as stated on your invoice. The organisers reserve the right to make changes to the programme without notice.

Date & Venue

April 25 - 26, 2007
The Hilton Berlin Hotel, Germany

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We have negotiated a special room rate at the The Hilton Berlin Hotel. Reservation and price details will be sent to you when you register.

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Take advantage of EyeforRetail's unique team discounts. The more people you bring, the more money your company saves!

Contact the EyeforRetail team on
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3. Payment

Choose one of the following payment options:

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I enclose a cheque/draft for: € _____
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Please invoice my company: € _____
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