

9th September 2008

## London Development Events Conference

### Improving Sales Rates in a Challenging Market

**tta** group and London Development Events have been working together to provide a special one day conference called 'Improving Sales Rates in a Challenging Market' which is being held in London W1 on Tuesday 9th September 2008.

The panel of expert speakers at the conference will explain the current sales market situation and what can be done to increase the sales of new homes in London. The event provides industry leaders with an opportunity to see what other senior figures are doing to meet the challenges, embrace new opportunities, network, discuss ideas and learn about which techniques work and which don't.

The event isn't just about the conventional however, and the conference will hear about non-domicile and overseas investors who, despite the downturn, remain active buyers in London. The event will also review the latest opportunities in mortgage lending and how developers can guarantee mortgages to encourage buyers. The section on the use of digital marketing to drives sales will also be extremely useful and interesting.

#### The speakers confirmed are:

- **Richard Cotton**, Senior Partner, Cluttons
- **Robert Weston**, Chief Executive, Weston Homes
- **Liz Peace**, Chief Executive, British Property Federation
- **Mark Milner**, Chief Executive, The Digital Property Group
- **Rob Thomas**, Senior Policy Adviser, Council of Mortgage Lenders
- **John Slaughter**, Director of External Affairs, Home Builders Federation
- **Tricia Topping**, Chief Executive, tta group
- **Lisa Hollands**, Head of Residential Development, EA Shaw
- **Harry Lewis**, Director, Savills International
- **Adrian Owen**, Director, Hamptons International
- **Andrew Girdwood**, Director, BigMouthMedia
- **Shirley Humphrey**, Sales Director, Harrods Estates
- **Vernon Dennis**, Partner, Howard Kennedy

The panel will provide their views on London's current residential development market and advice on how to maximise sales opportunities. Both the agenda and the senior people involved make this an extremely compelling event and it would be a pleasure if you could join us.

#### The event will focus on:

- The sales situation in the current marketplace
- How to increase sales of new homes
- Where the buyers are now coming from
- Mortgage and development finance
- Maximising overseas opportunities
- Capturing the power of the internet

The conference will take place in London W1 on Tuesday 9th September 2008.

The day includes presentations, debate and networking sessions, providing speakers and delegates with the opportunity to ask questions and discuss the major issues facing the London property market. Morning coffee and lunch is also served with a networking and refreshments event following the conference.

Places cost **£499 plus VAT per delegate** and, as spaces are limited, are on a first come, first served basis.

To receive a copy of the full programme for the conference and to reserve your place, please contact Lexi Segar at London Development Events on 020 8877 0088 - email [lsegar@ldevents.net](mailto:lsegar@ldevents.net)



property marketing specialists

