



## Enhance your ULI membership by joining a pan-European Product Council



### What is a Product Council?

topic-specific forums

Sector or topic specific forums where industry leaders meet, exchange ideas, share best practices and foster thought leadership in their specific sector of the real estate market.

international, senior, multi-disciplinary membership

Consisting of a genuinely international and multi-disciplinary membership, the Councils provide a unique platform to learn from peers in the same sector who are operating in different geographical markets, as well as help shape the future of pan-European real estate.

topical, provocative and future thinking

Feedback from members tells us that these meetings add value by facilitating a rich, open dialogue for industry leaders which is topical, provocative and future thinking. They aim to take down professional barriers to allow a free exchange of ideas and experience, and help careers by enabling members to steer their ideas and develop true friendships over time across a range of professions.

### What sectors/topics are there?

There are currently 8 European Product Councils; each focusing on a specific sector or topic:

- Hospitality
- Logistics
- Office and Mixed-Use
- Residential
- Retail and Entertainment
- Sustainability
- Technology and Real Estate
- Urban Regeneration

### When do the Councils meet and where?

The Councils meet twice a year, once in February to coincide with the European Conference and in the second half of the year. Some Councils initiate/undertake research projects and organise study tours and webinars to give members additional engagement opportunities between meetings.

### How many people attend?

Membership of each Council is capped at a maximum of 50 people to ensure the quality of personal interaction between participants.

### Am I eligible to join?

To join a Product Council, you need to be a **full member of ULI**. If your membership is through a corporate package with your company, we are happy to check if you can be added to the company's roster.

### How do I join?

There is a short approval process, with approval by the chair. In the first instance please send a short bio or CV with your Council preference to Louisa Batts, [Louisa.Batts@uli.org](mailto:Louisa.Batts@uli.org).



### Costs

The annual fee for membership of a Product Council is €380.

### For Further Information

If you want to find out more about our Product Councils, please contact Louisa Batts, Manager, Product Councils. T: +44 (0) 20 7487 9583 E: [Louisa.Batts@uli.org](mailto:Louisa.Batts@uli.org)

# The Product Councils

## Hospitality Council

The Hospitality Council brings together leaders from across the spectrum of developers, investors and operators to discuss the issues and opportunities faced by our sector. The Council shares its experiences across Europe, but also looks further afield to learn lessons and gain insights from the global tourism and leisure markets.

## Logistics Council

The Logistics Council's core mission is to share and explore best practices and innovative solutions for Logistics in European real estate. The Council aims to facilitate discussions and produce research across a wide range of topics, including sustainability, innovation, technology, automation and access to land, providing valuable insights through a shared knowledge and experience.

## Office and Mixed-Use Council

The Office and Mixed-Use Council looks to keep its members at the forefront of this changing world by sharing lessons from cities across Europe as well as bringing industry leaders together to examine all aspects of investment, financing, development, architecture and sustainability.

## Residential Council

The Residential Council's mission is to share best practices, lessons learned and innovative solutions from a diverse group passionate about the creation, expansion and retention of high quality housing that is affordable for all and fits their living needs in our European cities as a key success factor for vibrant, dynamic and economically successful cities.

## Retail and Entertainment Council

Set against a backdrop of global retail and entertainment brands, the Council's membership and content programme reflects the fact that the sector transcends geographical boundaries. As well as examining best practice in Europe, the Council draws ideas from both established and emerging markets to provide members with a clear insight of the market.

## Sustainability Council

The Council examines a wide range of issues from investigating new ways to measure the environmental performance or the social contribution made by individual buildings, through to the longer term planning considerations of European cities to ensure they are both successful and sustainable.

## Technology and Real Estate Council

The ULI Europe Technology and Real Estate Council will focus on exploring how technology and innovation in real estate and urban development can enhance customer experience and quality of life.

## Urban Regeneration Council

ULI's Urban Regeneration Council fosters stronger interaction between city governments, real estate developers, practitioners and major institutional investors. It looks to share ideas and experiences from around the world to help provide insights into best practice in city development and urban regeneration.



*"We are really excited for our members come together and share their knowledge."*

*"Product Councils allow for informal and direct interactions with senior business leaders from different nationalities and backgrounds on your sector of interest."*

*"Being a part of the Product Council really has developed and shaped the industry. We have seen our members put the best practices into action daily. Product Councils are not just for an individual, but for the industry."*

*"The Council provides a unique way to learn from fellow industry professionals and thought leaders on housing challenges across Europe, and affordability in particular; looking at the issues from different perspectives, and sharing best practice solutions."*

*"Being a member of a Product Council gives you the rare opportunity to openly, frankly but confidentially debate the keys issues affecting the industry area you cover with other senior market players."*

*"The diversity and breadth of experiences of our members enables us to explore new thinking and innovative ideas from across Europe. The Council gives us time and opportunity to share knowledge, becoming more engaged with other market and policy responses to global sustainability issues."*

*"Product Councils really give an excellent insight into the latest developments and approaches within our industry, adding great contacts to your network amongst genuine experts. And they are great fun."*

Messages  
from  
Members  
and  
Council  
Leadership