

DEBRIEF

Thank you to our event partners

A M A V I ## Urban Partners



Thank you to our annual sponsors

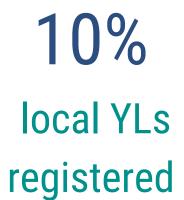




Retreat in Figures



Young Leaders registers (+ 70 Senior Leaders; 5 Speakers; 3 ULI staff)





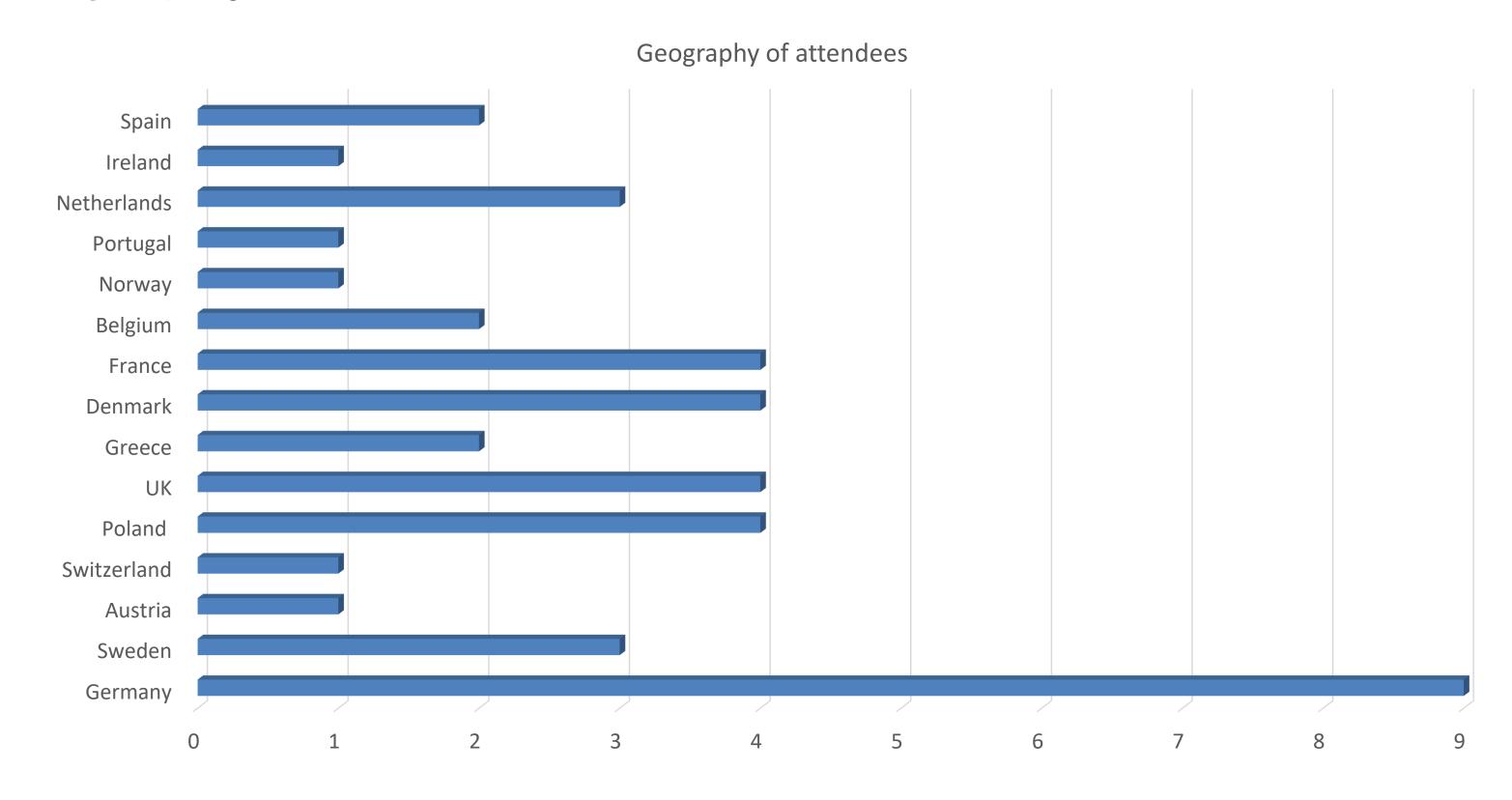


15 **Countries**

32% of registrations in the last month



Geography



Registration Trends



Financial

2

Sponsors

(AMAVI Capital; Urban Partners / Nrep)

A M A V I



Nrep | 2150 | Velo Capital

€ 9,000.00

Overall Budget/Expenses

€ 10,790.00

Registration Revenue



FEEDBACK - WHATSAPP

~ Tobias Bidstrup

+45 26 23 07 98

Thanks everyone for a great couple days! It was a pleasure meeting you, really looking forward to the next time (and hopefully catching up before then). Let me know if you come to London! 13:36



~ Eirik Stein-Andersen

+47 976 57 200

15:03

Thank you for a great couple of days! Look forward to staying in touch. Safe travel home to everyone X





~ Jonas Magaard Bøgh

+45 42 63 22 01

Thanks to everyone for making this retreat such a great experience! Happy to meet all of you and hope to see you soon again! 🙏





Hi All, I also needed to catch the early morning flight, so cannot be with you today. Huge thank you to all involved in organization of the event! A It was super nice! I had a really great time! Hope to see you soon and safe travels



~Piotr O

+48 603 627 640

Thanks everyone once again for the great weekend, it was awesome to talk to all of you over the last few days! Special thanks to the organizers, you set the bar really high for the next ULI events!



~ Ravi Barot

+46 73 783 68 97

12:58

Thank you everybody, was great to meet you! Enjoy your last time in Stockholm, dont hesitate to reach out if you want any recommendations here! Hope to see you soon!





~JS

+353 83 087 8944

All, thank you for another amazing trip! Great to meet you all and looking forward to seeing you next year. Safe travels and if you're over in Dublin please drop me a message.



3

11:06

~ Azora

+34 618 55 40 02

Hi everyone! I had to head out a bit early, but it was such a great experience and a real pleasure meeting all of you. What a fantastic group! I'm already looking forward to catching up again next year. Big thanks to everyone who helped organize this—everything was phenomenal. If you go to Madrid, let's meet up, and if not, you've got my contact for whatever you need. Hope to see you soon! Pablo 11:34







~ Mats

+31 6 12382286

Hei all.

Can't join the program today unfortunately as my flight is early in the afternoon. But wanted to thanks the whole team that organized the trip. Really, really great program and group of people!

Look forward seeing you again next year! And if anyone is at the C Change event in Barcelona this October, let me know!



Enjoy, everyone!

08:33









FEEDBACK - SURVEY

Day 1

Day 2

Day 3

4.14/5 overall satisfaction

4.50/5 overall satisfaction

4.60/5 overall satisfaction

4.29/5 event content satisfaction

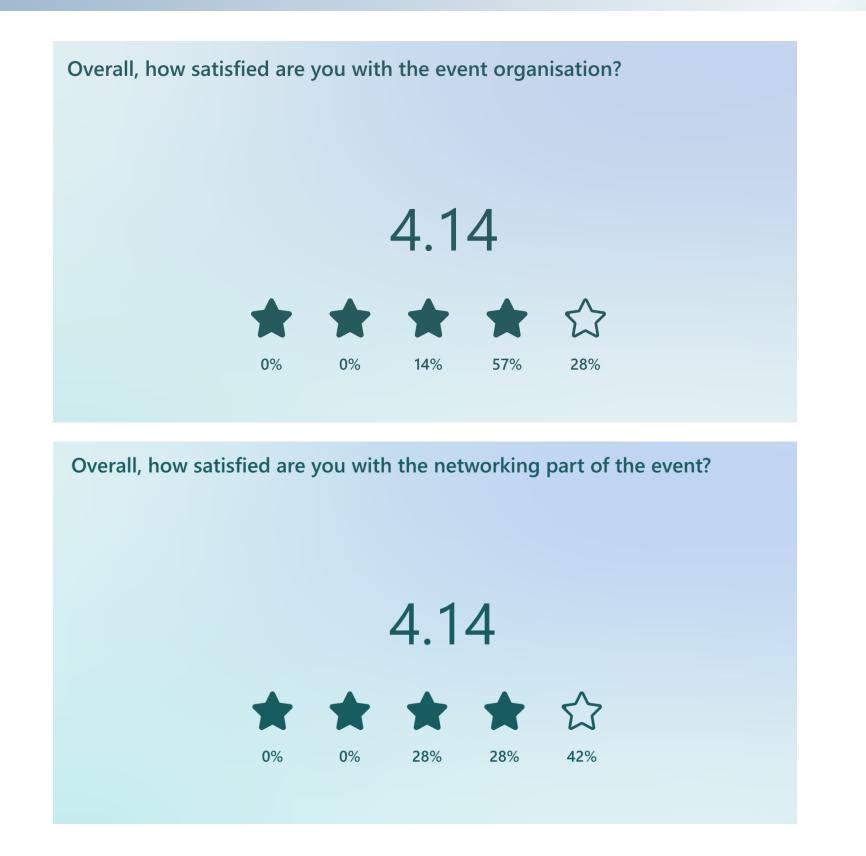
4.40/5 event content satisfaction

4.60/5 event content satisfaction

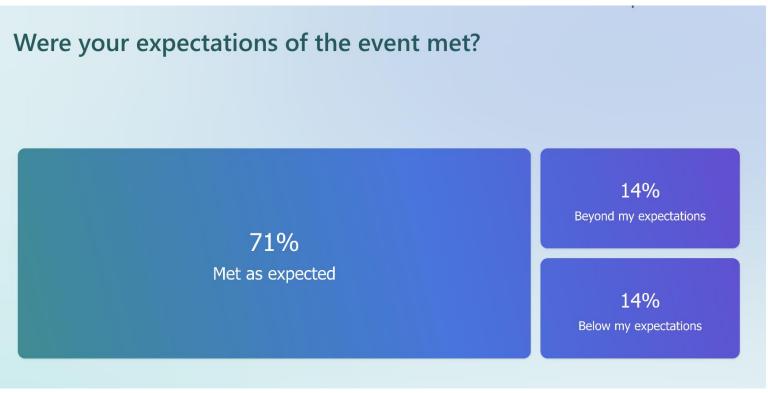
4.14/5 networking satisfaction

4.60/5 networking satisfaction

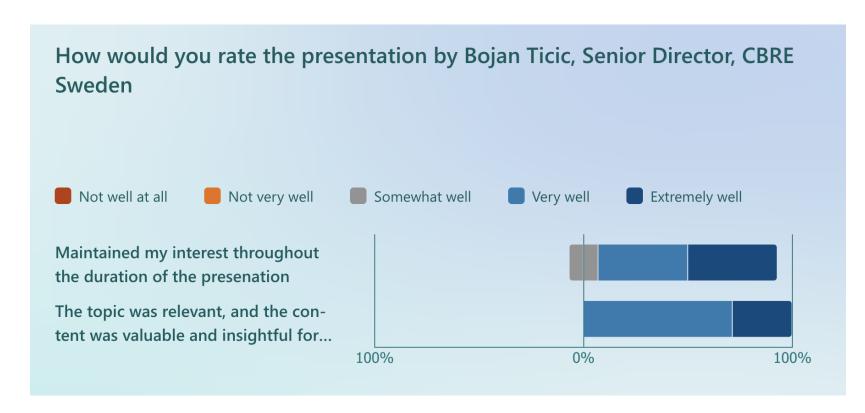
26 September - Sweden: demographics, migration, business, real estate

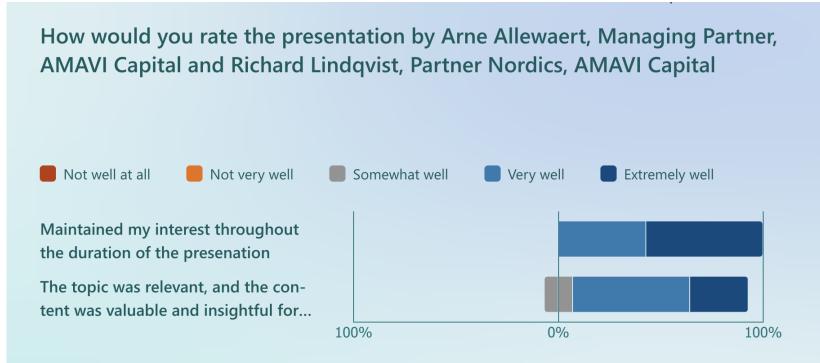


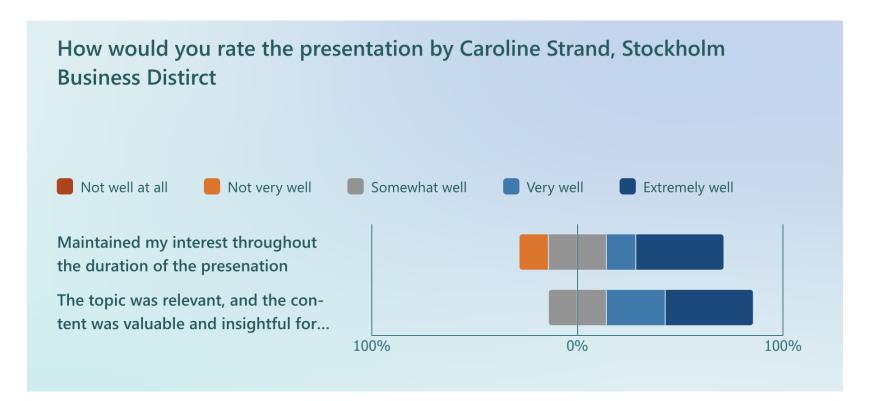




26 September - Sweden: demographics, migration, business, real estate









26 September - Sweden: demographics, migration, business, real estate

What did you like most about the event:

- Everything went smoothly and networking
- New environment
- Intro to Stockholm
- Presentations
- The AMAVI presentation was very insightful, it was great to talk to one of the guys during the networking session

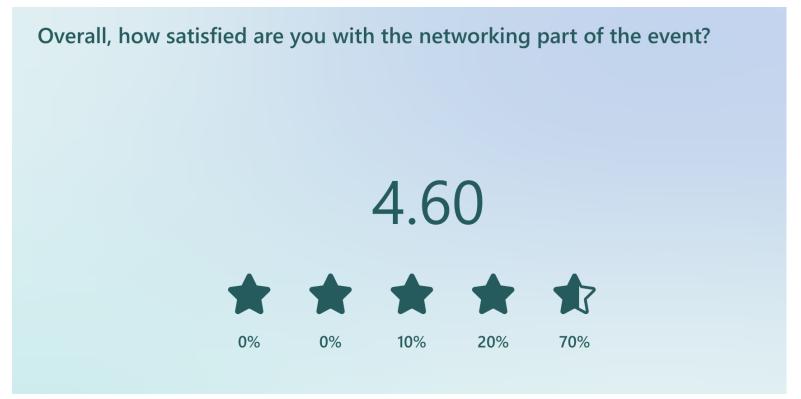
Suggestions for improvement:

- Better food. I didn't like the hamburgers. But the salmon was good.
- A location with more space. It was way to packed during the presentation and during the networking.
- Chairs, chairs for the presentations please:)

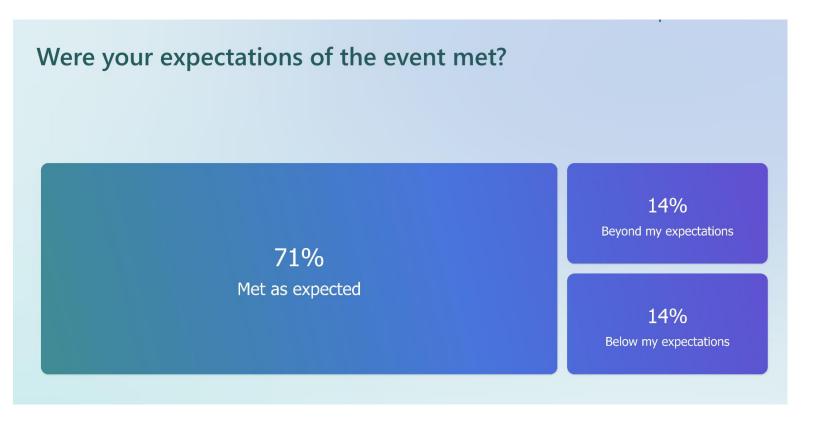


27 September – Site Visits, Senior Leadership Session, Lunch

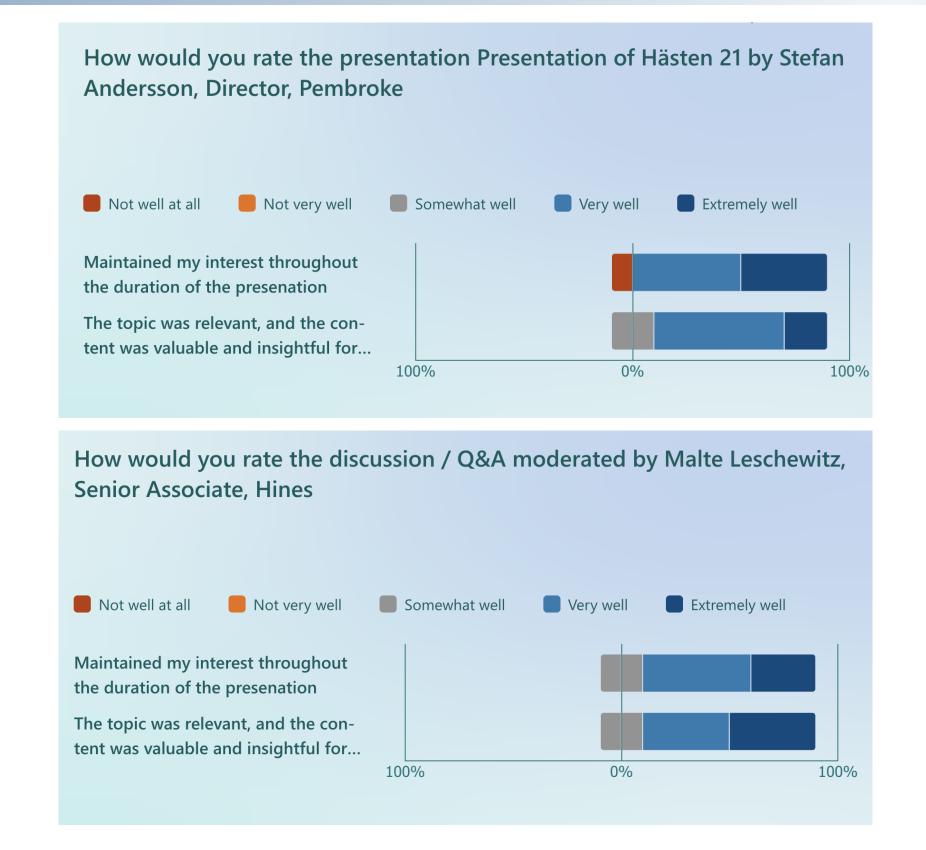


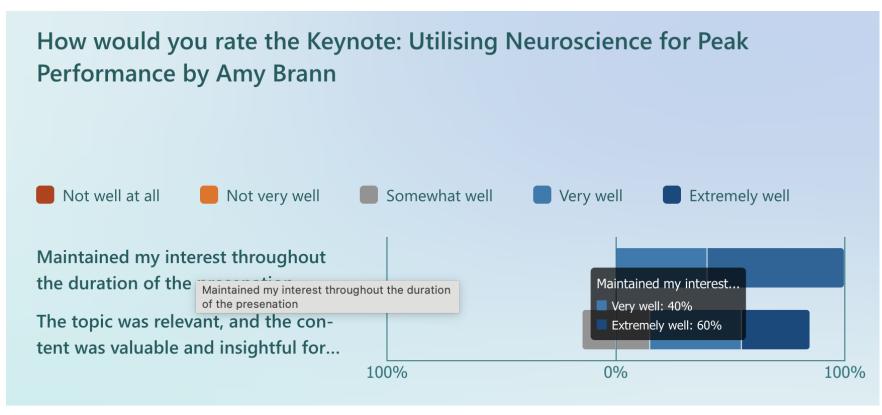


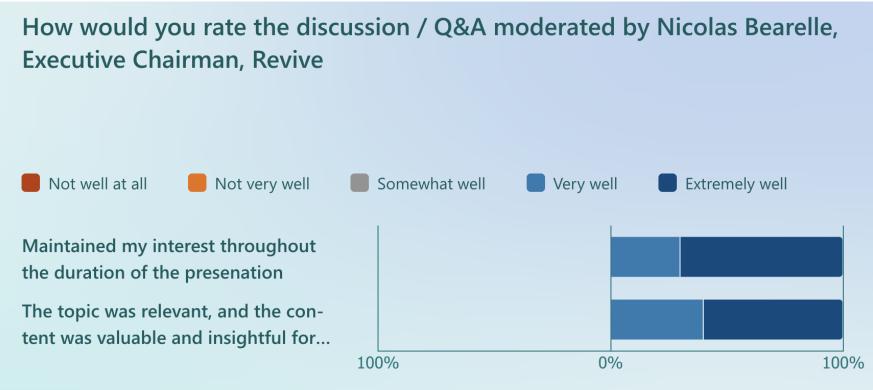




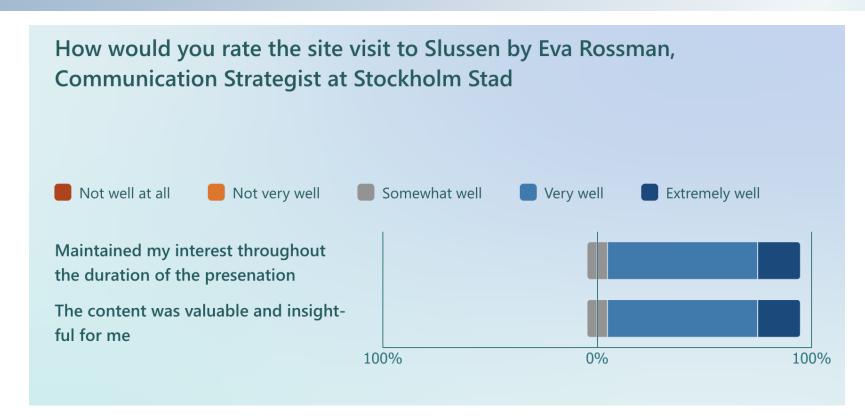
27 September - Site Visits, Senior Leadership Session, Lunch

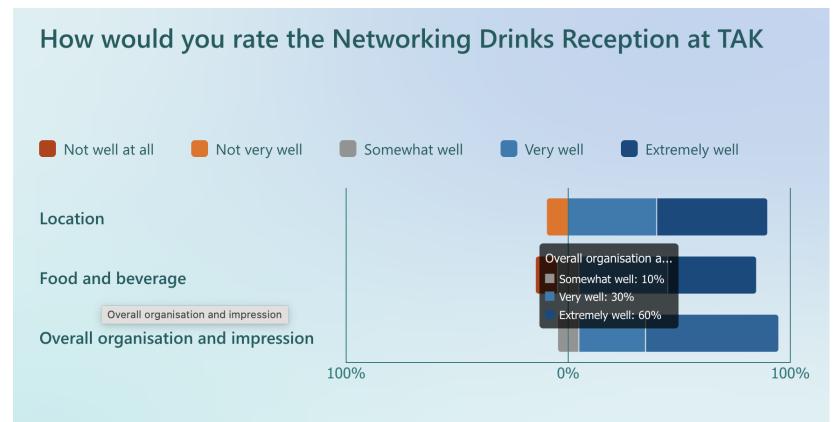


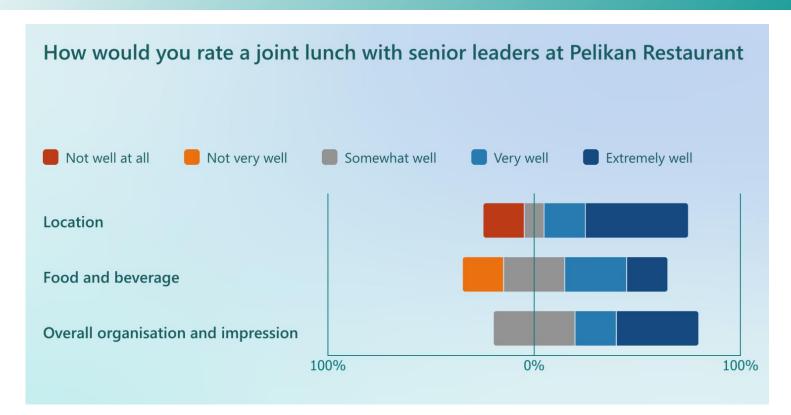




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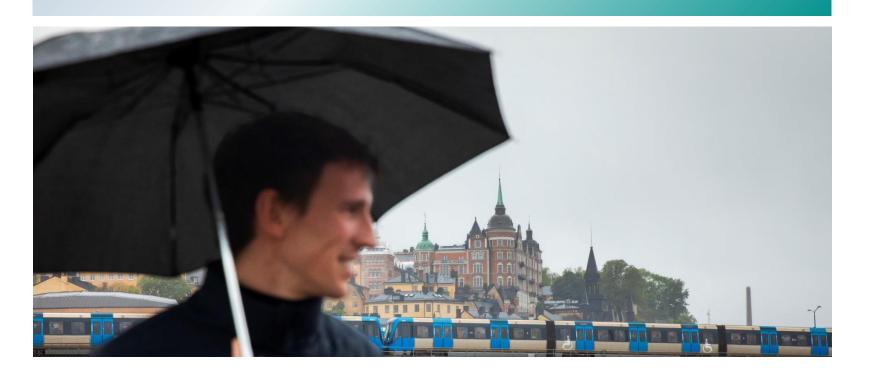
What did you like most about the event:

- Networking
- Discussions and joint time with senior leaders
- Presentation by Amy
- Q&A with young/senior leaders



Suggestions for improvement:

- Site visit to an asset close by.
- Better venue(s) acoustics, more space
- More of an overview of the different geographies
- More content
- More time for networking with senior leaders

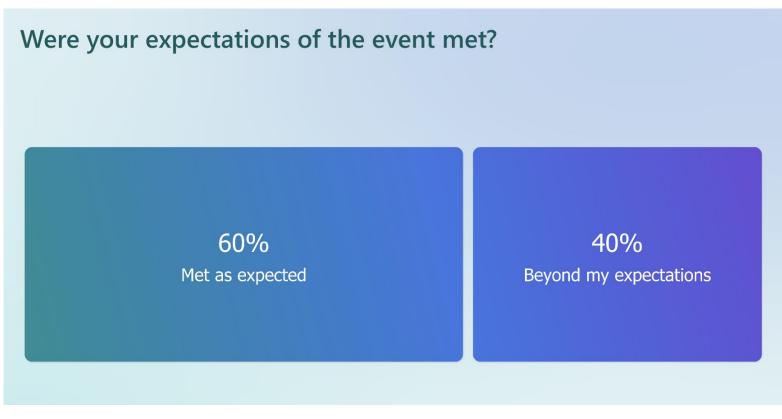


28 September - Brunch, Site Visit and Nobel Prize Museum

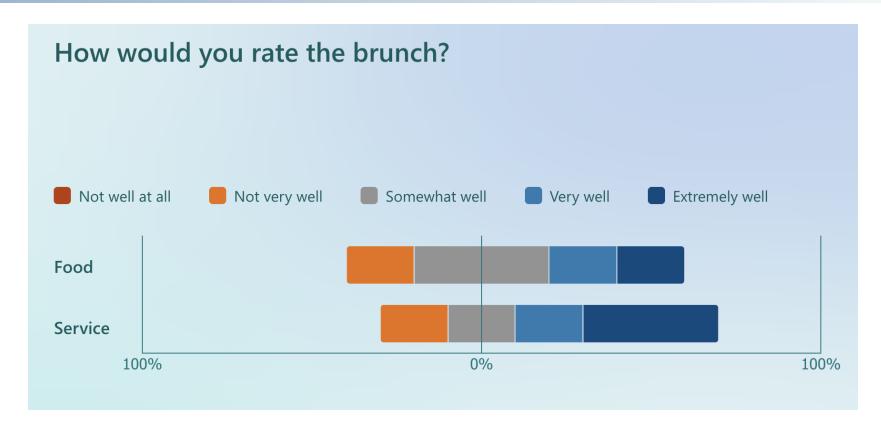


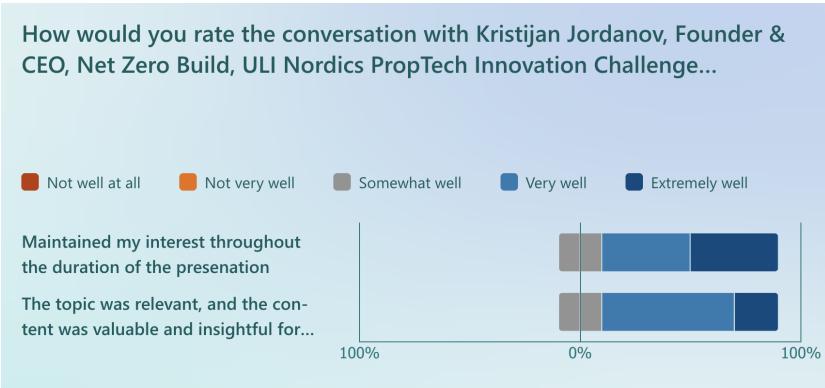


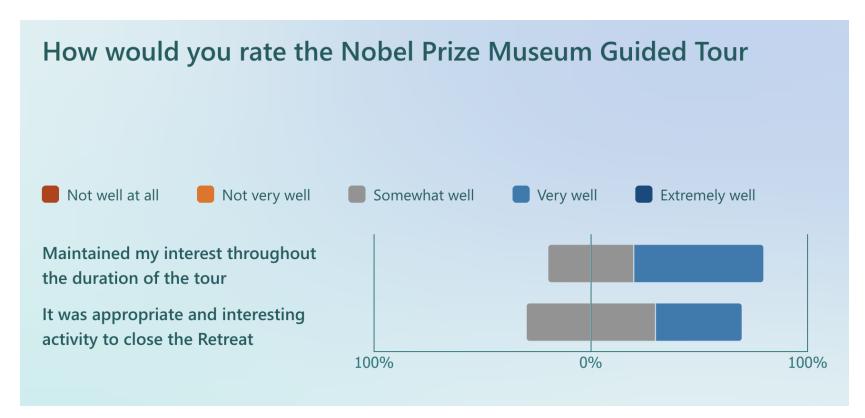


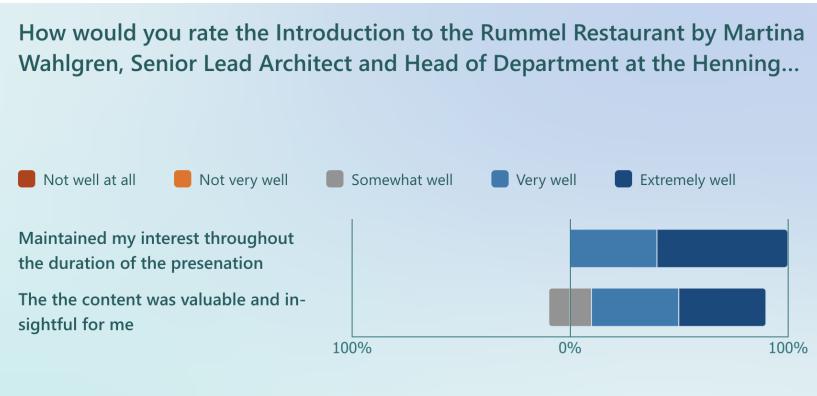


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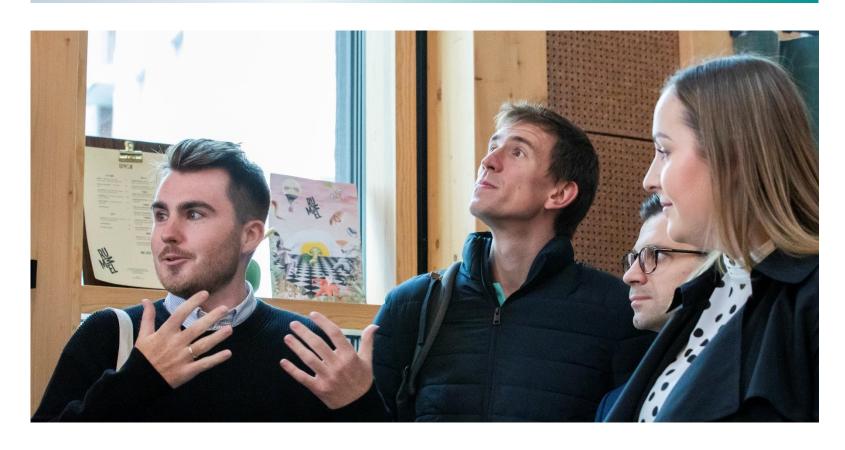
What did you like most about the event:

- Nobel Prize museum was interesting
- Networking, good level for final day, not too much not too little



Suggestions for improvement:

- Perhaps one hour later given the night prior
- Maybe the Q and A with the prop tech guy should have been done at some other time. Having it done during brunch was little weird





COMMUNICATION BEFORE and DURING the RETREAT

• Marketing Emails & Emails

- Inclusion in European Young Leader Summer Newsletter
- Email banners in Young Leader emails both on National Council and European Level
- Behavioral email to follow up with clicks/non-registrations
- 3 dedicated Europe wide registration emails each to c.2700 YLs and prospects
- Delegate information emails, with booking checklist and attendee handbook

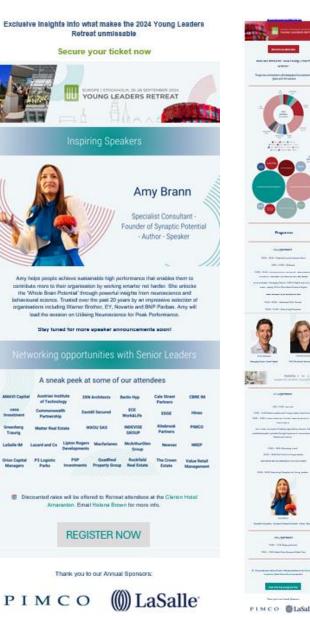
Social Media

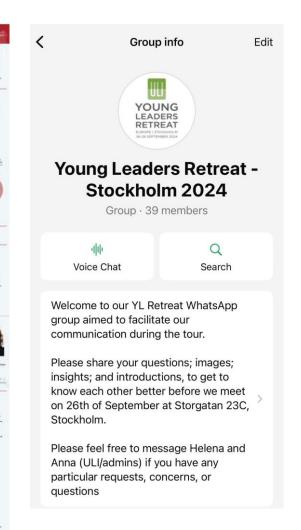
2 dedicated Instagram posts and 5 LinkedIn posts

WhatsApp Group

Used to communicate with attendees during the event. To provide live updates on programme timings and locations and answer any urgent questions. Also to send survey links at the end of each day.









LINKEDIN

- Over **12 000** Impressions
- 260 Likes & Loves
- 860 Engagements



We had an incredible time at the ULI Young Leaders Retreat last week! It was a wonderful opportunity for our Young Leaders to connect, learn, and share insights about the future of our industry while exploring the vibrant city of Stockholm. From engaging in discussions on urban development plans to examining how neuroscience can enhance peak performance.

Each session sparked valuable conversations and provided actionable takeaways. We had the chance to visit groundbreaking projects around the city, including Slussen, Hästen 21 by Pembroke and Henning Larsen's Rummel Restaurant. Each site showcased how Stockholm is at the forefront of creating sustainable and resilient public spaces.

A heartfelt thank you to our speakers and hosts Arne Allewaert, Bojan
Ticic, Richard Lindqvist, Neal Scott Hollingsworth, Caroline Strand, Amy
Brann, Henrie W. Koetter, Malte Leschewitz, Nicolas Bearelle, Stefan
Andersson, Rosman Eva, Martina Wahlgren, Kristijan Jordanov, Ariana
Maaß, Vlad Pent ■ and Oumniya Bouhdoud for their expertise and inspiration,
and to all participants for bringing such passion and enthusiasm.

Special mention to AMAVI Capital for hosting the opening event and to Urban Partners and Nrep for sponsoring the Young Leaders Retreat 2024.

We look forward to the next retreat!



C♥♥ Vlad Pent ■ and 111 others

5 comments · 2 reposts



Join us for an exclusive site visit to project 'Hästen 21' by Pembroke in this year's Young Leaders Retreat

This exciting project will transform one of Stockholm's most central blocks to a more vibrant, accessible place and is an example of flexible, people-oriented design.

Inspired by Stockholm's architectonic heritage, the development is created with minimal climate impact in mind using geothermal heating and resource-effective initiatives according to LEED Platinum v4 sustainability certification.

Don't miss out on this unique part of the 2024 Young Leaders Retreat. Spaces are limited - sign up today: \mathcal{O} https://lnkd.in/eETiE2dA





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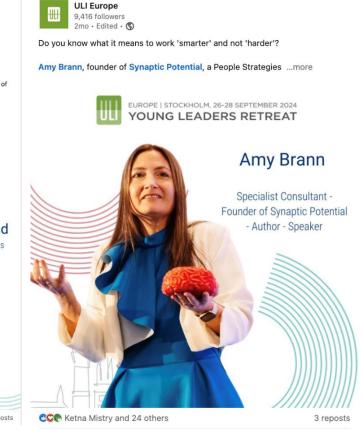
ULI Europe 9,416 followers 2mo • Edited • §

There are just two months to go before we kick off the 2024 Young Leaders Retreat - a unique event that will include leadership workshops, site tours, speakers and networking with peers in an intimate setting of fellow ...more





From place-making to business development and public relations, our next



CONCULSIONS |

OUR SUCCESSES

- Registrations:
 - 41 registered guests
 - Guests from 15 different countries
- Format:
 - Networking opportunities
 - Crossover with senior leaders gave the event more exclusivity
 - Good level of activity for the final day
 - Keynote session sparked interesting discussions
 - Programme handbook and WhatsApp updates were key
 - Great to be able to walk to most venues and site visits



CONCULSIONS

ROOM FOR IMPROVEMENT and THINGS TO NOTE

Venue:

- Slightly bigger spaces to allow easier networking
- Closer site visits
- Comfortable conditions to take in the content (Chairs for longer presentations)

Format:

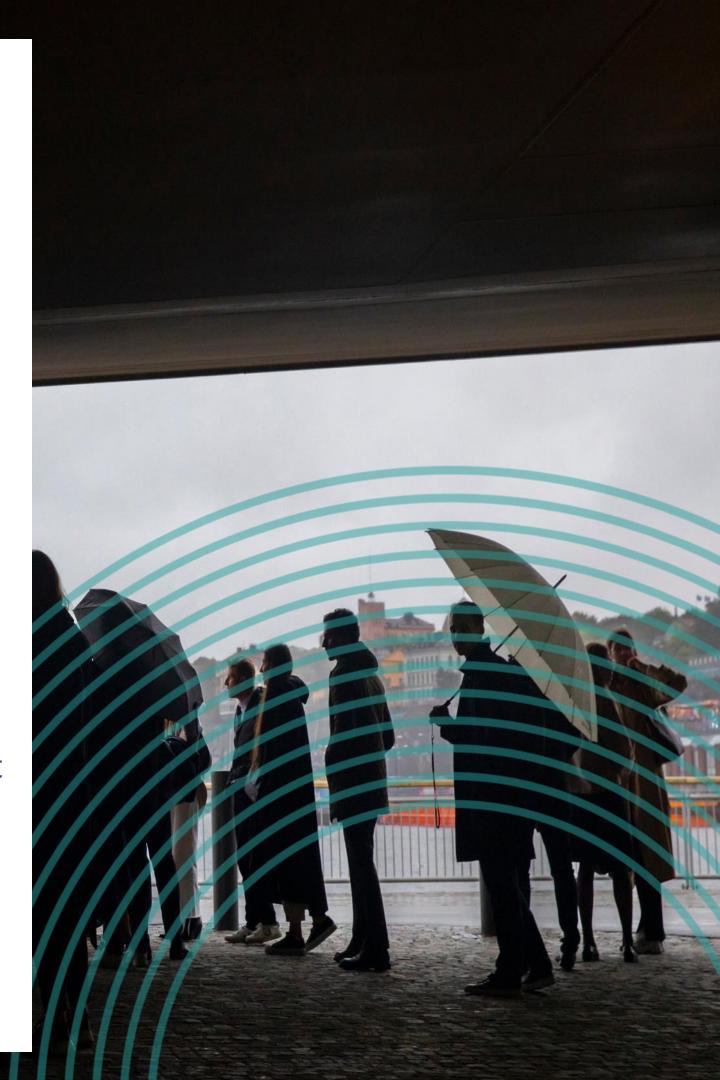
- Programme on the last day could have started a little later
- More interactive programme smaller group discussions

Planning and logistics:

- Ensure clear schedule and deadlines
- Need to make sure to find local Young Leaders in the Retreat city to support with highlighting key sites and spaces and adding heart to the programme.
- Set expectations for food, transport etc. well in advance.

• Naming:

 To discuss with wider Young Leader cohort on what name (Retreat/Study Tour) best suits the event style and is easiest to proposition to employers.





Thank you, see you next year

