

## European Office and Mixed-Use Product Council Agenda

12 September 2018, Dublin, Ireland

### At a glance:

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| <b>Date</b>       | 12 September 2018   |
| <b>Event time</b> | 11:00-17:30   |
| <b>Location</b>   | The Marker Hotel, Grand Canal Square, Docklands, Dublin 2, D02 CK38   |
| <b>Chair(s)</b>   | Jeppe de Boer, Founding Partner, Masterdam<br>Rob Rackind, Partner, Head of Real Estate, EQT Partners UK<br>Advisors II LLP |

### Programme:

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| <b>11:00</b> | Welcome from Chairs   |
| <b>11:15</b> | <b>From technology dreamers to technology leaders</b><br>Sebastian Abigail, Senior Director, VTS<br>Cees van der Spek, Director Public Affairs, OVG |
| <b>12:30</b> | Lunch   |
| <b>13:45</b> | <b>Irish office market update</b><br>Declan O'Reilly, Director, Knight Frank<br>John Mulcahy, Chairman, IPUT<br>Followed by a roundtable            |
| <b>15:00</b> | <b>Travel time to 1 Windmill Lane</b>   |
| <b>15:15</b> | <b>Site Tour</b> 1 Windmill Lane  |
| <b>17:30</b> | Close   |

## EUROPEAN COUNCILS: MEMBER PRINCIPLE

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Thank you for joining a European Council.

We hope you will agree that the value of the Council experience is determined by the quality and participation of its members and to protect this status we have outlined ten principles of Council membership which we hope will help you and others get the best from your Council membership.

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1. **OPEN, HONEST DIALOGUE:** Come to Council meetings ready to participate openly and honestly with specific, detailed information and experience from your current real estate practice.
2. **CONFIDENTIALITY:** Everything discussed within a Council is kept completely confidential by all Council members. This is the foundation that makes open and honest sharing of detailed information and experience possible. Violation of this principle will result in immediate expulsion from your Council.
3. **REAL DEALS, REAL NUMBERS:** The key to truly valuable interaction between the Council members is the sharing of real deals and real numbers, successes as well as lesson learned.
4. **RESPECT FOR OTHERS:** Help make discussions productive and high value by respecting the views and opinions of your fellow council members, even if you don't necessarily share them.
5. **NO SELF PROMOTION:** Councils members are all highly successful real estate professionals. Self-promotion and pitching do not add value for your fellow council members. Keep your presentations and discussions aimed at delivering real take home value for your peers, not your business.
6. **NO CELL PHONES OR BLACKBERRIES:** It should go without saying that you cannot be fully engaged in your council while checking your email. Councils will have breaks designed to allow members to check in and stay connected.
7. **ATTEND EVERY MEETING AND ATTEND ALL DAY:** Of course, we recognise there will be exceptions to this but as a Council member you have been chosen for the value your unique background and experience brings to the Council. Missing a Council meeting therefore reduces the value for every member of your Council.
8. **RECRUIT THE BRIGHTEST AND THE BEST:** You will often come into contact with new leaders in the industry who have exciting new products, ideas and best practice that would add value to your Council. Please refer these new leaders as guests to your Council, sponsor them for Council membership and work with your Council leadership to help them become future members of your Council.
9. **PARTICIPATE IN ULI AND ULI LEADERSHIP:** Council members are expected to be active participants in ULI's mission of providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Your involvement in ULI provides excellent opportunities to network and to learn both within and beyond the boundaries of your industry segment.
10. **CONTRIBUTE TO ULI AT A NATIONAL COUNCIL LEVEL:** Your experience at a pan-European level will be of interest at a domestic level. Please contact your National Council Chair to see how your input could best be utilised to help real estate professionals in your local market.