

# 2011 PRESTIGE MLS

2<sup>ND</sup> LUXURY REAL ESTATE CONGRESS

APRIL 14 & 15, 2011 - PRESIDENT WILSON HOTEL, GENEVA

## Registration Form



The ultimate rendez-vous for Luxury Real Estate professionals in Europe. Program for this second edition : Conferences, Workshops, Business Dating with the best specialists in Luxury Real Estate industry. Meet your colleagues in Europe, and expand your worldwide business. Information and pre-notation: [info@prestige-mls.com](mailto:info@prestige-mls.com) - [www.prestige-mls.com](http://www.prestige-mls.com)

## Congress Overview

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Following the successful first edition held in Monte Carlo in April 2010, we invite you to participate to the 2nd PRESTIGE MLS Luxury Real Estate Congress:

April 14 & 15, 2011 - Hotel President Wilson - Geneva

High concentration of skills and expertise, this event is one of the most attended in Luxury Real Estate. It will be the perfect opportunity to develop your professional network in Europe.

## Program

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### Thursday, April 14, 2011

- 01.30 pm: Registration
- 02.30 pm: Congress Opening Speech
- 03.00 pm: Conferences sessions

→ **European Tour of the Luxury Real Estate market**

*Presentation by PRESTIGE MLS Members*

→ **International Financial transactions and Luxury Real Estate**

*Intervention by Leopold Robert - Credit Suisse SA - Geneva, Switzerland*

→ **WINDSOR Residence in Megeve: partnership in marketing to promote luxury apartments**

*Presentation by Jérôme Bouvier - Sofnim - Paris, France*

- 07.00 pm: End of the conferences
- 07.30 pm: Cocktail
- 08.30 pm: Prestige MLS dinner
- 09.30 pm: "Prestige MLS Awards" Ceremony

### Friday, April 15, 2011

- 09.00 am: Breakfast
- 09.30 am: Conferences sessions

→ **Luxury Real Estate advertising: strategy and new challenges**

*Presentation by Angelo Perna - OMD - London, UK*

→ **New technologies considerations and luxury real estate**

*Intervention by Jacques Gros - IBM European Business Solution Center - La Gaude -Nice Sophia Antipolis University Strategic Committee, France*

11.00 am: **Business Dating**

*Projects, offers and demands, partnerships: meetings and exchanges between members*

01.30 pm: **Prestige MLS Workshops**

*Workshops: Club organization & development, Commitment Charter, Communication, Internet-intranet Tools.*

03.30 pm: → Open Door

04.30 pm: Congress closing

# Registration Form

## AGENCY / COMPANY

Name: .....

Address: .....

Zip code:..... City: ..... Country: .....

## CONTACT

Name: ..... Surname: .....

Phone: ..... Fax: ..... Email: .....@.....

## PRESTIGE MLS MEMBERS \*

### April 14 & 15:

- Without accommodation: 350 € HT x ..... pers. = ..... € HT
- With accommodation at the President Wilson Hotel:
  - Twin room: 400 € HT x ..... pers. = ..... € HT
  - Single room: 500 € HT x ..... pers. = ..... € HT

## NON MEMBERS PARTICIPANTS \*

### April 14 & 15:

- Without accommodation: 490 € HT x ..... pers. = ..... € HT
- With accommodation Twin President Wilson Hotel: 550 € HT x ..... pers. = ..... € HT
- With accommodation Single President Wilson Hotel: 650 € HT x ..... pers. = ..... € H

*Subject to registration confirmed before 04/01/11. After that date, rates increase of 10 %\**

Date and Signature

\*Registration limit date: April 04, 2011

Any registration without payment will not be taken into account. All prices include access to conferences and discussion workshops, coffee breaks, lunch, staying, breakfast and lunch for the accommodation package. Packages do not include transport costs or extra drinks.

Return Registration form filled out and signed with payment by cheque to:

Imminence  
Parc de Hautes Technologies – Bat 14  
694 avenue du Docteur Maurice Donat  
06250 Mougins - Sophia Antipolis – France  
Email: jrodriguez@imminence.fr

PRESTIGE

Member

## Speakers

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### Imminence SA

**Jean Laurent Lepeu**, Chief Executive Officer of Imminence. By his experience of founding leader of several real estate company, and its responsibilities acquired in different housing agencies, it provides the overall vision of the project and the definition of the offer.



### Imminence SA

**Thierry Dussart**, Director of Operations of Imminence. By his experience as a manager in a large distribution group (Decathlon) he brings his expertise in organizational and business development company.



### Credit Suisse SA

**Robert Lepolod**, Vice President, Senior Advisor in Real Estate Finance in Credit Suisse Private Banking in Geneva, Graduate IEI. His presentation will better understand the market for luxury real estate in Switzerland by means of its trends and its financing.



### Sofinim

**Jérôme Bouvier**, Director, is in charge of the promotion of Luxury apartments in the Residence Le WINDSOR, Megève (France). "We'd like to propose you to sell these 30's Palace' apartments that were just renovated. They are located in the centre and constitute one of the most beautiful building of the station."



### OMD

**Angelo Perna**, Director Digital MDGs, worked with renowned companies such as Ferrari, Cisco and Omnicom Media Group (OMG). Media Services division OmnicomGroup Inc. operates from more than 5,000 customers in over 100 countries. It will present the new communication strategies in the luxury sector, new issues and how it should adapt its communication tools in real estate.



### IBM Centre d'affaires et de recherche européen

**Jacques Gros** chairs the Strategic Businesses of Nice Sophia Antipolis. From strategic considerations on the changing world of business and sharing the vision of 1500 leaders in surveys conducted in 2008 and 2010, his presentation will focus on issues related to real estate, and more generally on use of new technologies in the real estate marketing, sales development of customer relations.

PRESTIGE  
Member

# Prestige MLS Luxury Real Estate Congress is powered by:

## IMMINENCE

Parc de Hautes Technologies – Bat 14 – 694 avenue du Docteur Maurice Donat  
06250 Mougins Sophia Antipolis – France

## Access Infos

From the International Airport Cointrin, taxis are available at the main entrance "Arrival" terminal. 45min ride for about 45 CHF.

Cornavin Station – Geneva: 10 minutes to the hotel with taxi.

From the A1 motorway towards Geneva, take the exit Genève-Lac. Down to the lake and along the bay, the President Wilson Hotel is the first hotel on the right.

## Hôtel Président Wilson

47 Quai Wilson – 1211 Genève 21

T. +41 22 906 66 66 – [president@hotelpwilson.com](mailto:president@hotelpwilson.com)

