

ALEP ASSOCIATION OF LEASEHOLD
ENFRANCHISEMENT PRACTITIONERS

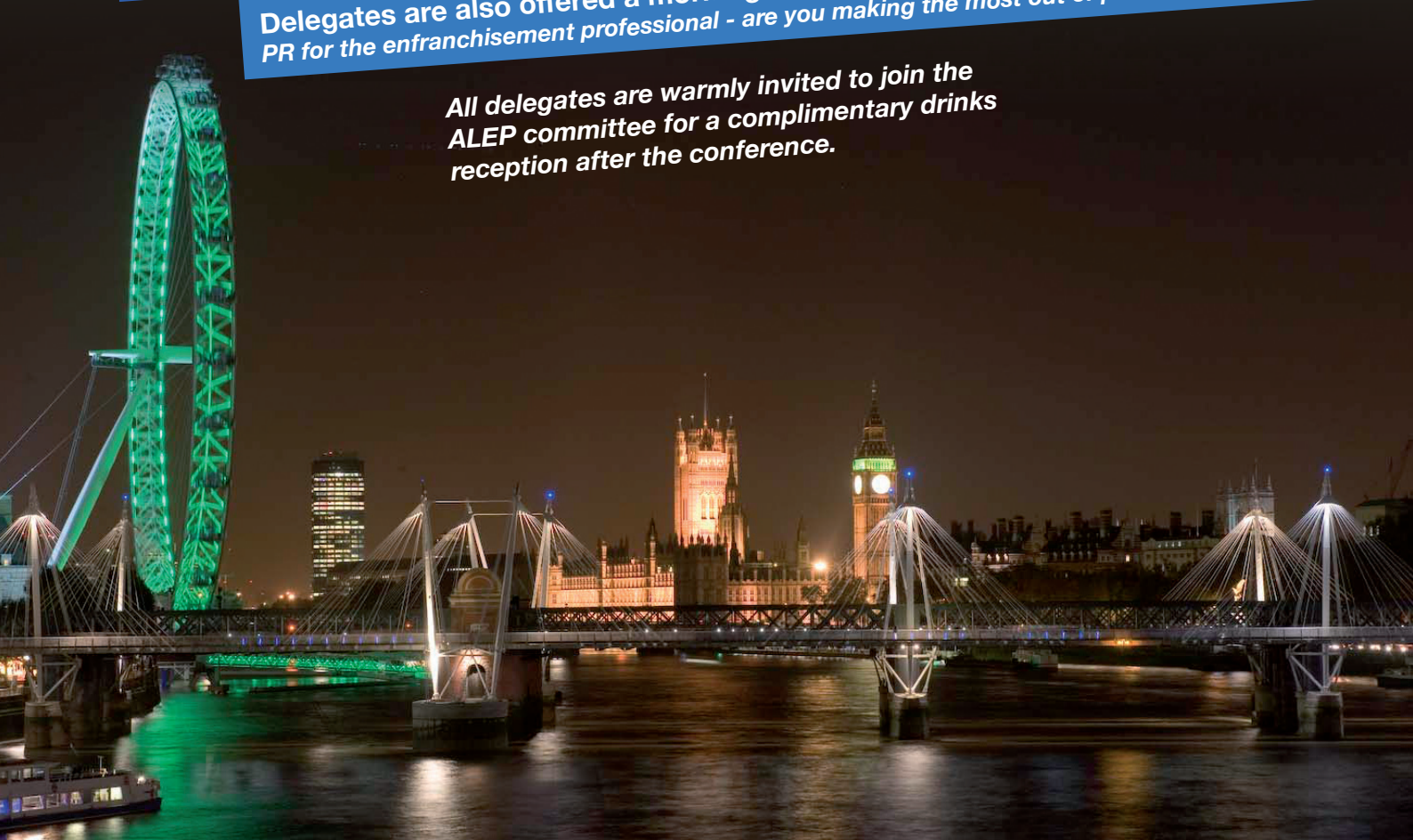


Your personal invitation to the
ALEP Autumn Conference

Tuesday 18 October 2011
at IET London, Savoy Place, London

Delegates are also offered a morning bonus session
PR for the enfranchisement professional - are you making the most out of public relations?

*All delegates are warmly invited to join the
ALEP committee for a complimentary drinks
reception after the conference.*



Please retain this section for your records.

Conference Schedule

- 10.30 - 12.30: **Bonus session:** PR for the enfranchisement professional
- 12.30: **Registration** for main conference, lunch and networking
- 1.45: **Welcome** by Damian Greenish and announcements
- 2.00: Plenary Session - **Take Notice!** - by Andrew Pridell and Mark Chick
- 3.45: **Tea and coffee** served
- 4.15: **Round-up** of earlier session
- 4.20: **Case update** by Philip Rainey QC
- 5.15: **Closing remarks** and announcements
- 5.30: **Close of main conference** and start of drinks reception
- 7.00: Event closes



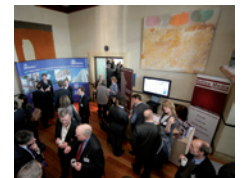
Lunch will be served in the impressive Riverside Room overlooking the Thames



Damian Greenish, ALEP's Honorary President, will be your conference host



Delegates from our successful Spring Conference



There are plenty of networking opportunities at ALEP events

CPD

3 hours of CPD are available for this event.

Conference Fee with 25% Early Bird Booking Discount

If you book before Friday 16 September you will receive a 25% discount on the main conference and PR session for all delegates from your organisation.

The main conference is only £149 + VAT for full members (£199 + VAT for associate and non-members).

Bonus session: PR for the enfranchisement professional - £29 + VAT for full members (£49 + VAT for non-members).

Location



Venue

IET London: Savoy Place
2 Savoy Place
London
WC2R 0BL

Nearest Tube Stations

Embankment

(Northern, Bakerloo, Circle and District lines)

Charing Cross

(Northern and Bakerloo lines)

Temple (Circle and District lines)

Parking

There is limited parking outside the venue, behind the Embankment Gardens on metered bays. Alternatively, there is an NCP car park just two minutes' drive away in Drury Lane, Covent Garden.

Please note that the venue is located within the congestion charging zone.

To contact ALEP: E: admin@alep.org.uk; T: 0845 225 2277; W: www.alep.org.uk

The 9th ALEP Conference

The 9th ALEP Conference takes place just weeks before ALEP enters its 6th year and looks set to be as successful as the last. Once again the event is being held at the prestigious Savoy Place, home to the Institution of Engineering and Technology (IET). Favourite venue of ALEP conference delegates to date, Savoy Place is conveniently located right next to the Savoy Hotel on the River Thames.

We are delighted to welcome back ALEP's Honorary President, Damian Greenish of Pemberton Greenish LLP, as the host of our 9th conference.

Speakers

ALEP is committed to promoting excellence within the enfranchisement sector and this conference tackles a subject at the heart of enfranchisement in some detail - the preparation and serving of Notices. Philip Rainey QC, a popular speaker, will also bring delegates up to date with recent cases.

We are delighted to announce our speakers as follows:

Take Notice! - Andrew Pridell and Mark Chick - both ALEP committee members - will co-present an in-depth session dealing with the ten most important aspects of Notice preparation and serving:



Andrew Pridell
FRICS of Andrew
Pridell Associates



Mark Chick,
Partner at Bishop
& Sewell LLP

1. Getting the ground work right/does the building qualify?;
2. Liaison between the solicitor and surveyor at the early stages;
3. Apportioning value;
4. Appurtenant land and how to deal with this;
5. Additional property and how to deal with it;
6. Intermediate landlords and their interests;
7. Plans and preparation;
8. Reservation and grant of rights;
9. Serving the right parties;
10. Serving the Notice in the right way.

The session will include a highly interactive breakout session where delegates will have the opportunity to share their experiences. They will be divided into two separate groups and invited to discuss the legal and valuation issues in isolation, before reconvening to create a master checklist.

Case Update



Philip Rainey QC

Philip Rainey QC will review the most important decisions of recent months and assess their impact on the enfranchisement sector.

Philip Rainey QC is head of the property group at Tanfield Chambers. Philip was Barrister of the Year at the Enfranchisement Awards 2009 and Real Property Junior of the Year at the Chambers & Partners Bar Awards 2009, before taking Silk in 2010 "...to the unequivocal delight of the market. His popularity stems from the fact that he "gets results as he is able to depart from the prepared script, modifying his approach as circumstances dictate"" (Chambers UK 2011).

Within a broader practice in real property litigation, he specialises in leasehold enfranchisement, rights of first refusal and right to manage, as well as service charge disputes. He has appeared as counsel in a number of leading cases in enfranchisement, including *Howard de Walden v Aggio*, *Cadogan v Sportelli* and *Nailrile v Cadogan*. Philip is a co-author of *Service Charges and Management: Law and Practice*, and speaks regularly at conferences and seminars on enfranchisement and other landlord and tenant issues.

Bonus Session 10.30 - 12.30: PR for the enfranchisement professional – are you making the most out of public relations? Led by Clive Booth, ALEP's PR Manager.

Good media coverage can really help you win business if it's done properly and it need not cost the earth. Clive Booth, ex-Financial Times and a business owner himself, is an award-winning PR consultant who also now advises ALEP. He will outline:

- How to influence third parties as a way of generating a buzz about your business;
- What makes a good story, and whether to target the news or features editor;
- Whether Twitter, LinkedIn, Facebook or blogs help to find the right kind of clients;
- How else you can generate more awareness of what you do and how you do it.

Who should attend?

Practice managers and partners responsible for PR and marketing, whether you have experience in this area or not. Cost is £29 + VAT for full members and £49 + VAT for associate and non-members. A discount of 25% will apply to all applications made before Friday 16 September.