

## TAG Property Group – Amsterdam

Karen Mason

Chair

## Focusing the Group

Aims Set Out in 2008:

- To help each firm develop new clients and new referral sources
- Using the capabilities of the Group
- Establish case studies to show capabilities
- Greater understanding within the Group member firms

## Getting Started



### 2008 Aims (continued)

- Group sponsored events
- Programme of seminars
- Group parties
- Attendance at conferences
- Visits to different jurisdictions
- Webinars

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## Getting Started



### 2008 Aims (continued)

- Population of TAG Property Group website
- Production of bi-monthly newsletter
- Develop exchange programme among member firms
- MIPIM 2008

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## Group Activities



MIPIM 2009  
Cocktail Reception



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## Group Activities



MIPIM 2009  
Seminar



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## New Initiative



### TAG Property Mini-Conference London 2009



24 Delegates

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## New Initiative

### TAG PROPERTY MINI CONFERENCE

"Real Estate - Taking the group forward"

12-13 November 2009

Boodle Hatfield, 89 New Bond Street, London W1S 1DA, United Kingdom

#### PROGRAMME

##### Thursday, 12 November

18.00 Drinks Reception-Boodle Hatfield offices  
20.30 Dinner - Bar Trattoria Semplice

##### Friday, 13 November

9.00-9.15 Introduction / Housekeeping - Karen Mason - Partner Boodle Hatfield, Chair Tag Property Group  
9.15-9.30 Welcome - Tim Manning - Senior Partner Boodle Hatfield  
9.30-10.00 Session 1 - Jersey - The current state of its markets in local and international property transactions  
*Presentation by Nigel Pearmain of Voisin*  
10.00-10.45 Session 2 - State of the market  
*Each delegate to speak for 5 minutes on the state of the market in their jurisdiction*  
10.45-11.15 Coffee Break  
11.15-12.30 Session 3 - "Taking the TAG Property Group forward"  
*An interactive session facilitated by Ali Ballantine of Helpsome and Karen Mason*  
12.45-14.00 Lunch - Asprey's  
14.30-15.00 Session 4 - "Current Tax Structures and Stamp Duty Land Tax Strategies"  
*Presentation by Sara Maccalum and Elizabeth Middleton of Boodle Hatfield*  
15.00-15.45 Break  
15.45-16.00 Session Wrap - Karen Mason  
16.15-17.30 Special Session - This session will take place at Berry Bros & Rudd  
*Presentation by Demetri Walters of Berry Bros & Rudd, international wine and spirits business, followed by a drinks reception*  
17.45 Dinner - Royal Garden Hotel's Park Terrace Restaurant  
19.30-22.00 Royal Philharmonic Orchestra - "The Music of Bond"  
*The Royal Albert Hall*

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## New Initiative - Feedback

- The Conference was very interesting and the company really amazing.
- I had a very enjoyable time and colleagues of mine were particularly envious of the wonderful Bond event that we attended. I thought that the conference was very useful.
- I believe that the conference also represented another successful stepping stone in the development of the TAG Property Group which, under your guidance, looks set for even better things. I hope to keep in greater contact with the colleagues and friends made during last week's visit.
- Thanks so much for a fantastic conference, the great food and the Bond show at the Royal Albert Hall. It was really great.

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## Group Activities



MIPIM 2010  
Cocktail Reception



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## Group Activities



### MIPIM 2010 Breakfast



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## Group Activities



### MIPIM 2010 Seminar



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## MIPIM 2010 Budget

MIPIM 2010 - BASIC BUDGET FOR TAG PROPERTY GRO				
<b>COCKTAIL RECEPTION</b>				
Attendees:	per head	TOTAL		
65	€ 35	€ 2,275.00		
	GBP:	£2,020.00		
Cost per firm		£404.00		
<b>DINNER</b>				
20 attendees	£100.00	£2,000.00		
Cost per firm		£400.00		
SCOTLAND SUITE (per firm)		£850		
<b>SEMINAR</b>				
Attendees:				
50 attendees	€ 35	€ 1,750.00		
	GBP:	£1,550.00		
Cost per firm		£310.00		
TOTAL COST PER FIRM - GBP		£1,964.00		
TOTAL COST PER FIRM - EUROS		€ 2,216.00		
TOTAL COST PER FIRM - USD		\$2,989.00		

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## Going Forward



- Building on present activities
- Developing other activities
- Proactive targeting
- Understanding other markets
- Encouraging firm visits

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## Ideas We Continually Revisit

- What is the TAG Property Group?
- How have we developed?
- What sets the group apart?
- How can we get onto the next level?
- Revisit at each activity

## Aims & Objectives



A group in development...



## Big Aspirations



- TAG Property Group website to sit alongside main TAG site - Refinement
- To aid clients and contacts finding information – Case studies
- Act as an 'intranet' between firms (cross-selling/ blogging)
- Promote the Property Group within TAG
- Promote TAG Property Group to firms' own staff
- Funding

## Activities



- TAG Property mini-conference – Autumn 2010
- MIPIM 2011
- Other conferences
- New activities

And finally...



*It doesn't stop here!*

*-Karen Mason*