



# FEDESSA

## CONFERENCE 2021

SEPTEMBER 20 & 21 BIRMINGHAM

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# FEDESSA Conference & Trade Show 2021

The FEDESSA Conference is back and ready for you to network with hundreds of other self storage owners, operators, suppliers and investors. Everything you need for your self storage business, all in one place!

This is the 22nd European Self Storage Conference and due to the COVID-19 pandemic, the second time it has been held in the UK in recent years. This year we will be at the prestigious and recently refurbished Hilton Birmingham Metropole at the NEC, Birmingham on 20 & 21 September. The location is excellent for UK travel as centrally located in the heart of the Midlands motorway network with extensive on-

site parking and just a short walk from Birmingham International Rail Station. If you're travelling from outside the UK, Birmingham International Airport is located on the same complex as the hotel, also within walking distance of the venue. The hotel is fully integrated with both meeting facilities and accommodation on-site. The main conference room, trade show and other space for this event are all located on the ground floor.

London 2019 exceeded 800 attendees over the two days and despite the recent restrictions imposed by the pandemic, we are expecting yet another great turn-out this year and looking forward to meeting in-person again.

The conference offers yet another superb line-up including well known business speakers as well as industry experts providing valuable business improving topics including:

Digital Marketing super session

Jaw dropping marketing for self storage

Top tips for operating self storage

How listening makes you a better negotiator

Automation in self storage

Making self storage green and profitable

How to surprise delight and excite your customers

Future container prices and supply

Setting up and expanding your container store

Results of the Annual Industry Report 2021

"Excellent as ever!"

George Pelley,  
A & S Self Storage  
(2019)

"Extremely well executed."

Simon Fothergill,  
CityStore Self Storage  
(2019)

"Great event. Thank you all very much!"

Robin Sappe,  
Le Gallais Self Storage  
(2019)

3

Visit [www.fedessa.org](http://www.fedessa.org) to Book Now!

## Trade Show

The FEDESSA Conference also includes the largest trade show outside the USA with industry specific companies eager to showcase their products and services. The range of exhibitors is, as ever, impressive. Add in the great networking opportunities in this arena and it's certainly worth a visit.

## COVID-19 Guarantee

The event has been organised with the flexibility to adapt to COVID-19 rules if required. Extra space has been added into the trade show and plenary room and the event is all on one level to avoid congestion around lifts and stairs.

In the unlikely event of cancellation due to COVID-19, all delegates will receive a full refund immediately. If you are unable to travel due to self-isolation or other COVID-19 restrictions, we will transfer your ticket cost to any other FEDESSA event.



We welcome UK, European and international attendees including store owners, store managers, investors, industry suppliers, developers and those looking to get involved in this rapidly growing and profitable industry.

*"Thank you for such a great conference this week. Lots learned, old friends connected with again and new friends made."*

Hazel Edwards,  
Container Team (2019)

*"Thank you so much for all the effort you all put in to organise an overall very good conference."*

Mark Smith,  
Self Storage Tameside  
(2019)

Connecting the sector...



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## Monday, 20 September 2021

- 08.30 – Breakfast in the Trade Show**
- 09.30 Monarch Suite**  
Meet the leading suppliers of the industry and learn how you can improve your business using the latest technology and innovations in the sector.
- 09.30 – Welcome**
- 09.45 Kings Suite**  
Our host Mark Durden-Smith will open the event with his infectious humour and wit. Start the day with a laugh while listening to the conference procedures.
- 09.45 – How to surprise delight and excite your customers**
- 10.30 Nick Wheeler OBE - Charles Tyrwhitt**  
The story of Charles Tyrwhitt Shirts is the story of a teenage entrepreneur who followed his dream; and is now the Founder and Managing Director of the biggest online and mail-order shirt business in Britain. Nick inspires his audiences with his story and deals with how, even in online businesses, exceptional customer service and engagement stands out.
- 10.30 – Industry Report Launch**
- 11.00 Ollie Saunders – JLL & Rennie Schafer, FEDESSA & SSA UK**  
Hear how the industry performed across Europe during the pandemic; the countries which outperformed others, the impact on industry growth and more in the Annual Industry Report.
- 11.00 – Morning Coffee & Networking in the Trade Show**
- 11.30 Monarch Suite**
- 11.30 – Container Breakout Stream - Setting up and Expanding your Container Store**  
**11.55 Library Suite**  
From driveway widths to staking containers, foundations to road materials, access control to moisture packs, there is a lot to consider when setting up or expanding your container based storage store. This session covers all the essentials with industry benchmarks and tips on how to maximise the potential return on your land.
- 11.55 – Container Breakout Stream - Future Container Prices and Supply**  
**12.20 Library Suite**  
With container prices reaching record highs in 2020 and supply times extending, what will supply look like in the coming years? Hear from some of our container supplier members on what they think the future impacts on container supplies will be.
- 12.20 – Container Breakout Stream – Technology for Unmanned Container Stores**  
**12.45 Library Suite**  
Many container sites are unmanned either permanently or for extended periods. Hear how new technology can make unmanned sites more secure as well as easier to access for your customers.
- 11.30 – Capital Access for Self Storage - A European Dimension**  
**12.00 Tim Stocks – James Stocks & Co**  
Funding self storage is more than just bank loans. As the industry develops, a range of capital options are available for operators looking for new stores, expansions, or re-financing. Tim will explore capital access for self storage across Europe.



- 12.00 – Making Self Storage Green and Profitable**  
**12.45 Industry Panel Session - Sustainability**  
Sustainable business and building practices are becoming mainstream, being driven by investors, consumers and even lenders. Self storage businesses of the future will need to be greener, but this does not need to come at a cost. Hear from our panel on how you can make your business more sustainable.
- 12.45 – Lunch & Networking in the Trade Show**  
**14.45 Monarch Suite**
- 13.45 – Specialist Groups**  
**14.45 Library Suite**  
Your chance to delve into more detail on the issues which are important to you with our industry experts. Small group sessions covering everything from pricing and marketing to development and container sites. Move between as many sessions as you wish.
- 14.45 – Automation in Self Storage**  
**15.15 Industry Panel Session - Automation**  
The pandemic has increased the level of online sales, payments and mobile access control with customers valuing contact free transactions. How does this impact the growing market for mobile device-based access systems and other automation in self storage?
- 15.15 – International Developments in Self Storage**  
**16.00**  
Hear from a leading international self storage operator on how the industry is changing outside of Europe. From digital marketing to post pandemic customer behaviour and adaption to technology. Is Europe ahead or falling behind global self storage trends?
- 16.00 – Afternoon Tea & Networking in the Trade Show**  
**16.30 Monarch Suite**
- 16.30 – Jaw-dropping Marketing for Self Storage**  
**17.30 Geoff Ram – OMG Marketing**  
Jaw-dropping marketing attracts customers, while great customer service results in lucrative, repeat business. Geoff Ram has implemented incredibly successful marketing programmes in both large and small businesses across the world and now he is turning his Jedi like skills to self storage. A must-see session for anyone that wants their business to stand out from the crowd.
- 18.00 – Drinks in the Trade Show**  
**18.45 Monarch Suite**
- 19.00 – Networking Dinner – Warwick Castle**  
**22.30**

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## Tuesday, 21 September 2021

- 08.00 – Breakfast in the Trade Show**  
**08.50 Monarch Suite**  
 Meet the leading suppliers of the industry and learn how you can improve your business using the latest technology and innovations in the sector.
- 08.50 – Welcome**  
**09.00 Kings Suite**  
 Our host Mark Durden-Smith will open day two of the conference and will no doubt provide his own interesting re-cap of day one.
- 09.00 – How Listening Makes you a Better Negotiator**  
**09.45 Richard Mullender - Communications Expert**  
 Business is all about negotiation, whether it be selling the product, managing staff, or dealing with suppliers, you need to be able to influence the people around you. Richard's experience has shown him that in the modern world, the art of listening is often overlooked as the most important part of negotiation. Learn how to listen to build rapport, gain trust and exert influence.
- 09.45 – Top Tips for Operating Self Storage**  
**10.30 Industry Panel Session – Operational**  
 From pricing to first impressions, dealing with bad debtors to community engagement, this session will be full of great take-home tips to help you improve the operation of your self storage business.
- 10.30 – Morning Coffee & Networking in the Trade Show**  
**11.00 Monarch Suite**
- 11.00 – Future Changes to Society and how this will impact Self Storage**  
**11.45 Industry Panel Session – Futures**  
 The world is changing at a crazy pace; self-driving cars, drones, last mile logistics, dark kitchens, artificial intelligence are all here now and will make major changes to society in the future. So how will this impact self storage and what changes should you be making to your business now to prepare? CBRE will be presenting their views as specialists in this field.
- 11.45 – Digital Marketing Super Session**  
**12.45 Industry Panel Session – Digital Marketing**  
 Everything you need to know about digital marketing crammed into one super session. Covering social media, AdWords, SEO, remarketing, reviews, Google Places and more. Our panel of experts will share their self storage examples, as well as taking your questions on how to boost your digital marketing.
- 12.45 – Lunch & Networking in the Trade Show**  
**14.30 Monarch Suite**
- 14.30 – Running Europe's largest Self Storage Company**  
**15.15 Marc Oursin - Shurgard**  
 Hear from Marc Oursin, the CEO of Shurgard the largest European self storage company, on the growth of his business, the challenges he has faced, operating in multiple countries, and his predictions on the future of the industry.

- 15.15 – Navigating through the ongoing economic uncertainty**  
**16.00 Sony Kapoor - Economist**  
 With the pandemic and Brexit substantially changing the European economy, what lies ahead? Will the property market be fundamentally different in a post pandemic world, how will residential housing demand change, will government's record spending during the pandemic lead to a rapid economic recovery, or has it just held back the recessionary wave to come? Hear insight from one of the regions' leading economists.
- 16.00 – Closing Session**  
**16.15 Rennie Schafer, CEO FEDESSA & SSA UK**
- 19.00 – Awards Dinner Drinks**  
**19.30 Kings Suite**
- 19.30 – Awards Dinner**  
**23.30 Kings Suite**



*"Thank you so much for another awesome conference. I had a brilliant time and even learnt a bit along the way!"*

Mark Simpson,  
 Extra Room Self Storage (2019)



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## Mark Durden-Smith

Taking a break from his roles on I'm a Celebrity... Get Me out of Here! Now, 'Aviva Premiership Rugby Highlights' and Sky 1's 'The Match' and passing up a much higher paid job offer to host a massively prestigious event just because he loved his time with the self storage industry so much last time. Mark injects a level of humour into the event while keeping things on track and managing all the questions from the audience.



## Nick Wheeler OBE

Nick Wheeler is Founder and Managing Director of Charles Tyrwhitt Shirts, the leading mail order clothes company. Nick founded Charles Tyrwhitt Shirts in 1986 while studying geography at Bristol University. After two years with Bain & Co, strategy consultants, he went "full time" in November 1989. Charles Tyrwhitt sells shirts for men, women, and children both on and offline. The company philosophy has always been to "surprise, delight and excite colleagues and customers" and to make it impossible to buy a better shirt. Starting with just a few flyers and a word processor, Nick's story is one of determination to succeed alongside a true understanding of his customers. Additionally, Nick Wheeler is a non-executive director and shareholder in The White Company, a leading mail order and retail company selling household goods. As a keynote speaker, Nick inspires his audiences with his story of how with self-belief, anything is possible.



## Sony Kapoor

Sony Kapoor is a prominent economist, financial sector expert and development practitioner whose career spans investment banking, civil society, academia and policymaking across several countries. He advises several EU and emerging economy governments, central banks, regulators and investors on financial policy and investment strategy.

Until recently, Sony was a Visiting Scholar at the International Monetary Fund, where he worked on asset management, housing and long-term finance. He was also a member of the World Economic Forum's Global Agenda Council on the future of asset management and insurance.

Sony has a long track record of identifying the most pressing public policy challenges and successfully tackling them. The impact of his work on financial reform, Euro crisis and development has led to him being honoured as a Fellow by the Royal Society of Arts, a Young European Leader by Friends of Europe and a Young Global Leader by the World Economic Forum.

An alumnus of the LSE and the Indian Institute of Technology, Sony is a popular keynote speaker and commentator.



## Geoff Ram

Like you, Geoff Ramm, the creator and author of Celebrity Service and OMG Marketing, knows that great customer service leads to lucrative, repeat business but a greater experience leads to global recognition. So how can you design a customer experience that has you talked about for decades to come?

Geoff knows all the tricks to make you craved by your customers, envied by your competitors and raved about in your industry. In his interactive presentation you will not only discover out-of-this-world ideas, you will be excited to implement them too. He's challenged and inspired entrepreneurs, companies and organisations across six continents to create award winning ideas to outperform the competition. Author of the Celebrity Service & OMG book trilogy, he has also been awarded the PSAE award of speaking Excellence. Oh and his on-stage presence and infectious enthusiasm and humour will have you on the edge of your seats.



## Richard Mullender

After military service and time in the private sector, Richard Mullender joined the Metropolitan police.

Richard Mullender worked as a detective investigating serious crimes. Then one life-changing day he trained to become a hostage negotiator. His skills were so well regarded that he was appointed Lead Trainer at Scotland Yard's National Hostage and Crisis Negotiation Unit. Richard was part of the team that negotiated the high-profile release of three UN workers held hostage by the Taliban in Afghanistan in 2004 and Richard's listening expertise contributed to the intelligence that informed the rescue of Norman Kember in Iraq in 2006.

In the decade since leaving the police, Richard has established his own independent consultancy where his skills have been in high demand.

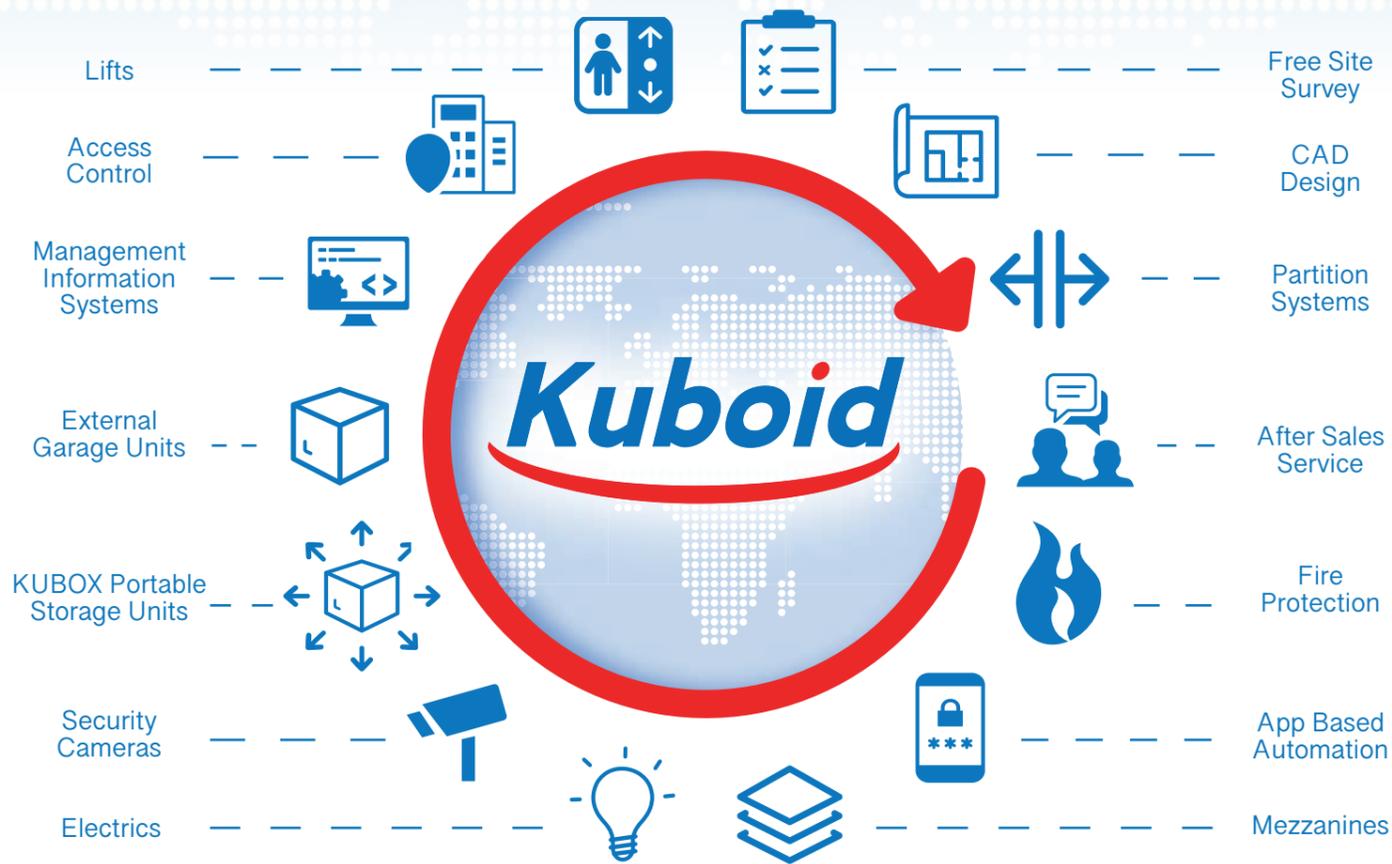
Richard Mullender has provided training for law enforcement agencies including: Scotland Yard Crime Academy, The Federal Bureau of Investigation (FBI), The South African Directorate of Special Operations, aka The Scorpions Police forces in Brazil, the Philippines and Cyprus.

He has also advised international government bodies including: The United Nations, The World Food Programme (as consultant to the Head of Security), The Maltese Government (pre-Commonwealth Heads of Government meeting), The Indian secret services.

Mullender is not remotely corporate. Expect the unexpected and have fun.



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### Marc Oursin

Marc Oursin has been the Chief Executive Officer of Shurgard Self-Storage since January 2012. During that time, the portfolio has almost doubled in size to around 250 self storage centres in 7 European countries. He also managed the listing of the business on the Euronext stock exchange. Marc has been a board member and national council member of FEDESSA.

Prior to working for Shurgard, Marc held different executive positions for major retailers including Sport 2000 in France, Promodes in France and Switzerland, and Carrefour from in France, Thailand, South Korea, Taiwan and Belgium. Marc holds an MBA from Essex Business School Paris and a Master degree in Agricultural Engineering from AgroParisTech.



### Tim Stocks

Tim is the Founder and Chief Executive Officer of James Stocks & Co. He spent over 30 years in private practice as a lawyer specialising in corporate finance and securities work.

Tim is the author of 'Corporate Finance Law and Practice'.

Before establishing James Stocks & Co Tim was a Partner and Head of Corporate Finance at the international law firm, Taylor Wessing LLP.



### Dave Davies

Dave is an accomplished self storage professional with over 18 years' experience in the industry. He spent 17 years at executive board level at Safestore joining at 15 stores and 40 employees. As a member of the management buyout team in 2004 and the IPO Team in 2008 he played a major role in the company's success and its growth to a FTSE 250 company with over 580 employees, 134 stores and revenues of £112m and EBITDA of £64m. Dave was also managing director of Space Maker Self Storage (12 stores) for 6 years before Safestore acquired it in 2016.

He is passionate about self storage, the people who work in it and the customers who use it and believes the key to a successful self storage business are the people. Recruiting staff with the right skills, growing their potential through effective coaching and support with the right strategy, an effective sales process, a customer led culture and empowerment to make the right decisions is paramount to both individual and business optimisation.

His unique set of knowledge, skills and practical hands on experience has proved invaluable to many businesses in the self storage sector.



### Rennie Schafer

Rennie is the current CEO of FEDESSA and the Self Storage Association UK, having previously been the CEO of the Australasian Self Storage Association for over 9 years. Rennie has extensive knowledge of the self storage industry across the world, from the developing Asian markets through to the birthplace of self storage in the USA. He has over 22 years of association management experience 17 at CEO level. Rennie is also on the Board of the Institute of Association Leadership, has an MBA and completed the Oxford University High performance leadership programme.



### Ollie Saunders

Ollie Saunders is the Lead Director for Alternatives across EMEA at JLL, where he has specialised throughout his career since the mid-1990s in self storage from a valuation, brokerage and corporate finance perspective, enabling him and his team to provide first-hand transactional experience with valuation professionalism. He leads a team of more than 10 surveyors and data analysts working across Europe in more than 12 countries and has transacted a number of sales of self storage assets across EMEA, as well as equity raises. He joined JLL in 2014 from Deloitte where he was an equity partner and the head of valuation.

Ollie co-authored the UK Self Storage Association Survey between 2009 and 2014, and the FEDESSA Survey since 2014, and also authored the RICS guide on valuation methodology for self storage and other alternative asset types.



### Christel Land

Christel Land is a popular business coach/consultant and an experienced sales and marketing trainer with extensive experience working in the self storage industry. She regularly delivers sales and marketing training sessions for the SSA UK and FEDESSA. She has worked at a store level, local management level (Operations, Marketing) and central management (IT Manager) at City Self Storage. She is also certified in various different coaching techniques, has worked as a full time business coach and currently teaches international coaching certifications. Christel is also the author of the only book to date on sales in the self storage industry. Combining her engaging training style with an enormous amount of industry knowledge, Christel will give you all the tools you need to grow your sales skills and improve your performance.



### Ben Hook

Ben has been managing Google Ads for self storage businesses for over a decade and in that time has learned plenty about what works and what doesn't when it comes to marketing to storage customers. Seeing how effective working exclusively in one industry can be, he set up Storist, a marketing agency that focuses on providing digital marketing services to self storage businesses. This focus allows Storist to better understand the customers and the marketplace and implement effective marketing strategies for all levels of budget.



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## Chris Bryan

Chris, a Commercial Manager, advises on all property investment and management activities to a number of privately owned, related companies. As part of the portfolio; Chris leads the expanding self storage business, blue self storage (previously known as Cardiff Self Storage), a container self storage operator based in Cardiff.

Chris believes that good quality, container storage operators have an important place in the market. Historically, Container Operators were often thought of as the 'lower end' of the market – however with many Container Operators offering a high standard of quality, Chris is looking forward to working with similar minded operators within the Sector Forum to ensure that Containers are recognised in the Self Storage industry for their USP's.

Chris is also a SSA UK Board member, representing container operator members.



## Gavin Shields

Gavin is the CEO at Stora - a new self storage software product for online bookings, payments and business automation - and MD at StoreStuff - a Northern Ireland-based operator of self storage facilities. Gavin was previously the CEO or co-founder at multiple technology companies including PiggyPot, Yomo and Turbulenz (acquired by Larian Studios). Prior to that, Gavin was a technology investor at \$15billion private equity and VC firm, Summit Partners.



## Allan Agerskov

Allan has been involved with self storage for more than 7 years as the Head of Operations for Pelican Self Storage, which was founded in Denmark in 2009 by Nordic Real Estate Partners (NREP) with funding from M3 Capital Partners in London. They have 31 locations throughout Denmark, Sweden and Finland. Allan has been on the board of the Swedish Self Storage Association and also chairs the Danish Self Storage Association.

Prior to joining Pelican Self Storage, Allan worked for almost 20 years in the retail industry heading positions within Sales, Category Management, Marketing and Supply Chain Management. Most of the years at companies leading their industry in positions with a Nordic responsibility i.e., COOP Nordic, Arla Foods and Duni AB. Allan holds a BSc in Economics and Business Administration from the Aarhus School of Business, Denmark.



## Fred de Ryckman de Betz

Fred first started Attic Self Storage in Bow, East London in 2008. Since then, Attic has won numerous awards for customer service and business innovation, as well as for its charitable works. A Chartered Accountant with a restructuring finance background, Fred has always been focused on identifying opportunities for growth, change and improvement. This led to Attic being the first UK operator to offer a full online check-in and account management portal in 2016, as well as the first operator in Europe (and possibly globally) to experiment with Virtual Reality in self storage.



## Gabriella Zepf

Gabriella's expertise is in project and change management, which she has successfully deployed to deliver Sourcing and Supply Chain risk related projects and initiatives and subsequently Environmental and Sustainability programmes. Her ethos is all about working collaboratively. She believes that a successful business will encourage cross-functional working, where employees are supported to deliver challenging projects together. In past roles, she has built a number of very successful teams from scratch.

Gabriella has been working within large, complex FMCG and Retail organisations in a variety of roles for the last 20+ years. This has given her a unique insight into how organisations work and how decisions are being made. Both at Diageo and Orange/Everything Everywhere her roles were based within Procurement & Supply Chain functions; at Orange, her role involved engaging buying teams to adopt supply chain risk policies and procedures. During her time at Orange, she project managed a France Telecom-led global Procurement transformation programme.

She joined Big Yellow Self Storage in July 2017 as the in-house Head of CSR. Her responsibilities cover Environment and Climate Change, as well as social aspects, such as running the Big Yellow Foundation.



## Oliver Close

Oliver Close is a Senior Director at CBRE Ltd and leads the firm's activities in the self storage sector. Oliver has over 20 years' experience in self storage and has provided real estate advice to many of the major operators in the industry, across both Europe and the Asian self storage markets.



## Jennet Siebrits

Jennet is an Executive Director at CBRE who joined 15 years ago to set up the residential research team. She is an economist with over twenty years' experience and currently leads the UK research team, with a focus on the big issues in the real estate world; identifying trends, analysing the market, and providing clients with unrivalled insight and ideas.



## Simon Galway

Simon Galway joined CBRE in London in 2000 to set up the Roadside & Automotive team and is the head of the department. He is responsible for advice covering all transactional and consultancy aspects of roadside and automotive related property throughout EMEA.



### Francesca Damiano

Francesca has been involved in marketing and communication at Casaforte since the company changed management and pace in 2017. Expert in communication and marketing strategies, she coordinates a work team that includes online marketing experts, digital specialists and neuromarketers. Always passionate about communication, she immediately understood how fundamental the Human to Human approach is also in the self storage business, creating emotional customer experiences that go beyond the conversion funnel, bringing innovation and originality to communication and facilities. Recently she changed her expertise to “Customer Wellness Design Officer” and has become a member of the Advisory Board in Casaforte.



### Terry Doman

Terry is the Head of Operations at Storage King UK, one of the leading and fastest-growing self storage companies in the United Kingdom. With more than 20 years of experience in the industry, Terry is well versed in the self storage sector and takes great pride in his extensive knowledge of the industry. He joined Storage King UK in 2010 and has played a key role in the business’s success over the last 10 years, where the business has grown to be the 5th largest in the UK. Terry joined Storage King with 11 years operational experience working at Shurgard self storage, overseeing multiple self storage facilities during a period of rapid growth for the company. Terry is passionate about providing outstanding customer service and believes that the key to any successful business lies in its ability to build a team that goes above and beyond to accommodate its customers.



### Terry Bagley

President, Industry & Partner Relationships, Janus International. Terry oversees and fosters relationships with industry technology partners, strategic merger and acquisition opportunities, international business development, and expanding relationships with institutional customers. He’s spent more than 19 years providing leading-edge technology tools to the self storage industry.



### Matthew Lilley

Matthew Lilley is a Senior Asset Manager on LGIM’s Industrial Property Investment Fund with responsibility for driving performance of the specialist vehicle’s Trade and operational Self Storage sub-funds. Matthew has responsibility for expanding the fund’s self storage development and acquisition pipeline with an emphasis on meeting L&G’s ESG and sustainability requirements.

Matthew joined LGIM in May 2017 from JLL where he held the title of Associate Director. Prior to JLL Matthew worked closely with insolvency practitioners and banks in distressed asset workouts across sectors.

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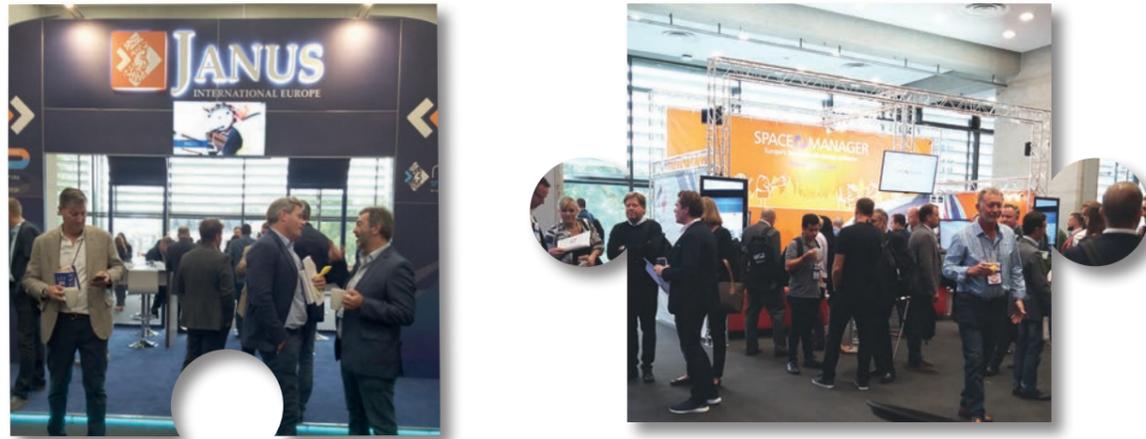
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# Trade Show

## A major highlight of the event is the Trade Show

This is the biggest self storage trade show outside the USA with an impressive range of industry suppliers ready to showcase their products and services including; container suppliers, management companies, suppliers of lifts, insurance providers, packaging companies, security system providers, construction companies and auctioneers.



All relevant to self storage, these experts from a wide range of companies will demonstrate the very best of what they do across the two days to deliver an eye-opening trade show experience.

If you are a supplier to the industry, this is a unique opportunity for promotion to this growing sector to a large audience hungry to see what's on offer and what's new this year. Join the following companies who have already booked to exhibit this year:



Contact the SSA UK on **+44 (0) 1270 623150** or email **admin@ssauk.com** as soon as possible if you want to be a part of the incredible list of industry suppliers at this year's trade show. *Spaces are filling fast!*



## Rent more units with online bookings

Learn more at [storerganise.com](https://storerganise.com)

Self storage management software



**UNIVERSAL STORAGE CONTAINERS®**  
The Leader in Storage Container Solutions

2021,2020,2019,2018,2017,2016,2015,2014,2013,2012,2011  
**#1** International Award Winner for  
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**THANK YOU!**

For Helping Us Win For The  
**11th Year In A Row**  
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**15TH ANNIVERSARY 2006-2021**

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See our videos and request a quote or demo online at [www.universalstoragecontainers.com](http://www.universalstoragecontainers.com)

**Call Now!**  
For your FREE  
quote or demo

## New for 2021

### Container Breakout Streams

We recognise container operators are a growing part of the industry and Association and play an important role. So, new for 2021, we have introduced a dedicated arena in which to meet offering all container operators the opportunity to gather, separate to the main conference, to discuss mutual areas of interest including:

#### Setting up and expanding your container store

From driveway widths to staking containers, foundations to road materials, access control to moisture packs, there is a lot to consider when setting up or expanding your container based storage store. This session covers all the essentials with industry benchmarks and tips on how to maximise the potential return on your land.

#### Technology for unmanned container stores

Many container sites are unmanned either permanently or for extended periods. Hear how new technology can make unmanned sites more secure as well as easier to access for your customers.



#### Future container process and supply

With container prices reaching record highs in 2020 and supply times extending, what will supply look like in the coming years? Hear from some of our container supplier members on what they think the future impacts on container supplies will be.



# DS Operations Centre

MONITORING SERVICES TO PROTECT YOUR SELF-STORAGE BUSINESS 24/7



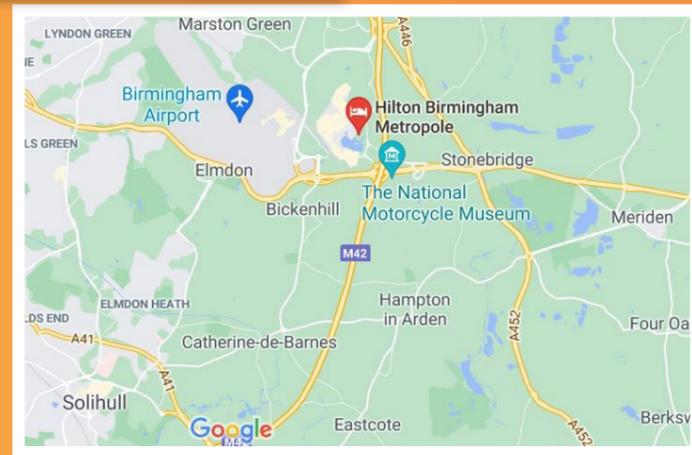
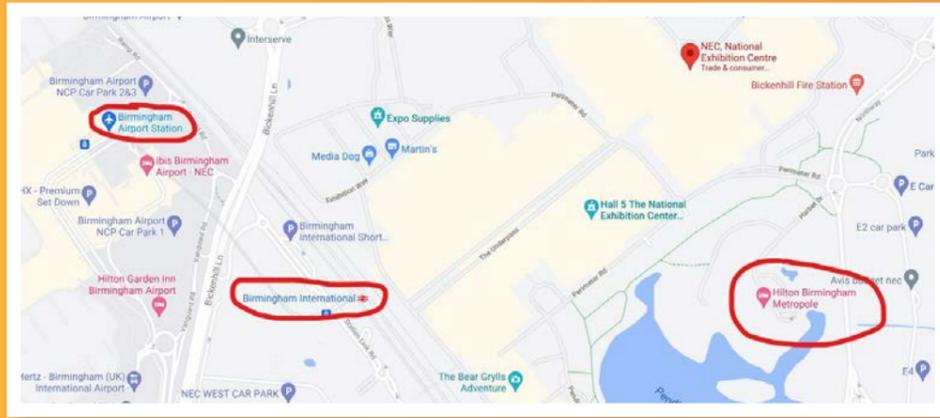



CCTV SYSTEMS
ACCESS CONTROL PROCESSES
FIRE ALARM MONITORING
LONE WORKER ALARMS

Keep your self-storage facility secure with DSOC's pioneering technology designed to ensure any threats to your property, assets or people are managed and the appropriate action taken. Alarm activations are sent to our Alarm Receiving Centre and pre-defined escalation protocols are followed for 24/7 protection. Alarms are filtered for false activations, saving security costs.

Join our ever-growing list of self-storage operators benefitting from DSOC: Big Yellow, Armadillo, Viking, Citystore, Storage King, SureStore, Kangaroo...

DS OPERATIONS CENTRE | Hayfield Business Park | Field Lane | Auckland | Doncaster | DN9 3FL | [www.dsoc.uk](http://www.dsoc.uk) | +44 1302432343



## Parking

The venue has plenty of on-site parking for attendees who wish to drive to the event. The car part is operated by an Automatic Number Plate Recognition system and all attendees will receive a code prior to the conference to benefit from discounted car park charges.

## Venue

### Hilton Birmingham Metropole Hotel

Located within the heart of the Midlands, adjacent to the NEC, the Hilton Birmingham Metropole is a fully integrated conference venue with the hotel on site and all conference facilities on a single level.



Just a 10-minute walk from Birmingham International Airport or a 5-minute walk from Birmingham International Railway Station, the hotel is easily accessible by all forms of transport including the motorway network.

The venue also benefits from extensive, on-site secure parking, charged at a daily rate plus multiple bars and cafe's making this is an ideal venue for the conference.

## Accommodation

Accommodation at the Hilton Birmingham Metropole is not included in the ticket price. However, we have arranged a special rate with the venue for all conference attendees booking rooms arriving from Saturday 18, September up to and including the night of Wednesday, 22 September 2021.



Single occupancy rooms are available at our special rate of £99 inc. VAT and double/twin occupancy rooms at £123 inc. VAT. Both include breakfast and access to the fitness centre and pool. Note: this special rate only includes the £99 (£123) room types. Other room types are available but will be charged at the hotel rack rate (currently £169).

## SPECIALIST SUPPLIERS TO THE SELF STORAGE INDUSTRY



**14 years experience supplying this sector**

-  Sale and rental of various container types and sizes
-  Insulation & condensation prevention
-  Nationwide coverage
-  Delivery via HIAB crane vehicle
-  5 star service



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## FEDESSA Annual Awards 2019 Winners

# Networking Dinner

Monday, 20 September

Sponsored by

PLATINUM SPONSOR

**SPACE MANAGER**  
www.radicalsys.com

Join us at Warwick Castle for an amazing evening of medieval mischief, magic and entertainment, networking with other delegates in a spectacular setting.

Warwick Castle was developed from a wooden fort, originally built by William the Conqueror during 1068. The original castle was rebuilt in stone during the 12th century. During the Hundred Years War it was refortified, resulting in one of the most recognisable examples of 14th-century military architecture. It was used as a stronghold until the early 17th century, when it was converted into a country house.

Throughout the carnival style evening which includes all food, beer, wine and soft drinks, you will be entertained by medieval knights, jesters and other special guests and may even explore the Castle. A range of street food vendors will offer generous servings of delicious foods from burgers to gourmet Japanese cuisine with choices to suit all tastes. Transportation is provided between the Hilton Birmingham Metropole Hotel to the Castle and return.



**PTI SECURITY SYSTEMS**

INTEGRATED SECURITY SOLUTIONS FOR SELF STORAGE IN EUROPE

FEDERATION OF EUROPEAN  
**FEDESSA**  
SELF STORAGE ASSOCIATIONS  
United Kingdom

**PTI ACCESS CONTROL PLATFORM**

THREE PRODUCTS, ONE SOLUTION



**STORLOGIX CLOUD**



**EASYCODE**



**STORLOGIX MOBILE**

The **StorLogix Cloud Platform** from PTI includes StorLogix Cloud, EasyCode & StorLogix Mobile to create a comprehensive cloud solution that meets the needs of tenants & operators alike. It combines 40-years of industry experience with the latest technology to help self-storage businesses streamline their operations, minimize risk & improve their bottom line. Ensure that your facility is always secure while providing a world-class customer experience with PTI's StorLogix Platform.

**Launched at the FEDESSA Conference 2021**

The new generation of access control solutions delivers a re-imagined experience for self-storage operators. From cloud-native hardware & innovative software to an enhanced support experience, we rebuilt the PTI platform from the ground up.

Visit the **PTI Security Systems stand for more information.**



www.ptisecurity.co.uk

+44 (0) 208 540 2713

# Awards Dinner

Tuesday, 21 September

Sponsored by

MAJOR SPONSOR

**JANUS**  
INTERNATIONAL EUROPE

For the final evening of the event, we gather to celebrate the achievements of members at the 2021 Annual Industry Awards Dinner. This year's Awards are:



Charity Initiative  
sponsored by

**ROOKS RIDER**  
SOLICITORS

Manager of  
the Year  
sponsored by

**SPACE MANAGER**  
www.radicalsys.com

Independent  
Store of the Year  
sponsored by

**BASIL FRY & COMPANY**  
SELF STORAGE RISK SOLUTIONS

Container  
Facility of  
the Year  
sponsored by

**USC**  
UNIVERSAL STORAGE CONTAINERS  
The Leader in Portable Container Solutions

Multi-Site Store  
of the Year  
sponsored by

**Kuboid**

Innovation  
Award  
sponsored by

**USS UNITED STORAGE SYSTEMS**

# Tickets & Pricing

Save **£££s** by booking before 21 August (up to midnight BST on 20 August).  
Prices will increase from 21 August onwards.

All prices are inclusive of UK VAT at 20%			
Members of SSA UK & FEDESSA	Early Bird Rate Book before 21 Aug	Standard Rate Bookings 21 Aug onwards	Non-member Rate
<b>Full Package</b> Includes all sessions, access to the trade show and both dinners.	<b>£672</b>	<b>£804</b>	<b>£972</b>
<b>Sessions Only Package</b> Access to sessions, trade show, breakfast and lunch on both days but no dinners.	<b>£420</b>	<b>£480</b>	<b>£576</b>
<b>Monday 20 Sept Only</b> Sessions, trade show, breakfast and lunch on Monday 20 September only. No dinners.	<b>£252</b>	<b>£360</b>	<b>£432</b>
<b>Tuesday 21 Sept Only</b> Sessions, trade show, breakfast and lunch on Tuesday 21 September only. No dinners.	<b>£252</b>	<b>£360</b>	<b>£432</b>
<b>Networking Dinner Only *</b> Ticket to the networking dinner on Monday 20 September only.	<b>N/A</b>	<b>£204</b>	<b>£276</b>
<b>Awards Dinner Only *</b> Ticket to the networking dinner on Tuesday 21 September only.	<b>N/A</b>	<b>£156</b>	<b>£216</b>

\* Networking Dinner Tickets and Awards Dinner Tickets can only be purchased in addition to tickets to the sessions. Partner's can attend the dinners and tickets can be purchased for this reason.

## Industry Suppliers

Suppliers who wish to attend the conference must either sponsor, exhibit or pay a premium. Sponsorship and exhibition opportunities are available. Please visit the website [www.fedessa.org](http://www.fedessa.org) for more details. Suppliers attending as delegates will be charged the premium rate of £1500 + UK VAT per person for a full package to the event to include all sessions, access to the trade show and both dinners.



If suppliers are found to have registered under a normal delegate package, entry to the event will be refused and the ticket price will not be refunded.

*"We're back in the office after the conference and feeling all inspired! It was superb event congrats to you all. Very well done for putting it all together and pulling it off so smoothly."*

Elaine Gibbons-Dodhia,  
BWI Storage Ltd (2019)

Connecting the sector...



## Book Now!

Bookings for the  
**FEDESSA Conference & Trade Show 2021**  
are online.

Visit: [www.fedessa.org](http://www.fedessa.org) for further information  
and to book your place.

**Remember, the Early Bird rate expires  
at midnight BST on 20 August 2021.**





nokē smart  
entry

BY JANUS INTERNATIONAL



**ARE YOU READY**

**FOR THE FUTURE**

**OF SELF STORAGE?**

Visit us at the Janus International Europe stand to learn about our self storage range and to try out the Nokē Smart Entry System.

- Sustainable self storage solutions
- Award-winning access control technology
- Expert support from start to finish



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FEDESSA  
SELF STORAGE ASSOCIATIONS



Self Storage Association  
of Australasia

Janus International Europe Ltd,  
102B The Green, Twickenham, TW2 5AG, UK

w: [januseurope.com](http://januseurope.com)

e: [sales@januseurope.com](mailto:sales@januseurope.com)

t: +44 (0)208 744 9444



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