



## **ICSC's RECon Las Vegas - May 17-20: Keynoted by: Manning, Maxwell, Larsson, Denver, Qaulman and Francis**

April 27, 2015 - New York City

The International Council of Shopping Centers (ICSC) will hold its 2015 RECon event on May 17 - 20 at the Las Vegas Convention Center. RECon is one of the world's largest retail real estate exhibitions and conferences and is a must-attend event for shopping center industry executives, retailers, financial companies, and product and service suppliers. If you're in the shopping center industry, you can't afford not to attend RECon. When over 34,000 of the best and brightest in the industry come together, the opportunities are limitless.

### **Professional Development Day**

Before the exhibit halls open, on May 17th, take advantage of non-compete time to enhance your career skills with a day dedicated to education and training. With a choice of quick-hitting sessions or in-depth educational courses on industry concepts from ICSC's world-class speakers and faculty, this program offers a variety of timely topics across a range of disciplines, all included in your full access RECon registration. Exhibitors, SPREE RECon, Marketplace Mall and MAXIs attendees are invited to upgrade at a nominal fee.

### **Educational Sessions**

This is your year to expand your RECon experience with enhanced learning opportunities. Academy-style courses, industry panels, blockbuster keynotes, power sessions and more are offered throughout the day on Monday and Tuesday, and are categorized by specialty to help you find exactly what you're looking for to enhance your career. Choose the topics and times that work for you, all included in your full access RECon registration.

### **SPREE RECon**

One of the world's largest shows for the cart, kiosk, and temporary retail industry is coming to RECon. SPREE has become a fixture in the specialty retail industry, offering cart, kiosk and pop-up store retailers, wholesalers, specialty leasing professionals, and service providers the unique opportunity to gather under one roof and make deals. Attend the SPREE RECon Cocktail Reception on Monday, May 18th, 5:30 - 8:30 p.m. at the Wynn Hotel.

Join specialty retail industry colleagues for a fun evening of networking, a brief Hall of Fame Awards presentation and dancing. Register to attend SPREE RECon free of charge at [www.icsc.org/2015MPM](http://www.icsc.org/2015MPM). #SPREEshow

### **Talent Development Pavilion**

Visit the first-ever Talent Development Pavilion to gain a deeper appreciation of ICSC's broad-based programs and services that will support your professional development at any stage of your career. The pavilion will feature university programs in retailing and real estate, student mentoring programs, as well as innovative opportunities such as resume coaching, complimentary professional head shot photographs, and power sessions on wide-ranging topics to catapult your career.

## Leasing Mall

Whether you're a shopping center owner, looking to lease space in a new or existing shopping center, or a retailer, looking to expand into new markets, the Leasing Mall is the place where the deals get done! With over 900 of the world's largest shopping center development companies and retailers in attendance, the Leasing Mall is the most cost-efficient means of doing business.

## Marketplace Mall

The Marketplace Mall will feature over 300 product suppliers and service companies, grouped together in one convenient location so that you can quickly and easily learn about the latest innovations to improve your profitability. Whether you are looking for signage, shopping carts, and more, you can find it at the Marketplace Mall.

## Finance Pavilion

The Finance Pavilion is one convenient stop for attendees to meet with financial companies, banks, and lenders to discuss incentives and financing opportunities that will make their development dreams come true.

## Cities of the World Pavilion

The Cities of the World Pavilion will feature cities and municipalities, as well as government and non-profit organizations, that are looking to attract retail real estate development to communities throughout the world. The pavilion will allow attendees to conveniently learn about all the incentives, inducements, and development opportunities that exist in communities near and far.

## ICSC Foundation Gala Dinner

Jump start your RECon at the ICSC Foundation Gala Dinner. This who's who of retail real estate is the ideal opportunity to give back, while entertaining your clientele or staff. Join us at this private engagement for a night of networking and song with a tribute to Frankie Valli and The Four Seasons. Separate registration fee required. Held on May 17th from 6 to 9:30 p.m. at the Wynn Hotel.

## Meet the Trustees Breakfast

This is your opportunity to discuss key industry issues with ICSC's board of trustees in an interactive, roundtable setting. 7 - 8:30 a.m. at the Westgate Hotel. This breakfast is open to full access attendees. Separate registration is required. Register at [www.icsc.org/2015TBR](http://www.icsc.org/2015TBR).

## Keynote Speakers

\* Sunday, May 17th, 1 - 2 p.m.: Peyton Manning, Denver Broncos quarterback, the league's only five-time MVP and 14-time Pro Bowl selection, has earned his place among the NFL's greatest quarterbacks and most recently set the NFL record for the most career passing touchdowns. His 14 postseason appearances rank first by a quarterback in league annals along with 84 career 300-yard passing games.

\* Sunday, May 17th, 2:30 - 3:30 p.m.: John Maxwell is a #1 New York Times Bestselling author, coach and speaker who has sold more than 24 million books in 50 languages. Often called American's #1 leadership authority, he was identified as the most popular leadership expert in the world by Inc. magazine in 2014.

\* Monday, May 18th, 12:30 - 2 p.m.: Stefan Larsson is the global president of Old Navy, a division of Gap Inc. Previously he was with Hennes & Mauritz (H&M) where he was part of the team responsible for growing H&M and expanding operations from 12 to 44 countries.

\* Monday, May 18th, 2:30 - 3:30 p.m.: Commander Rorke Denver has run every phase of training for U.S. Navy SEALs and led special-force missions. He starred in the hit film Act of Valor, which is

based on true SEAL adventures. His New York Times Bestseller, *Damn Few: Making the Modern SEAL Warrior*, takes you inside his personal story and the fascinating, demanding SEAL training program he oversaw.

\* Tuesday, May 19th, 11:15 a.m. - 12:15 p.m.: Erik Qualman, author, speaker, professor, entrepreneur - called a "Digital Dale Carnegie," is the author of *Socialnomics*, which was a finalist for "Book of the Year" and on Amazon's #1 Bestselling List. He made Forbes' Top 50 Power Influencers List.

\* Monday, May 18th, 12:30 - 2 p.m.: Michal Francis is chief global brand officer of DreamWorks Animation SKG. He is responsible for global brand strategy, location-based entertainment, digital, publishing and franchise development. His prior experience in the retail industry includes serving as president of J.C. Penney, global chief marketing officer with Target Corp. and overseeing the Target Foundation.

### ICSC Mobile App

ICSC now has a mobile app that enables you to access all of ICSC's events, and connect with attendees anytime - anywhere - at your convenience. It puts the power of ICSC events and networking in the palm of your hand. New for 2015 RECon, ICSC's newest app feature gives attendees the ability to navigate from point A to point B in the Las Vegas Convention Center halls. An arrow will point you from one appointment to the next so you won't be late. Download the app today so you gain instant access to over 68,000 ICSC member contacts, and have networking capabilities 365 days a year!

Features include:

- \* Member and attendee look up
- \* Way-finding navigation (RECon 2015)
- \* Event search
- \* Event details page
- \* Exhibitor listing and search
- \* Event floor plan (limited events)
- \* Social feeds
- \* Sponsorship on all pages
- \* Improved the "My ICSC" section
- \* Improved search functionality
- \* Ability to provide app feedback
- \* Create Meetups at ICSC events

### Program At-A-Glance

Sunday, May 17th - Professional Development Day

\* 8 a.m. - 5 p.m. | Registration

\* 8:45 - 10:30 a.m. | Global Delegates Networking Breakfast and Leadership Summit. By invitation only.

\* 9:30 - 10:45 a.m. | Cold Calling and Prospecting For New Business.

\* 10:30 - 11:45 a.m. | Volunteer Appreciation Brunch with Distinguished Trustee Service Award. By invitation only.

\* 11 a.m. - 12:30 p.m. | Increase Your Sales and Profits with Powerful Negotiation, Increasing Income Through Superior Customer Experience, High-Performance and Sustainability in Retail Facility Management, Reinvention: Property Redevelopment and Repositioning, and Driving

Revenue from Social Campaigns.

- \* 12:45 - 1 p.m. | 2015 VIVA "Best of the Best" Awards Presentation.
- \* 1 - 2 p.m. | Keynote and Opening Session - Peyton Manning
- \* 2:30 - 3:30 p.m. | Blockbuster Session - John Maxwell
- \* 2:30 - 3:45 p.m. | The Mall as a Retail Medium
- \* 2:30 - 4 p.m. | Omni-Channel Presence and Personalization
- \* 3 - 5 p.m. | Volunteer Leadership Orientation. By invitation only.
- \* 4 - 5:15 p.m. | Specialty Leasing & Deal Making
- \* 4 - 5:30 p.m. | Retail Real Estate Market and Feasibility Analysis, Introductory Training in ARGUS, Maximizing Productivity - Enhancing Shopping Experiences, and Essential Restaurant Fundamentals and Leasing Strategies
- \* 5:30 - 7 p.m. | U.S. MAXI Awards Ceremony
- \* 6:00 - 9:30 p.m. | ICSC Foundation Gala Dinner
- \* 7:30 - 9:30 pm. | Opening Reception

Monday, May 18th

- \* 7 a.m. - 5 p.m. | Registration
- \* 7- 8 a.m. | Tax Update Breakfast
- \* 8 a.m. - 5 p.m. | Leasing Mall / Marketplace Mall / SPREE RECon
- \* 9:00 - 10:30 a.m. | CMD Global Certification Brief and Luxury Retail Consumer Trends - Worldwide and in Your Neighborhood
- \* 10 - 11 a.m. | Capital Markets and Successful Strategies to Attract and Retain Downtown Retailers
  
- \* 11 a.m. - 12:30 p.m. | CDP Global Certification Brief
- \* 11:15 a.m. - 12:15 p.m. | Blockbuster Session - Executive Women in Retail Real Estate
- \* 12:30 - 2 p.m. | Lunch and Keynote Presentation - Stefan Larsson
- \* 2:30 - 3:30 p.m. | Blockbuster Session - Commander Rorke T. Denver
- \* 3:30 - 5 p.m. | Cities of the World Reception, CRX Global Certification Brief, New Rules for Consumer Engagement in the SoLoMo Revolution, and New Priorities in Asset Management
- \* 4 - 5 p.m. | Broker-ology: Retail Broker Best Practices
- \* 4:15 - 4:30 p.m. | Annual Meeting of Members
- \* 5:30 - 7:00 p.m. | Fortune Tellers Reception and Researcher Award Ceremony
- \* 5:30 - 7:30 p.m. | Diversity Reception
- \* 5:30 - 8:30 p.m. | SPREE RECon Cocktail Reception
- \* 8 - 11 p.m. | Latin American Reception By invitation only

Tuesday, May 19th

- \* 6:30 a.m. - 5 p.m. | Registration
- \* 7 - 8:30 a.m. | Meet the Trustees Breakfast
- \* 8 a.m. - 5 p.m. | Leasing Mall / Marketplace Mall / SPREE RECon
- \* 9 - 10:30 a.m. | CSM Global Certification Brief and The Economics of a Lease: Developer and Retailer Perspectives
- \* 9:30 - 11 a.m. | Envision 2020 Town Hall Meeting
- \* 10 - 11 a.m. | Advanced Leasing Techniques - Enhancing Your Shopping Center
- \* 11 a.m. - 12:30 p.m. | CLS Global Certification Brief and Getting Compensation and Benefits Right in Today's Evolving Marketplace

- \* 11:15 a.m. - 12:15 p.m. | Blockbuster Session - Erik Qualman
  - \* 12:30 - 2 p.m. | Lunch and Keynote Presentation - Michael R. Francis
  - \* 2:30 - 3:30 p.m. | The Continuing Conversation in Social Media and The Mall of the Future
  - \* 3:30 - 5:00 p.m. | Management Strategies to Thrive in a New Era of Retailing and Optimizing Tenant Mix for Downtown Business Districts
  - \* 4 - 5 p.m. | Quantum Leap: Deal Making in the 21st Century Using Current Technologies
- Wednesday, May 20th
- \* 7 a.m. - 2 p.m. | Registration
  - \* 8 a.m. - 2 p.m. | Leasing Mall / Marketplace Mall / SPREE RECon

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