



Nickerson named agency of record for CREtech NY

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Manhattan, NY Nickerson will be named the agency of record for CREtech's flagship conference, CREtech New York, on November 13-14th at the Javits Center.

With a reputation for award-winning PR, branding, marketing strategy, crisis communications, and community relations work, Nickerson brings expertise to the table. Comprised of seasoned professionals with well-established industry relationships, the Nickerson team is poised to lead the PR and communications efforts for CREtech New York and serve as the onsite media relations coordinator for all press associated with the event.

The CREtech New York Conference is anticipated to bring together thousands of real estate professionals, C-Suite executives, and industry leaders for presentations, networking opportunities, and access to the latest technology solutions.

"Our selection as agency of record for CREtech New York is directly aligned with our agency's expertise of technology and innovation across the built environment," said Lisa Nickerson, CEO and founder of Nickerson. Our presence in New York, coupled with our extensive media relationships, lend strength to a partnership with CREtech as we position them as an industry leader, and drive meaningful engagement for this premier event."

Michael Beckerman, CEO, CREtech said, "I have known Lisa Nickerson for quite some time and always been impressed with Nickerson's outstanding reputation in the real estate marketplace and specifically their track record in media relations. I look forward to collaborating with their team to create an exceptional user experience for our attendees and further establish CREtech as the premier platform for real estate technology and sustainability in the built world."

CREtech New York assembles the world's leading technology providers, real estate companies, government officials, advisory firms, and venture investors. With an emphasis on the real estate companies and development projects that outperform the industry, CREtech New York offers a glimpse of how the built world must evolve to meet extraordinary marketplace challenges.

The Nickerson team regularly attends both CREtech London and CREtech New York, highlighting the agency's commitment to staying at the forefront of emerging trends, connecting with industry leaders, and staying up to date with the latest innovations in the commercial real estate technology sector. At CREtech London this May, Lisa Nickerson moderated a fireside chat on the main stage with Faisal Butt, Founder and Managing Partner of Pi Labs, backing the innovators who are

transforming the relationship with the built world and its impact on people, business, and the environment.

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