



# 2010

## RECon Speakers Update & Orientation

MAY 23-25, 2010 ■ LAS VEGAS, NV



Poised  
for  
Progress  
**RECon**  
THE GLOBAL RETAIL REAL ESTATE CONVENTION



John Crossman  
President  
Crossman & Company



Justin Greider  
Senior Associate  
Crossman & Company

**Overview:**

- **Selecting Panelists**
- **Planning the Panel**
- **At RECon – The Day of Your Presentation**

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# Selecting Panelists

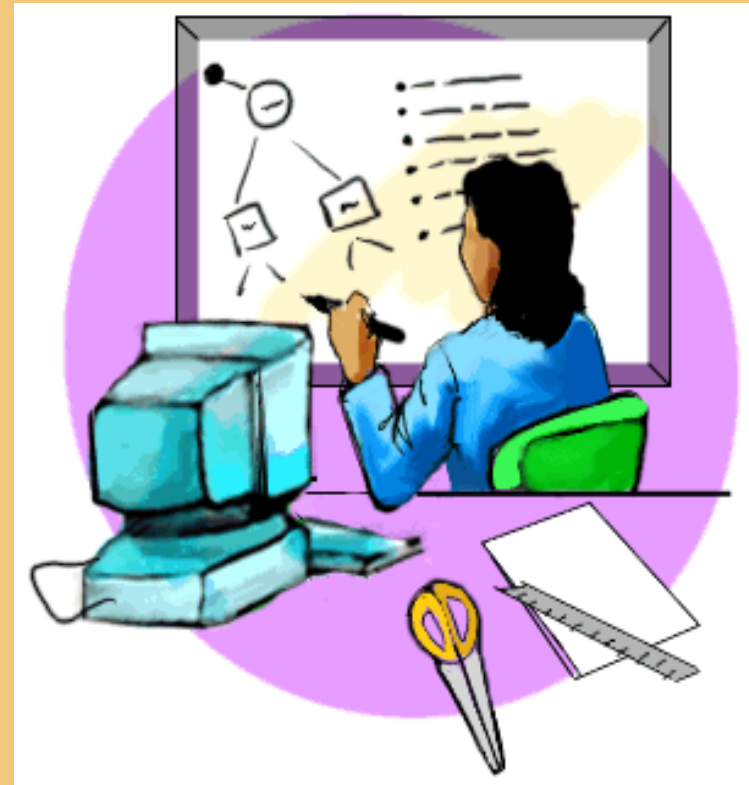
*Quality, Expert, Diversity*



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# Planning

- **Collecting information**
  - **Panelists**
  - **Create primary questions**
  - **Prepare presentation materials**
- **Setting a schedule**





# Panelist Contact Sheet

Example: First Timers' Orientation

## ICSC RECon2010 - First Timers' Orientation Panel Presentation

Name	Title	Company	E-Mail	Phone	Role	Headshot	Bio
John Crossman	President	Crossman & Company	<a href="mailto:jcrossman@crossmanco.com">jcrossman@crossmanco.com</a>	407-581-6218	Moderator	Yes	Yes
Danny Germano	Associate	Crossman & Company	<a href="mailto:dgermano@crossmanco.com">dgermano@crossmanco.com</a>	407-581-6232	Panelist	Yes	Yes
Chip Rodgers	Senior Vice President	Buxton Company	<a href="mailto:croddgers@buxtonco.com">croddgers@buxtonco.com</a>	817-332-3681	Panelist	Yes	Yes
Bryan Ley	Director	HFF, L.P.	<a href="mailto:bley@hfflp.com">bley@hfflp.com</a>	310-407-2120	Panelist	Yes	Yes
Diane Akers	President	Blacksburg Partnership	<a href="mailto:diane@blacksburgpartnership.org">diane@blacksburgpartnership.org</a>	540-443-2008	Panelist	Yes	Yes
Molly Delahunty	Research Analyst	Crossman & Company	<a href="mailto:mdelahunty@crossmanco.com">mdelahunty@crossmanco.com</a>	407-581-6220	Coordinator	N/A	N/A
<b>Assistant Info</b>							
	John Crossman	Molly Delahunty	<a href="mailto:mdelahunty@crossmanco.com">mdelahunty@crossmanco.com</a>	407-581-6220			
	Chip Rodgers	Courtney Hall	<a href="mailto:chall@buxtonco.com">chall@buxtonco.com</a>	817-332-3681			

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# Panelist Overview

## Example: First Timers' Orientation

**ICSC Las Vegas Conference  
First Timers' Orientation Panel Presentation**

**Panel Summary:**

Join us for an informative overview of how to maximize your convention experience. Learn the ins and outs of navigating this event from those who are in the know. Visit the ICSC website at [www.icsc.org](http://www.icsc.org) to download a copy of the RECon (First-Timers) Survival Guide.

<b>Chairman:</b>	John Crossman	Crossman & Company	President
<b>Coordinator:</b>	Molly Delahunty	Crossman & Company	Research Analyst
<b>Moderator:</b>	John Crossman	Crossman & Company	President
<b>Panelists:</b>	Danny Germano	Crossman & Company	Associate
	Chip Rodgers	Buxton Company	Senior Vice President
	Bryan Ley	HFF, L.P.	Director
	Diane Akers	Blacksburg Partnership	President

<u>Event</u>	<u>Time</u>	<u>Day</u>
Slideshow Circulated to Panelists	5:00 PM	Friday, March 05, 2010
Rehearsal Pre-Webinar	2:00 PM	Friday, March 26, 2010
Webinar Presentation	2:00 PM	Friday, April 09, 2010
Dress Rehearsal on Stage	8:00 AM	Sunday, May 23, 2010
Final Presentation	9:00 AM - 9:30 AM	Sunday, May 23, 2010

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# The Day of Your Presentation



- A/V and tech rehearsal
- Dress rehearsal

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# Good Luck!

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