



10 Major Reasons to Attend the ICSC University of Shopping Centers

1. **Get more—quicker!** The courses are designed to transfer knowledge fast. After any three-hour course you will take away practical, usable information that you can put to work immediately.
2. **Get a handle on your career.** The courses speak directly to your work needs, whether you are concerned about compliance with regulations, need to get a handle on financial and legal jargon, need to pick up new ideas or approaches, or need up-to-the-minute ideas about how to increase funds from operations.
3. **Stay on track.** Regardless of your level of expertise, there are courses that will get you on track or keep you there. Perfect for the specialist who wants to broaden his or her knowledge
4. **Keep ahead of the wave.** The deans of each of the ten ICSC University schools are accomplished authorities in their fields, and have volunteered their time to ICSC to create a leading-edge syllabus. The information to be presented is the *most current information* available on each subject.
5. **Hear it directly from the experts.** The faculty, comprised of industry leaders and recognized experts in the shopping center industry, let you tap into their vast base of experience in their areas of specialty.
6. **Add to your reference library.** Each attendee will get course materials, including outlines, forms, charts and handouts, plus access to PowerPoint presentations, that is used by the course leaders in the courses you select. This material will become a valuable reference tool for years to come.
7. **Tailor your own program.** You can choose from a wide selection of courses scheduled during six time periods over three days. You have the option to stay with the curriculum at one of eight subject-oriented schools or pick and select from alternative “elective” courses in different schools.
8. **Network with experts and colleagues.** Morning networking breakfast roundtable sessions (on Tuesday, March 6 and Special Interest Group tables on Wednesday, March 7) offer opportunities to rub shoulders with your peers and informally discuss the subjects that interest you the most with our course leaders.
9. **Establish key contacts** from every facet of the shopping center industry. Attendees include professionals with small, medium and large-center experience; asset managers; retailers; legal experts; architects; controllers; leasing agents and realtors; builders and developers; economic development officials and more!
10. **Share your ideas with your peers.** The courses will be taught in an interactive, non-lecture style to allow you to ask questions and share your thoughts and experiences during the presentations.