

# International Educational Study Tour of US Shopping Centers

## Pennsylvania • New Jersey • New York March 6 – 9, 2012

Are you looking for an opportunity to gain an understanding of how US retail development is progressing? Then, you need to participate in ICSC's International Study Tour of US Shopping Centers and Retail Venues. The US Northeast is the home of some of the most innovative, most successful shopping centers in the country. Many have won awards for their shopping center design or received recognition for sustainable environmental practices. The tour features an impressive roster of faculty members who will lead the tour and share their insights and expertise. The tour will begin in Philadelphia where you will participate in a unique educational experience, held in conjunction with the University of Shopping Centers, and visit, analyze and discuss an iconic community center with three industry experts and a member of the management team.

There will be much to see and learn on this valuable educational experience:

- Visit an important mix of outlet, high-end, regional and superregional centers; both open-air and mall properties in this region, along with showing the top retail neighborhoods in Manhattan
- Attend two important classes at the University of Shopping Centers on Wednesday
- Spend the day in New York City, being toured by the self-styled "Queen of New York City Retail", Faith Hope Consolo
- Hear a special presentation on the redevelopment plans of Lower Manhattan and the World Trade Center area

So bring your cameras and your notebooks!



# and Retail Venues

## Benefits of Attendance:

- Combine world-class education with learning best practices employed at leading US shopping centers
- View shopping centers and retail venues and meet with their management teams
- Learn the secrets of successful shopping centers and how to apply them to your center
- Look at innovative ways to redevelop, lease and customize your shopping center
- Gain special insights throughout by meeting and learning from industry experts
- Freely ask questions of the management teams at the centers
- Find retail opportunities and growth patterns
- Discover innovative architecture and design concepts and what should be an appropriate tenant mix for your center
- Find methods to increase your center's sales and profits
- Learn unique maintenance and security tactics
- Gain knowledge on tactics for operating your center efficiently
- Learn the latest methods of sustainable environmental practices for shopping centers
- Meet and share experiences with colleagues from around the world

## Itinerary:

In three and a half event-packed days, you will visit:

- Two regional malls successfully keeping pace with competition in their market (Cherry Hill Mall and Westfield Garden State Plaza)
- An iconic community center (Bala Cynwyd Center)
- A superregional mall that has remained a clear leader (King of Prussia Mall)



- A leading outlet mall with all the top brands that attracts shoppers from around the world (Woodbury Common Premium Outlets)
- New York City - a full day, to be toured by the self-styled "Queen of Retail", Faith Hope Consolo
- Manhattan and the World Trade Center- hear a special presentation on the redevelopment plans of Lower Manhattan and Downtown New York City's Post-9/11 Renaissance

## Certificate of Completion:

Certificates of Completion and class photographs will be given out at a closing graduation ceremony on the last day.

## Tuition:

\$4695 USD Non-Member

\$3995 USD Member

Includes the cost of hotels in Philadelphia and New York City, bus transportation during the tour, most meals and networking opportunities

Web site: [www.icsc.org/2012EST](http://www.icsc.org/2012EST)

