

education + certification

2015 Training & Talent Development Opportunities





Finding, training and retaining top talent

is a provocative challenge in any market. With ICSC, you'll enhance upward mobility as your team members transition throughout the stages of their careers. From someone starting out up to senior executive levels, ICSC offers unparalleled retail real estate education taught by exceptional faculty in a collaborative environment.

Professional Education Programs

As an ICSC scholar you'll pursue a curriculum specific to you – your level, your discipline, your needs – from the local to the global level.

Levels of Knowledge from Beginner to Expert

General Knowledge (1-4 years)

Courses provide broad information, awareness and understanding of a topic with limited or no prior knowledge or experience of the subject required. They transfer new information without substantial prerequisite knowledge to process or use it. This level is appropriate for young or inexperienced professionals with limited experience of the subject area seeking to learn fundamentals, mid-career professionals looking to fill in gaps to solidify their skill set and individuals new to the field before or after a career change.

Intermediate Knowledge (3-8 years)

Courses focus on understanding and comprehension of a topic with in-depth material or explanation by the instructor. They require the learner to be more engaged, interacting with the material and using the information in practical applications, and therefore require some prerequisite knowledge. This level is appropriate for individuals with some knowledge and experience in the subject area, individuals who are mid-level in their fields with an established degree of competence and for those seeking to build on, apply or enhance knowledge.

Advanced Knowledge (6-15 years)

Courses focus on extensive application and implementation of highly technical or detailed topics, preparing learners to exhibit a definitive skill, and require substantial prerequisite knowledge. At this level, courses allow the learner to achieve and demonstrate the objectives and are highly interactive, including case studies and assessment measures. This level is appropriate for individuals with significant expertise, knowledge and experience seeking the most up-to-date information to heighten knowledge.

Executive Knowledge (15+ years)

Courses focus on high-level creativity, innovation and peer-to-peer knowledge sharing, preparing learners to shape organizational strategy and aid in the growth or progress industry best practices. The course material and activities focus on problem identification, analysis and solutions emphasize risk-taking, autonomy and opportunities for exploration. Objectives may be to enhance the learner's ability to lead change, manage high-performing teams, and develop leadership throughout their organizations. This level is appropriate for individuals who could be deemed an expert in the field.

ICSC delivers targeted educational programs across a full range of specialties:

- > Management & Operations
- > Leasing > Specialty Leasing
- > Development > Finance
- > Design & Construction
- > Marketing & Communications
- > Retail > Asset Management
- > Lease Administration
- > Professional Skills

Learn More. www.icsc.org/education

University of Shopping Centers

Presented in collaboration with two of the most impressive names in academia, the Wharton School at the University of Pennsylvania and the Lusk Center for Real Estate at the University of Southern California, the ICSC University of Shopping Centers is an expansive educational program serving the retailing, retail real estate and shopping center industry worldwide. Here, scholars of all levels are served and senior c-level executives thrive as we elevate knowledge of the industry with coursework prepared by our most prestigious, experienced professionals and educators. University offers an unparalleled opportunity to sit up close with some of the most noted experts in industry, business and academia. Flexible class selection options allow each student to create a personalized program of study that can include from one course to as many as six courses, mixing and matching content in any combination according to their specific interests and needs. Senior executive courses taught by top Wharton School and Lusk Center for Real Estate professors can be found in the Executive Curriculum. Professional courses are organized in tracks of study for retailing, leasing, finance, asset management, property management, law, marketing, and development, design and construction. University also features basic, how-to courses in retailing, leasing, development and general studies designed for the rising professional.



EAST COAST

PHILADELPHIA

The Wharton School of the University of Pennsylvania is recognized globally for intellectual leadership and ongoing innovation across every major discipline of business education. ICSC is pleased to collaborate with Wharton School faculty for the University of Shopping Centers executive curriculum.



WEST COAST

LOS ANGELES

Affiliated with both USC Price School of Public Policy and the USC Marshall School of Business, the Lusk Center for Real Estate at the University of Southern California advances knowledge and informs business practices through a broad array of research and educational activities. ICSC is pleased to collaborate with the Lusk Center staff and faculty for the University of Shopping Centers West curriculum.



Know More. www.icsc.org/education



Finally, education that fits your lifestyle. Choose what, when and how you want to learn.

John T. Riordan School for Retail Real Estate

Attending the John T. Riordan School for Retail Real Estate Professionals in the U.S. and around the world is unforgettable. The flagship ICSC certification preparatory program, the Riordan School is an invaluable experience that is uniquely aligned with ICSC credentialing. Schools are scheduled over three to five days, include 20 to 30 hours of coursework and are designed to provide attendees with an unparalleled curriculum that is uniquely customized with regional concepts, issues and case studies. You'll find fast-rising executives, ambitious newcomers and experienced industry professionals, all serious about their careers and dedicated to enhancing their skills. The choice between level I (general knowledge) and level II (intermediate knowledge) allow attendees to be part of a cohort of colleagues building peer relationships that often last throughout their careers.

Attending a School empowers attendees to change, succeed and improve personal aptitudes from a personal and corporate viewpoint. With eleven distinct curricula, the available Institute options in each School vary.



ISTANBUL
TURKEY



SCOTTSDALE, AZ
UNITED STATES



BEIJING
CHINA



SINGAPORE



DUBAI
UNITED ARAB EMIRATES



FRANKFURT
GERMANY



BOGOTA
COLOMBIA



MIAMI, FL
UNITED STATES



SÃO PAULO
BRAZIL



Professional Certification Programs



Three little letters, one big difference. More than 7,000 retail real estate professionals have distinguished themselves from their colleagues with an ICSC professional certification in management, marketing, leasing, development or executive leadership. You are dedicated to your job, and dedicated to doing it well. But are you standing out in your field the way you could? Do you want to demonstrate credibility, secure promotions, improve employability or enhance your professional standing? Whether you're a seasoned expert or just starting out, show your colleagues and employer that you have the knowledge, skill and ability to be among the best at what you do.

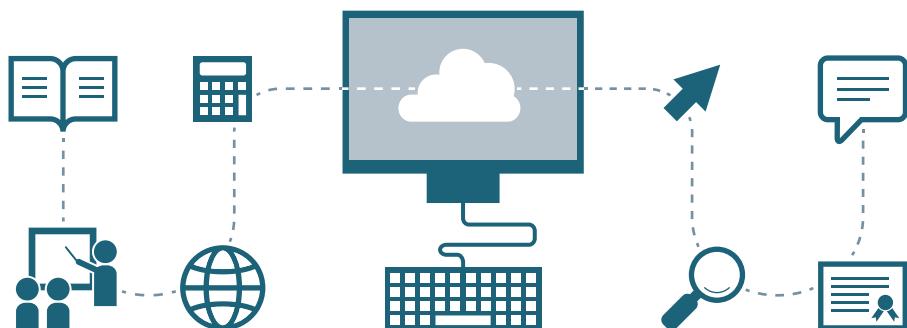
Do More. www.icsc.org/education

Online Learning and Web Seminars

Short on time but still want to enhance your skills? For those who can't spare time away from the office to attend classes, let ICSC Education bring the classroom to you. In addition to monthly educational webinars, ICSC offers on-demand online courses and comprehensive multi-course online certificate programs built around the key content areas of your choice. Simply log on and engage – whenever and wherever you decide. Our “best practices” interactive web seminars and self-guided online courses give you access to experts and thought leaders on a variety of topics from the comfort of your home or office.

Top 5 Reasons to Try Online Learning

- Convenience** – eliminate time out of the office
- Portability** – access anytime, on your schedule
- Flexibility** – study at home, work, or on the road
- Selection** – wide range of choices to meet your needs
- Affordable** – no travel and lodging expenses



Instructor-Led Web Seminars and Series



On-Demand Courses and Recordings



Self-Guided Intensive Certificate Programs



Expert-led online courses
and certificate programs
build skills and advance
your career.



Workshops and Seminars

To make traveling to a trade show, seminar or conference a worthwhile investment of your time and money, there has to be real value. And that is just what we offer! ICSC provides unique and exciting educational workshops in cities where you do business, or co-locates them with popular ICSC conventions, conferences and deal-making events. These workshops and seminars provide an opportunity to maximize your time out of the office by adding an intensive, hands-on workshop exploring leading-edge practices, developing skills and learning new strategies from industry leaders. In addition to showcasing trends and best practices in every corner of the globe, all workshops and seminars are expressly designed for busy professionals and can last from 90 minutes to 6 hours to 2 days, depending on the curriculum and learning objectives. Real world skills from the industry, for the industry, course content varies, focusing on issues like asset management, redevelopment, leasing, business and strategic planning, digital media, legal issues, finance and operations.

Be More. www.icsc.org/education

Education Solutions

Customized Private Training

ICSC does not believe in standard industry answers. We know that custom solutions yield the greatest competitive advantage and value. ICSC Education Solutions is a customized education resource that provides member companies with private in-house training. We design programs for companies of all sizes and specialties, and create high-impact learning experiences that are tailored to your needs. Whether your organization is striving to adapt to shifting markets, respond to new opportunities, or solve specific challenges, ICSC Education Solutions can develop a customized training program that drives human resource development and organizational performance.

ICSC custom training solutions work globally for a wide range of organizations. Whatever the starting point, you can look forward to the same great results. Enjoy cost savings for large teams, reduced travel time, formats crafted to your schedule, privacy to focus on your strategic goals and tactics, and the highest quality of content from a source you can trust.



Are you ready to take the next step?

Whether in our classrooms or online, invest in your future by taking advantage of the many opportunities to learn and grow through the ICSC Education and Certification programs. Greater knowledge can truly lead to much greater success for your company and in your career.



International Council of Shopping Centers
1221 Avenue of the Americas
New York, NY 10020-1099

Plan Ahead

Ongoing learning is crucial, and ICSC has an option that just right for you. Please note this is only a partial program list with dates and programs which may be subject to change. For the most up-to-date training opportunities visit ICSC Education online where program information is updated regularly.

January	Webinar
February	eDistance Shopping Center Management (<i>Chinese, Online</i>); Webinar
March	JTR School (with AYD – <i>Istanbul</i>); University of Shopping Centers (with Wharton – <i>Philadelphia</i>); Certification Study Series (<i>Online</i>); eDistance Shopping Center Management (<i>Online</i>); Certification Exam Window (<i>Worldwide</i>); Webinar
April	CIRREE Finance Seminar (with Leiden Education – <i>Shanghai</i>); Open-Air and Neighborhood Center Occupancy and Sales Seminar (<i>Los Angeles</i>); JTR School (<i>Scottsdale</i>); Webinar
May	JTR School (with MECSC – <i>Dubai</i>); RECon Professional Development Program (<i>Las Vegas</i>); Webinar
June	Asset Management and Experience Economy Seminar (<i>New York</i>); Certification Exam Window (<i>Worldwide</i>); JTR School Asia Pacific (<i>Singapore</i>); eDistance Shopping Center Management (<i>Spanish, Online</i>); Webinar
July	CIRREE Leasing Seminar (with Leiden Education – <i>Shanghai</i>); CIRREE Leasing Seminar (with Leiden Education – <i>Shenzhen/Chengdu</i>); European School (with ESCT – <i>Frankfurt</i>); Certification Study Series (<i>Online</i>); Webinar
August	JTR Shopping Center Management Training Program (with APCREA – <i>Shanghai</i>); eDistance Shopping Center Management (<i>English, Online</i>); Florida Conference Academy (<i>Orlando</i>); Webinar
September	CIRREE Finance Seminar (with Leiden Education – <i>Shenzhen/Chengdu</i>); JTR School (<i>Miami</i>); JTR School Latin America (with AceColombia – <i>Spanish, Bogota</i>); Western Division Conference Academy (<i>San Diego</i>); Webinar
October	JTR School (with ABRASCE – <i>Portuguese, São Paulo</i>); University of Shopping Centers West (with USC Lusk – <i>Los Angeles</i>); eDistance Shopping Center Management (<i>Spanish, Online</i>); Canadian Convention Academy (<i>Toronto</i>); Chicago Deal Making Academy (<i>Chicago</i>); Certification Exam Window (<i>Worldwide</i>); Webinar
November	CIRREE Leasing Seminar (with Leiden Education – <i>Shanghai</i>); CIRREE Leasing Seminar (with Leiden Education – <i>Shenzhen/Chengdu</i>); JTR Shopping Center Operations Training Program (with MECSC – <i>Arabic, Jeddah/Riyadh</i>); eDistance Shopping Center Management (<i>Online</i>); Texas Conference Academy (<i>Dallas</i>); Webinar
December	eDistance Shopping Center Management (<i>Chinese, Online</i>); New York Conference Academy (<i>New York</i>); Webinar

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