



**ICSC Next Generation & Marketing event  
ICSC Next Génération & Événement Marketing**

June 13, 2017  
Palais des congrès de Montréal  
3:00 – 5:00 pm 7th Floor – 720A

**Reinventing public spaces / Réinventer les lieux publics**

4 experts will present how to redefine public spaces through architecture, marketing and art to create a community hub

4 spécialistes viendront vous présenter comment il est possible de réinventer les lieux publics à travers l'architecture, le marketing et l'art pour en créer un lieu de communauté.

**Speakers / Conférenciers:**

- Élisabeth Deschenes, Présidente directrice générale, ZA Architecture de marques et Comunication d'influence
- Gaïda Demotte, Spécialiste en marketing d'espace, ZA Architecture de marques et Communication d'influence
- Yan Cordeau, Directeur de création, LNDMRK
- Patricia Lopraino, Directrice générale, La Centrale des Artistes

**Important Registration Information:** This program is included in the registration fees of the Quebec Conference. If you are already registered for the Quebec Conference, you only need to show your badge at the door. If you will not be registering for the Quebec Conference, the registration fees listed below apply for this event or [register online](#)

Register at [www.icsc.org/qc](http://www.icsc.org/qc)

Optional Event Fees:  
Next Generation Program &  
Reception and Member-Hosted  
Reception

\$50 + 5% = \$52.50 CAD

There are no refunds or  
cancellations  
ICSC Meeting Contact:  
Kiran Balladin 416-486-4511 or  
kballadin@icsc.org

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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Your Membership I.D. # \_\_\_\_\_ E-mail \_\_\_\_\_

**METHOD OF PAYMENT**

Check or money order made payable to ICSC for \$\_\_\_\_\_  MasterCard  VISA  Amex  Discover

Name (as it appears on credit card) \_\_\_\_\_ Signature \_\_\_\_\_

Credit Card Number (include all digits) \_\_\_\_\_ Expiration Date (month/year) \_\_\_\_\_