



2018 Chicago Deal Making & VRN Outlet Convention Sessions and Professional Developments Workshops

Sessions (separate registration required)

Wednesday, October 17

Women in Real Estate Luncheon Session* (*optional event*)

12:30 – 2:00 pm

“Working Outside the Box: New Approaches to Creating a Retail Experience”

The goal of this Session is to foster professional enrichment for women in real estate. This is an interactive and participatory discussion group. It enables industry professionals of like disciplines the opportunity to share common issues, concerns, ideas and best practices. This is a rare opportunity to meet with colleagues, form new relationships, share best practices.

This is also an opportunity to become part of a Global Network of Women.

(See panel information at www.icsc.org/2018SIG2)

Wednesday, October 17

Retailer’s Only Session* (*optional event*)

4:30 – 5:15 pm

“The New Reality of Retail – The Impact on How You Negotiate Transactions”

The Retailer’s Session has been established by retailers and is for retailers only. Representing virtually every type of retailer, this Session provides retailer participants with the opportunity to network with peers and share ideas, common issues and best practices. Whether you’re looking for strategies on how to negotiate leases or connect with developers and leasing agents, this forum provides you the opportunity to interact with your peers to find ways to make more deals. Join us in an open forum discussion focused on current issues and topics in the retail real estate industry. For retailers only to attend.

Thursday, October 18

P3 Luncheon Session* (*optional event*)

12:00 noon – 1:30 pm

“Ignite Retail with Mixed-Use”

The P3 Retail Program is an ICSC forum for the public and private sectors to network, share ideas and discuss development issues and mutually desired retail projects. ICSC P3 Retail meetings are both time and cost-effective opportunities for public officials, developers, retailers, and other industry leaders to grow their relationships and learn from one another. This is a terrific opportunity to learn and find out more about how you can improve your retail real estate growth in Illinois. (See panel information at www.icsc.org/2018SIG2)

Continued on next page

*Separate registration is required for these sessions at www.icsc.org/2018SIG2

If you are not a member of ICSC or not a paid registrant of Chicago Deal Making there is a \$45 fee (advance only) to attend each Luncheon Session.

Retailers Only session is limited to retailers only (no third party).

Professional Development Workshops (included in registration fee)

What's Next: Consumer and Technology Trends Driving Today's Retail

Wednesday, October 17th | 10:00 – 11:30 am

Today's consumer is empowered, connected, and fickle. These attributes have made it difficult for companies to sustain brand loyalty through the regular, traditional methods. Join us for this forward thinking session, as we address burgeoning retail technology trends, shifting consumer behavior, and methods and strategies to stay nimble and ahead of the curve.

A Closer Look at Leasing Financials: The Numbers Behind the Deal

Wednesday, October 17th | 2:30 – 4:00 pm

One of the foremost challenges for leasing professionals is understanding the long-term financial impact of their leasing decisions. This session will guide participants through an analysis of the key financial components in structuring leasing deals, and demonstrate how the understanding of these quantifiable results can directly lead to better decision-making and increased profits.

The Future of Outlets: Traditional, Mixed-Use, Value, and Beyond

Thursday, October 18th | 9:00 – 10:30 am

As shoppers continue to be value conscious and discriminating in their discretionary income purchases, retailers and traditional leasing professionals are looking to outlets and factory stores to increase profits and meet consumer needs. Join us for this session as we explore the future of outlets, including mixed-use (re)developments, creative leasing and marketing strategies, evolving lease terms, and experiential retail trends.