



# John T. Riordan School for Retail Real Estate Professionals

Radisson Blu Minneapolis Downtown | Minneapolis, MN

September 23 – 27, 2018 | #ICSCEdu



Leadership | Development + Design + Construction | Management | Leasing | Marketing

# John T. Riordan School for Retail Real Estate Professionals

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The John T. Riordan Schools for Retail Real Estate Professionals provides today's industry leaders an advantage in building strong networks and knowledge to dominate their field. Learn from seasoned experts who are dedicated to your success, share thought leadership, and identify successful strategies alongside colleagues from around the world.



## **LEARN** from Experts

Course content is developed and taught by renowned industry professionals.



## **PARTICIPATE** in Hands-On Courses

Increase the value of your retail property via practical exercises based on real-life challenges and opportunities. Courses feature business plans, case studies, decision making exercises and role-play.



## **REAL WORLD** Team Approach

Just like in real life, work with an interdisciplinary team. You will be placed on a case study team with participants from every institute.



## **CHOOSE** your Path

Choose the level and topic that is right for you.



## **EXPAND** your Network

Engage with international peers. Gain a well-rounded experience by attending electives and events with participants from different fields, experience levels and practices.



## **VISIT** Ground-Breaking Retail

Explore local notable retail destinations that are integrating the most inventive trends in the industry.

## THE INSTITUTES

Each institute is designed to take participants through a process from beginning to end. Participants will be guided through practical exercises, learn from real-life shopping center challenges and opportunities, and engage with faculty who truly care about their goals.

Each institute's content has been carefully designed by industry leaders who know what it takes to succeed and advance a career in retail real estate. You'll get hands-on, working in teams to develop strategies and solve problems.

You'll be able to customize your experience with your choice of elective, and bring all the information together, which can then be used for immediate application upon your return to work.

## THE INSTITUTES

<b>NEW! LEADERSHIP INSTITUTE</b>	
<b>DEVELOPMENT, DESIGN AND CONSTRUCTION INSTITUTE</b>	
The Development Process	Level I
<b>MANAGEMENT INSTITUTE</b>	
The Complete Management Tool Kit	Level I
Managing the Asset	Level II
<b>LEASING INSTITUTE</b>	
Closing the Deal	Level I
Obtaining and Retaining the Right Tenants	Level II
<b>MARKETING INSTITUTE</b>	
Creating Value Through Marketing	Level I
Developing Strategic Marketing Plans and Measuring Results	Level II

“The John T. Riordan School for Real Estate Professionals offers one the opportunity to broaden their knowledge base through a willingness to learn, not only from the content of the program, but from the vast experience shared by other industry leaders. As important, the school serves as a conduit for networking that helps establish relationships which can, and will, benefit one's career for years to come.”



**Amy Jo Hall, CRX, CLS, SLD**  
Senior Vice President, Operations  
Brokerage and Development  
LM Commercial Real Estate

## Program **HIGHLIGHTS**

**Introducing  
a new  
Institute  
in 2018!**

### **The Leadership Institute**

Participants will focus on: Leading Teams and Organizations and Envisioning a Future in Times of Disruption



### **Team Case Studies**

Participants will gather in teams with attendees from other institutes to tackle a specific development project. This will give students an opportunity to collaborate with participants from every discipline, as in real life.



### **Electives**

Customize your learning experience with your choice of select courses to meet your needs.\*

## **MEET US IN MINNEAPOLIS!**



### **Business Savvy**

Home to more Fortune 500 companies per capita than anywhere else in the world



### **Cultural scene**

The city has the most vibrant arts, music, and theater scene outside of NYC



### **Culinary adventures**

From uptown to downtown, the city bursts with deliciously diverse, top-notch restaurants, talented chefs and friendly staff ready to serve

\*The DDC and Leadership Institutes will have specifically curated content in place of the electives.

# 2018 SCHEDULE AT-A-GLANCE

	<b>SUNDAY</b> September 23	<b>MONDAY</b> September 24	<b>TUESDAY</b> September 25	<b>WEDNESDAY</b> September 26	<b>THURSDAY</b> September 27
8:00 – 8:30 am		<b>Breakfast</b>	<b>Breakfast</b>	<b>Breakfast</b>	<b>Breakfast</b>
8:30 am – 12:00 pm	<b>Registration</b> 10:30 am – 12:30 pm	<b>Course 2</b>	<b>Course 4</b>	<b>Course 6</b> Full Day	<b>Course 7</b> 8:30 – 10:30 am  <b>Closing Keynote and Reception</b> 10:30 am – 12:00 pm
12:00 – 1:30 pm	<b>Welcome &amp; Keynote</b> 12:30 – 1:15 pm	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>	
1:30 – 5:00 pm	<b>Course 1</b>	<b>Course 3</b>	<b>Course 5</b>	<b>Course 6</b> Full Day	
5:30 – 7:30 pm	<b>Welcome Reception</b>	<b>Site Tour</b>	<b>Free Evening</b>	<b>Reception</b>	

## NEW IN 2018! THE LEADERSHIP INSTITUTE

This interdisciplinary approach will prepare participants to take the lead in Retail Real Estate. Designed for those looking to succeed in senior positions and/or with the goal to track towards the C-Suite in the next few years, participants will be guided through key areas of leadership with an opportunity to build solutions and goals along with their peers. Participants will have a well-rounded experience by participating in hands-on activities around team building, finance, assessing change, and generating answers to big questions in the industry. Participants will meet with industry leaders for personal goal setting sessions and have an opportunity to observe and assess interdisciplinary teams in action.

### By the end of the institute, participants will be able to:

- Identify the different roles leaders play in Retail Real Estate
- Define team roles and understand how to manage teams
- Identify key trends in the field, including the role of technology and changing consumer behavior
- Make innovative decisions based on sound industry knowledge
- Enact a set of personal and organizational goals
- Identify how teams work well and pitfalls to avoid when leading a team
- Assess a development pitch—understanding the importance of design, construction, leasing, marketing, management and the developers' role

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
	<b>Welcome &amp; Keynote</b>	<b>Course 2</b> Teams and Team Building	<b>Course 4</b> Metrics of Profitability	<b>Course 6</b> Leadership in Times of Change and Disruption	<b>Course 7</b> Leading into the Future: Implementing Your Plan 8:30 – 10:30 am
	<b>Course 1</b> Principles of Leadership	<b>Course 3</b> Navigating Consumers and Technology	<b>Course 5</b> Goal Setting: Developing a Road Map to Success	Full Day (AM and PM)	Closing Keynote and Reception 10:30 am – 12:00 pm



## DEVELOPMENT, DESIGN AND CONSTRUCTION INSTITUTE **LEVEL I**

### The Development Process

Designed for professionals who want to succeed in the development field, this program takes participants through the development process utilizing practical, experiential learning. Taught by expert practitioners, the Development, Design and Construction Institute will introduce you to what it takes to be a developer and how a retail real estate project goes from an idea to a successful center.

By the end of the institute, participants will be able to:

- Understand the process of developing a retail real estate project from beginning to end
- Understand key retail real estate finance principles, including identifying sources of capital
- Develop the knowledge and competency to be a successful employee in the development field
- Obtain a clear understanding of your career goals in the development field or beyond

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
	<b>Welcome &amp; Keynote</b>	<b>Course 2</b> Principles of Real Estate Finance	<b>Course 4</b> Market Analysis	<b>Course 6</b> Team Case Study and Presentations	<b>Course 7</b> The Development, Design and Construction Approach: Level I 8:30 – 10:30am  Closing Keynote and Reception 10:30 – 12:00
	<b>Course 1</b> The Development Process: Site Acquisition to Close-Out	<b>Course 3</b> Development Pro Formas and Cash Flows	<b>Course 5</b> Construction and Tenant Coordination	Full Day (AM and PM)	



## MANAGEMENT INSTITUTE LEVEL I

### The Complete Management Tool Kit

The Management Institute Level I is designed to prepare you for the complex and vital role you will play in creating value. You will learn how to build and manage relationships with key stakeholders that help ensure your shopping center is a success. In addition, you will develop your management and negotiation skills through practical exercises and exposure to key tools and best practices in shopping center management. Participants with up to three years of experience will benefit most from this program.

By the end of the institute, participants will be able to:

- Understand their role in accomplishing ownership goals
- Identify the tools necessary to effectively manage and operate a shopping center
- Understand their role in creating value for the owner, asset, staff, tenants, and themselves

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
	<b>Welcome &amp; Keynote</b>	<b>Course 2</b> The Three P's: People, Property, Profits	<b>Course 4</b> Retailing and Tenant Relations	<b>Course 6</b> Team Case Study and Presentation  Full Day (AM and PM)	<b>Course 7</b> The Management Approach: Level I 8:30 – 10:30 am  Closing Keynote and Reception 10:30 am – 12:00 pm
	<b>Course 1</b> Foundations of Management	<b>Course 3</b> Finance Elective	<b>Course 5</b> Changing with the Industry Microsession 1:30 – 3:00 pm  Elective 3:30 – 5:00 pm		



## MANAGEMENT INSTITUTE **LEVEL II**

### Managing the Asset

Experienced shopping center managers know that success requires more than just the basic skills and knowledge. Now that you have more than three years of experience, you are ready to learn the nuances of managing the asset and to take a closer look at topics such as shopping center finance and the development and redevelopment of shopping centers. You will create a business plan and learn how strategic planning can help you increase the value of your property, as well as your own value to your employer.

By the end of the institute, participants will be able to:

- Apply knowledge of asset management
- Develop and execute a business and strategic plan
- Maximize an asset's value and personnel's potential

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
	<b>Welcome &amp; Keynote</b>	<b>Course 2</b> Maximizing Asset Value	<b>Course 4</b> Development & Repositioning	<b>Course 6</b> Team Case Study and Presentation  Full Day (AM and PM)	<b>Course 7</b> The Management Approach: Level II 8:30 – 10:30 am  Closing Keynote and Reception 10:30 am – 12:00 pm
	<b>Course 1</b> Nuances of Asset Management	<b>Course 3</b> Finance Elective	<b>Course 5</b> Changing with the Industry Microsession 1:30 – 3:00 pm  Elective 3:30 – 5:00 pm		



# LEASING INSTITUTE **LEVEL I**

## Closing the Deal

Successful leasing professionals understand how key stakeholders impact their work. The Leasing Institute Level I is designed for those with less than three years of experience. It will give you insight into the priorities and perspectives of owners and retailers, while sharing the tools and knowledge necessary to make the deals that will increase a center's value.

By the end of the institute, participants will be able to:

- Understand the fundamentals of commercial real estate
- Identify the owner's objectives
- Understand market and project evaluation
- Create a merchandising plan
- Practice prospecting and negotiation techniques

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
	<b>Welcome &amp; Keynote</b>	<b>Course 2</b> The LOI and Lease Negotiation	<b>Course 4</b> ABC's of Leasing	<b>Course 6</b> Team Case Study and Presentations  Full Day (AM and PM)	<b>Course 7</b> The Leasing Approach: Level I 8:30 -10:30 am  Closing Keynote and Reception 10:30 am – 12:00 pm
	<b>Course 1</b> Foundations of Leasing	<b>Course 3</b> Finance Elective	<b>Course 5</b> Merchandising and Prospecting		



## LEASING INSTITUTE **LEVEL II**

### Obtaining and Retaining the Right Tenants

Advancing one's leasing career requires going beyond the basics. The Leasing Institute Level II is designed for professionals with three or more years of experience. You will learn how to influence internal stakeholders, remove roadblocks to closing the deal, and how to move from executing the lease to opening and operating. Take the next step in your career by building on your knowledge with expert practitioners who will lead you through practical exercises that will build your knowledge and capability.

By the end of the institute, participants will be able to:

- Perform and utilize a SWOT analysis
- Interpret and analyze demographic and psychographic research
- Enhance a merchandising plan and utilize it effectively
- Determine if a retailer is succeeding and/or excelling
- Maintain relationships in order to obtain and renew tenants

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
	<b>Welcome &amp; Keynote</b>	<b>Course 2</b> Show Me the Money: Sources of Income	<b>Course 4</b> Internal Selling and Removing Roadblocks	<b>Course 6</b> Team Case Study and Presentations  Full Day (AM and PM)	<b>Course 7</b> The Leasing Approach: Level II 8:30 – 10:30 am  Closing Keynote and Reception 10:30 am – 12:00 pm
	<b>Course 1</b> Nuances of Leasing	<b>Course 3</b> Finance Elective	<b>Course 5</b> Changing with the Industry Microsession 1:30 – 3:00 pm  Elective 3:30 – 5:00 pm		



## MARKETING INSTITUTE LEVEL I

### Creating Value Through Marketing

It is important that marketing professionals understand their role in creating value for their shopping center. This program is designed to help professionals with less than three years of experience learn to create a marketing plan utilizing market research. You will understand how to reinforce the brand through varied consumer engagement platforms and differentiate between strategic and tactical planning. With courses on public relations, community outreach, advertising, and marketing budgets, this well-rounded program will give you the tools and knowledge you need to create value through marketing.

By the end of the institute, participants will be able to:

- Apply strategies for building loyalty and engagement
- Integrate digital marketing into your overall marketing plan
- Gain insights into the future of marketing
- Explain why the marketing plan is necessary and clarify how it aligns with the goals of other departments

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
	Welcome & Keynote	Course 2 Traditional, Social and Influencer Marketing	Course 4 How Marketing Impacts the Bottom Line	Course 6 Team Case Study and Presentations	Course 7 The Marketing Approach: Level I 8:30 -10:30 am
	Course 1 Creating a Strategic Marketing Plan	Course 3 Public Relations and Community Relations	Course 5 Changing with the Industry Microsession 1:30 – 3:00 pm  Elective 3:30 – 5:00 pm	Full Day (AM and PM)	Closing Keynote and Reception 10:30 am – 12:00 pm



## MARKETING INSTITUTE LEVEL II

### Developing Strategic Marketing Plans and Measuring Results

Mastering shopping center marketing requires the development of marketing plans that go beyond the basics and build value through a mix of sponsorships, advertising, public relations, partnerships, and the savvy application of market research. Designed for professionals with three or more years of experience, this institute will teach you how to develop a comprehensive marketing plan and refine your strategy through the effective use of analytics.

### By the end of the institute, participants will be able to :

- Understand how marketing impacts the bottom line, resulting in a positive ROI
- Understand the financial fundamentals of a shopping center
- Understand how to make sponsorships work in the real world
- Understand how to properly position the center “brand”
- Understand marketing through social media and other digital-based technologies
- Understand how to effectively use analytics to improve your marketing plan

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
	Welcome & Keynote	<b>Course 2</b> Maximizing your Sponsorships and Partnerships	<b>Course 4</b> Crisis Communications	<b>Course 6</b> Team Case Study and Presentations	<b>Course 7</b> The Marketing Approach: Level II 8:30 – 10:30 am  Closing Keynote and Reception 10:30 am – 12:00 pm
	<b>Course 1</b> Digital Deep Dive: SEO, Social and Analytics	<b>Course 3</b> Finance elective	<b>Course 5</b> Changing with the Industry Microsession 1:30 – 3:00 pm  Elective 3:30 – 5:00 pm	Full Day (AM and PM)	



## ELECTIVES

This institute personalization allows attendees to learn more about a niche topic while cross-training with participants from other institutes.

**Customize your experience with the following elective choices:**

### TOPICS

- Resolving Leasing Problems and Chronic Vacancies
- Connecting the Dots: Consumer's Demand and Your Plan
- Mixed-Use Marathon: The Boom and Where It's Going



## THE RIORDAN LEGACY



ICSC honors John T. Riordan's legacy and his commitment to the cause of education and professional development. It was under his stewardship, having served as ICSC President and CEO for 15 years, that the school grew in both size and stature. The opportunity for industry practitioners to serve as members of the faculty has become a highly coveted honor, and the graduates are widely recognized as the "best of the best" in the retail real estate industry.

John T. Riordan has served on the advisory boards of the MIT Center for Real Estate, the Center for Real Estate of the Wharton School of the University of Pennsylvania, and the Business School of Baruch College of the City University of New York. He has served as director of GGP Inc., and Ivanhoé Cambridge. In 2003, John T. Riordan was elected an ICSC Trustee for life.

## FACULTY

The faculty at the Riordan School enjoy a reputation and a prestige that few can match. Faculty members aren't just leading practitioners in their own fields; they're among the best teachers, offering a blend of academic excellence, real-world relevance, and practical application to provide participants with powerful tools to use in their workplace.

## GENERAL INFORMATION

### REGISTER

Space is limited. Registration is first-come, first-served. Registration forms sent without payment cannot be processed.

**Online:** [www.icsc.org/JTR](http://www.icsc.org/JTR)

**Fax:** +1 732 694 1800

**Email:** [education@icsc.org](mailto:education@icsc.org)

### HOTEL

Radisson Blu Minneapolis Downtown | Minneapolis, MN

A block of rooms has been reserved for Riordan School attendees.

To make a reservation, visit [www.icsc.org/JTR](http://www.icsc.org/JTR) and click on Book Hotel. For reservation assistance, contact our housing partner, onPeak: [ICSC@onpeak.com](mailto:ICSC@onpeak.com) or +1 877 541 9876.

**Note:** ICSC is not responsible for reserving or cancelling hotel accommodations. All changes or cancellations must be made directly through the hotel.

### GROUP DISCOUNT

Learn as a team. Enjoy a group discount of 10% for 3 or more participants who register at the same time from the same organization using the same billing source. For information, contact [education@icsc.org](mailto:education@icsc.org).

### CANCELLATIONS

Participants must cancel in writing to [education@icsc.org](mailto:education@icsc.org) in order to request a refund, less a \$50 processing fee. No refunds will be given for cancellations received after **August 24, 2018**. A company may substitute a registrant at any time without penalty.

### SPECIAL NEEDS

If you require special assistance, such as mobility, hearing, or dietary needs, please contact ICSC Education no less than five weeks prior to the meeting.

### Contact Us

**Email:** [education@icsc.org](mailto:education@icsc.org) | **Phone:** +1 646 728 3822

	Early Bird (by July 27, 2018)	Advance (after July 27, 2018)
Member*	\$1,595	\$1,750
Non-Member	\$1,895	\$2,050
Student Member**	\$495	\$595

\*To qualify for the member rate, each registrant must be a member or an affiliate member of ICSC. To become an ICSC member, call ICSC information services at +1 646 728 3800 or visit [www.icsc.org/membership](http://www.icsc.org/membership).

\*\*Registrant must be an ICSC student member to qualify for the student rate.

### ICSC FOUNDATION

The ICSC Foundation offers **five** scholarships to attend the John T. Riordan School for Retail Real Estate Professionals. Each scholarship covers airfare, hotel accommodations, tuition and associated fees. The deadline for applications is **Monday, July 23, 2018**. For more information, please visit the [ICSC Foundation](http://ICSC Foundation) website.

### SCHOLARSHIP BENEFITS

- Industry-wide recognition
  - Attendance at the Riordan School
  - A network of valuable international contacts
  - One step closer to professional certification
- Apply if you are new to retail real estate or looking to expand your knowledge of management, marketing, leasing, or development, design, and construction. Ideal candidates are those who can demonstrate professional excellence, leadership ability, and involvement in the industry. For more information, visit [www.icscfoundation.org](http://www.icscfoundation.org).

### TERMS, CONDITIONS AND RULES

This application is subject to ICSC Terms, Conditions and Rules for Exhibitors available at [www.icsc.org/event-terms-and-conditions](http://www.icsc.org/event-terms-and-conditions), which are hereby incorporated by reference.