



MIAMI
5-9 OCTOBER 2014

John T. Riordan School for Retail Real Estate Professionals

Marketing Institute

*Executive Education
for Leaders in
Shopping Center Marketing*



#RiordanSchool
www.icsc.org/JTRMiami

MEMBERS: Register early & save up to \$800

Marketing Institute

5-9 OCTOBER 2014
TURNBERRY ISLE MIAMI
AVENTURA, FL

Top-notch faculty and comprehensive curriculum

The John T. Riordan School for Retail Real Estate Professionals, through its cutting-edge Institutes and world class faculty, offers a week of rigorous study. Attendees will deepen their knowledge of retail property and shopping centers, learn from experts, share ideas and identify successful strategies alongside colleagues from around the world. The program is designed to ensure that participants can master the fundamental concepts required to direct the consumer marketing efforts of a shopping center or retail space while building knowledge of best practices that every successful marketing director should know. Participants are provided with powerful tools, and information that can be applied immediately upon returning to work.

Why attend the Riordan School?

Ask anyone. The John T. Riordan School for Retail Real Estate Professionals is an unforgettable experience. After several intensive days, you'll gain a firm grasp of the terminology, applications and fundamentals you need to step forward and take charge of your career, and you will build lifelong business relationships.

Compare the content. Compare the course material with that offered by any other training provider. We think you'll agree that this program is thorough, uniquely targeted to your needs, and very competitively priced.

Compare the faculty. ICSC faculty are leading practitioners in the industry and outstanding educators who offer a blend of academic excellence, real-world relevance, and practical application that provide you with powerful tools you can use immediately.

Compare the reputation. ICSC, through education, advocacy and research, offers our members a reputation and a prestige that few can match, including an internationally recognized certificate of training and industry-wide professional credentials.

impact

STEP FORWARD and take charge of your career.

Welcome to Greater Miami, ranked **4th** in retail sales growth at **5.9%** this past year, behind only Dallas 9%, Los Angeles **8.4%** and New York **7.9%**. Here up to **200** students will convene this fall for **244** hours of intensive education to make themselves more marketable and more productive.

CONFIDENCE to conquer the CMD certification process.

Expand your skill set with **98** essential competencies in **9** knowledge domains. Leverage a global network of **7,000** professionals across **55** countries worldwide that enjoy the prestige of being ICSC certified.

PREMIUM TRAINING where, when and how you want it.

Nearly **20,000** industry professionals have been affiliated with the School as students and faculty since its inception in **1960**, marking this program as a leader in the development of global best practices.

INTERNATIONAL RECOGNITION through specialized executive education and credentials.

Founded in **1957**, ICSC is the premier global trade association of the shopping center industry. Its more than **67,000** members in over 100 countries include shopping center owners, developers, managers, marketing specialists, investors, retailers and brokers, as well as academics and public officials.



The world of retail real estate
has evolved. Have you?

Which Institute Is Right for You?

Marketing Institute | Level I

Level I is designed for individuals with less than three years of industry experience seeking a strong foundation and knowledge base.

1. Shopping Center Marketing:

The Overview

Understand the role of the center marketing director and today's pressures to enhance property net operating income.

2. Public and Community Relations

Discover how to create a public relations tool kit that includes mailing lists, press releases and announcements to communicate with varied audiences.

3. Basics of Leasing and Specialty Leasing

Learn the leasing fundamentals such as common area maintenance, real estate tax, marketing, restrictive clauses, identifying opportunities and other terms and concepts for long and short term occupancy.

4. Marketing Plan Development

Discover the 5 step plan that integrates with the center's business plan including situation analysis, SWOT, goals, strategies and tactics.

5. Advertising and Media Strategies

Develop the technical understanding of advertising strategies, and the terminology of gross rating points, impressions, reach, frequency, ratings, shares and showings.

6. Research and Analysis

Understand the consumer research tools of intercept and telephone surveys and focus groups and how they aid in development, leasing and marketing of a property.

7. Retailing Basics and Tenant Productivity

Learn the fundamentals of retail from store planning and merchandising of product to retail math and strategies to increase overall productivity.

8. Retail Site Analysis and Study Tour

Through real life assessment and observation, learn best practices and explore new techniques to meet customer requirements and overcome the unique operational challenges.

9. Generating Revenue: Marketing's Role in Increasing NOI

Learn about sponsorship, specialty retail, advertising mediums, event income and how to best leverage these revenue generating tools.

2014 Schedule At-A-Glance

	SUNDAY October 5	MONDAY October 6	TUESDAY October 7	WEDNESDAY October 8	THURSDAY October 9
8:00 am – 8:30 am		Continental Breakfast	Continental Breakfast	Breakfast	Breakfast
8:30 am – 12:00 noon	Registration	Course 3	Course 5	Course 7	Course 9 8:30 – 10:30 am
12:00 noon – 1:30 pm	Keynote Speaker & Opening Remarks	Keynote Speaker & Luncheon	Keynote Speaker & Luncheon	Course 8 <i>Retail Site Analysis and Tour</i>	Keynote Speaker & Graduation 11:00 am – 1:00 pm
1:30 pm – 5:00 pm	Course 1	Course 4	Course 6		
5:30 pm – 7:00 pm	Course 2	Dine Around/ Faculty Dinner	Certification Orientation		
7:30 pm – 9:30 pm	Welcome Reception		Party by The Pool	Free Time	

Marketing Institute | Level II

Level II builds upon the foundation taught in level I and are designed for individuals with three or more years of industry experience, seeking to achieve a higher level of excellence.

1. Managing the Asset

Focus on determining and growing value—one of the most important asset management issues—including merchant sales, the merchandising plan, budget review, leasing optimization, marketing fund expenditures, redevelopment and more.

2. Development, Redevelopment and Mixed-Use

Working with ownership, development trends, overall development plan, site planning, TIF, sustainable design, construction, operation, redevelopment opportunities and managing community outreach.

3. Advanced Research Application

Learn how to use research in business decisions like merchandise mix, development, mixed use strategies and marketing strategies.

4. Marketing Through Social Media and Other Web Based Technologies

Hone your skills in social media and web based technologies and discover how to use this medium for email communications.

5. Sponsorship and Partnership Marketing

Learn through case studies what makes sponsorship partnerships work for the property and the brand.

6. Merchandising the Center and Developing a Lease Plan

Take a closer look at market research, sales performance and tenant mix as you develop a strategic merchandising plan for different types of centers.

7. Creating Value Through Strategic Marketing

Focuses on how marketing creates market position through advertising and attracting customers and builds value to the bottom line of a property.

8. Retail Site Analysis and Study Tour

Through real life assessment and observation, learn best practices and explore new techniques to meet customer requirements and overcome the unique operational challenges.

9. Advanced Public Relations and Crisis Management

Crisis management planning including types, stakeholders, target audience, merchant relations, tracking and managing the traditional and digital media and post crisis recovery.

Experiential Learning at Aventura Mall

Retail Site Analysis and Study Tour 8 October | 12:30 – 7:00 pm

Aventura Mall, a Turnberry Associates property, is an upscale super-regional shopping mall in a northern suburb of Miami. Boasting more than 2,700,000 square feet of GLA and more than 300 retailers, Aventura is the largest conventional shopping mall in Florida and the third largest shopping center in the United States. The



mall opened in 1983 and has been expanded three times, most recently in 2008 following a \$20 million renovation in late 2006. Anchors include Nordstrom, Bloomingdale's, Macy's and AMC Aventura 24 Theatres.

General Information

Register

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

Internet: www.icsc.org/JTRMiami

Fax: +1 732 694 1800

Email: education@icsc.org

Mail: ICSC | P.O. Box 26958, New York, NY 10087-6958
ATTN: JTR Miami

	ICSC MEMBER*	NON-MEMBER
Early-Bird through August 25th	\$1,395	\$1,795
Advance through September 12th	\$1,595	\$1,995
Standard/ On-Site After September 12th	\$1,695	\$2,195

**To qualify for a member fee, each individual registrant must be an ICSC official or affiliate member.*

Group Discount

Learn as a team. ICSC members enjoy a group rate of \$1,345 per person, a discount of 15% off the standard rate, for 5 or more participants who register at the same time from the same organization and the same billing source.

Cancellations

Participants must cancel in writing at education@icsc.org in order to request a refund, less a \$50 processing fee. No refunds will be given for cancellations received after **September 5, 2014**. 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

ICSC Education

Email: education@icsc.org

Phone: +1 646 728 3822

Hotel

TURNBERRY ISLE MIAMI

19999 West Country Club Drive
Aventura, Florida 33180

Participants are responsible for reserving or cancelling their hotel accommodations. Reservations should be made directly with Marriott reservations using the information below on or before 5:00 PM Eastern on **Friday, September 19**, after which rooms will be available on a space- and rate-available basis.

Online: www.icsc.org/2014IMI (click "Book Hotel")

Telephone: 305 932 6200 or 888 539 7894

Group Code: ICSC – JTR School

Group Rate: \$189 single/double

All reservations must be accompanied by a first night room deposit or guaranteed with a major credit card. Any reservations cancelled less than seventy-two (72) hours prior to arrival are subject to deposit forfeiture of one night's room and applicable tax.

Get Certified!

ICSC Certified Marketing Director

Your CMD designation is within reach! Each 2014 participant earns a non-transferable \$200 credit, good towards their CMD exam. Eligibility conditions apply. Offer expires **December 31, 2015**.

Be sure to add ICSC Professional Certification to your plans while attending the Riordan School. By passing your CMD exam and becoming ICSC Certified, you get the most out of your Riordan School investment. The 100 question computer-based test is administered annually, and confidentially, at your local testing center in March, June or October. While no single resource can be the basis of successful CMD preparation, your courses at the Riordan School form the basis of the CMD classroom-based study course and are directly aligned with the content areas on the exam. Achieving your certification is the ideal way to demonstrate to yourself, and your employer, that you've mastered the concepts taught at the Riordan School. ICSC Professional Certifications recognize professionalism, raise standards and strengthen industry practices, marking designees as among the very best at what they do.

For more suggested study aids candidates may contact ICSC Certification at certification@icsc.org.



Everything
rises and
falls on
leadership.



Guest Speakers

Corporate Social Responsibility: What Really Matters?

6 October | 12:00 – 1:30 pm

Beckermedia, 2014



J. Michael Durnil, PhD
President and CEO
Simon Youth Foundation



Aricia Harrison receives Team SYF shirts for the One America 500 Festival mini-marathon.

New Urbanism and Mixed Use Development

7 October | 12:00 – 1:30 pm



Charles C. Bohl, PhD
Associate Professor
and Director
University of Miami,
Graduate Program
in Real Estate
Development and
Urbanism



Charles Bohl, standing, meets with MRED+U students.

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 ICSC School grew in both size and stature. Today opportunity for industry practitioners to serve as members of an Institute 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 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 General Growth Properties and Ivanhoe Cambridge. In 2003, John was elected an ICSC Trustee for life.



John T. Riordan, Past Vice Chairman,
Past President and Chief Executive Officer,
International Council of Shopping Centers

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**View Programs and
Register Today!**

www.icsc.org/JTRMiami

AVAILABLE INSTITUTES:

Management (Level I or II)

Marketing (Level I or II)

Leasing (Level I or II)

Development (Level I)

Specialty Leasing (Level I)

Asset Management (Level I)