



## Monday October 8, 2018

**12:00pm - 7:00pm**

### **Registration**

**2:30pm - 4:00pm**

### **A. Transforming Challenges into Opportunities: Redevelopment and Repositioning - Professional Development Workshops**

This workshop defines new approaches to create new or bring existing retail real estate environments to their full poten...

**2:30pm - 4:00pm**

### **B. Health is Wealth: Attracting Medical Facilities to Your Shopping Center - Professional Development Workshops**

Continued expansion beyond the traditional hospital campus, increased medical needs of an aging population, as well as t...

**4:00pm - 5:00pm**

### **ICSC First Timer, New Member and Student Orientation and Exhibit Floor Walking Tour**

Whether you're a new ICSC member or this is your first Western Conference, ICSC Team Members and ICSC Ambassadors will b...

**5:00pm - 7:00pm**

### **Member-Hosted Reception**

## Tuesday October 9, 2018

**7:00am - 6:00pm**

### **Registration**

**7:30am - 9:30am**

### **Continental Breakfast**

No breakfast service after 9:30 am.

**8:00am - 9:30am**

### **Breakfast Panel | Untapped Markets: Overlooked Profitable Opportunities**

Despite decades of focus on underserved markets, a critical issue for many communities across the nation—particularly in...

**8:00am - 5:00pm**

### **Deal Making**

**8:00am - 5:00pm**

### **Retailer Central**

TAKE ADVANTAGE OF ICSC'S RETAILER PROGRAM ICSC's Retailer Program offers complimentary registration to retailer members...

**8:00am - 5:00pm**

### **Networking Lounge**

Kick back and make a deal! Take this opportunity to discuss deals in a relaxed environment. Seating is available on a fi...

**11:00am - 12:00pm**

### **Certified Retail Real Estate Professional (CRRP): How and what are we doing?**

Come learn about ICSC's new credential. You will also receive information about the latest program developments, how to...

**12:00pm - 12:30pm**

### **Lunch Served**

No lunch service after 12:30 pm.

**12:30pm - 1:00pm**

### **Program Overview and Government Relations Update**

Alesha Shemwell, ICSC 2018 Western Conference & Deal Making, Program Planning Committee Co-Chair, Managing Vice Presiden...

**1:00pm - 2:00pm**

### **Keynote Panel: The Future of Retail**

The retail real estate industry is in the midst of historic disruption. Macro trends, such as technological advancement,...

**2:00pm - 3:30pm**

### **A. How Experiential Retail is Revolutionizing Center Formats, Tenant Mixes, and Leasing Structures - Professional Development Workshops**

Join us for this session as we address how retail centers are achieving long-term value and increased NOI through the in...

**2:00pm - 3:30pm**

### **B. Marketing for Non-Marketing Professionals: Understanding the Role of the Marketing Director\***

This session is for professionals who are new to retail real estate marketing, would like a refresher, or whose responsi...

**3:30pm - 4:30pm**

### **Speed Networking for Students and Emerging Industry Professionals**

Students and emerging industry professionals are invited to meet with ICSC Ambassadors, a distinguished group of experie...

**4:30pm - 6:00pm**

### **Networking Reception**

Join us in the South Lobby, right outside the exhibit hall, and kick off your evening with more networking opportunities...



## Wednesday October 10, 2018

**7:30am - 12:00pm**

**Registration**

**8:00am - 9:00am**

**Continental Breakfast**

**8:00am - 12:00pm**

**Deal Making**

**8:00am - 12:00pm**

**Retailer Central**

**8:00am - 12:00pm**

**Networking Lounge**

**8:00am - 9:00am**

**Retailer-Only Special Industry Group (SIG)**

This session was established by retailers and is for retailers only (you must be employed by a retail company to attend;...

**9:00am - 10:30am**

**Retailer Runway**

Featuring up to 20 expanding retailers! MODERATOR James Chung, Executive Managing Director, Cushman & Wakefield, Inc.,...

**12:00pm - 12:00pm**

**Conference Adjourns**