ICSC Canadian Convention

October 5 – 7, 2015
Metro Toronto Convention Centre
Toronto, ON
#CanConv

New for 2015: SPREE Canada

Program
Monday, October 5

Academy Workshops
(Optional Event – Separate Registration Required)
9:00 am – 12:00 pm

Finance and Accounting Principles for Emerging Professionals
In the shopping center industry the ability to understand, interpret and react to the information contained in your company’s financial statements or tenant’s financial statements can help you stay way ahead of the game. This seminar features financial concepts, standards, practices and controls to ensure you are charting the path for growth and development as a knowledgeable industry professional. Knowing how financial information is derived and used will increase confidence in your ability to communicate effectively with company leadership and other disciplines to make the overall enterprise more valuable.

- Finance and Accounting Principles
- Understand and Interpret Financial Statements
- Understand Sales Reports and Management Data
- Assess the Cost or Loss In Proposed Lease Language

Kenneth S. Lamy, CRX
President
The Lamy Group, LTD
Mandeville, LA

2:00 – 5:00 pm

Omni-Shopping: Understanding the New Consumer and their Impact on Shopping Centers
The evolution of consumer behavior is in constant flux and is impacting the role of shopping centres. This is a result of new technologies, increasing consumer knowledge, changing needs and of course the availability of products and services. Today’s consumer is not just in-store or online, rather they shop both in-store and online - sometimes at the same time. This omni-channel consumer is the key to many businesses’ growth; yet an omni-channel strategy is still lacking in many companies. Retailers are further along with omni-channel distribution than shopping centres, and the U.K and the U.S. remain ahead of the curve compared to other countries. To understand the changing environment this course will cover the key retail principles and models that remain true to serving omni-channel consumers, key omni-channel principles, barriers on the path to purchase for consumers and operators, the vital role of technology, big data and much more. The course will also teach respondents to think beyond the existing models and to understand the changing role of the shopping centre - both now and in the future.

Special Industry Groups
1:00 – 2:30 pm
Retailers Only...Landlords & Brokers Need Not Apply
Join our Retailer-Only Special Industry Group, for a closed door conversation. What trends are we seeing now with leases in the current state of big box movement? Retail and landlord trends? How can ICSC help you and your goals for your company? This will be a diverse dialogue and group; be part of the conversation!

- Neena Arora
  National Account Executive
  Starbucks
  Vancouver, BC

- Stephen Messinger
  Partner
  Minden Gross
  Toronto, ON

Next Generation and Alliance Program and Reception
3:30 – 5:00 pm
Real Sports Bar & Grill
15 York Street, Toronto, ON

Member-Hosted Welcome Reception
5:00 – 6:30 pm
Real Sports Bar & Grill
15 York Street, Toronto, ON

If you are interested in being a Conference Sponsor, please contact Sally Stephenson at +1 847 835 1617 or sstephenson@icsc.org.

Tuesday, October 6

Registration
7:30 am – 5:30 pm
Metro Toronto Convention Centre
North Building, Front Street

Continental Breakfast
8:00 – 9:00 am

Welcome and Opening Remarks
8:45 – 9:00 am

John Crombie
ICSC 2015 Canadian Convention Planning Committee Co-Chair
Senior Vice President, Retail Leasing Canada
Triovest Realty Advisors Inc.
Toronto, ON
October 5 – 7, 2015  Metro Toronto Convention Centre, Toronto, ON  #CanConv

Theresa Warnaar
ICSC 2015 Canadian Convention Planning Committee  Co-Chair
Vice President, Retail  KingSett Capital  Toronto, ON

Deal Making and Food Court
9:00 am – 5:00 pm
To apply for Booth Space, see the form included in this brochure.

Economic Session
9:15 – 9:45 am
Economic News: Hear All About It!
The economy is always front page news. Whether it’s around the water cooler or in the boardroom or around the family dinner table, the economy is always a topic of conversation! Join us to learn from Benjamin Tal one of our prominent economic experts who will guide us along the journey and advise us whether it will end with economic well being or with an economic downturn.

Benjamin Tal
Deputy Chief Economist  CIBC World Markets Inc.  Toronto, ON

Keynote Speaker
9:45 – 10:30 am
The New State Of Retail
Pure play is dead, stores are the new black, and Apple is the new luxury brand. Scott Galloway, Founder of L2 and Clinical Professor at the NYU Stern School of Business, will examine how digital will revolutionize the role of the store, and focus on the impact that it will have on the major brands driving the retail industry.

Scott Galloway
Founder, L2  Clinical Professor of Marketing  NYU Stern  New York, NY

SPREE Canada – Specialty Leasing Session
10:45 – 11:45 am
Global Specialty Leasing Trends
This fast-paced session will provide an informative snapshot of innovative and exciting new trends in specialty retail, experiential retail and pop-up stores from around the world.

Mobile Lounge Session
11:00 – 11:30 am

Buffet Lunch
11:45 am – 12:45 pm
No lunch service after 12:30 pm

Seymore Obront Award Presentation
12:15 – 12:30 pm

Luncheon Keynote Speaker
12:30 – 1:30 pm
Hear Chip Wilson, Founder of Lululemon, talk about the history and growth of Lululemon Athletica from a one store in Vancouver to a worldwide international brand and what successes and challenges he faced along the way. Also, as Mentor of his wife and son’s new apparel company called “Kit and Ace” which specializes in technical cashmere, Chip will describe what the future holds for this exciting new retail concept.

Chip Wilson
Founder and Former Chairman  Lululemon Athletics Inc.  Vancouver, BC

Marketing Workshop
1:30 – 3:00 pm
Are You Un-Marketing?
Scott Stratten is the President of Un-Marketing. He is an expert in Viral, Social, and Authentic Marketing which he calls “Un-Marketing”. It’s all about positioning yourself as a trusted expert in front of your target market, so when they have the need, they choose you. His clients’ viral marketing videos have been viewed over 60 million times and he’s recently appeared in the Wall Street Journal, Huffington Post, USA Today, Entrepreneur Magazine, CNN.com, Inc.com and Fast Company and was named one of “America’s 10 Marketing Gurus” by Business Review USA.

Scott Stratten
President  Un-Marketing  Oakville, ON

Mobile Lounge Session
2:00 – 2:30 pm
Mobile for Shopping Centres - Apps and Mobile Websites are the Key.

Presenters
Mike Egan
Director Client Services  @MobileFringe  Woodbridge, ON
Steve Sorge
Founder - CEO  @MobileFringe  Woodbridge, ON
SPREE Canada – Specialty Leasing Session 1:30 – 5:00 pm

1:30 – 2:45 pm
How Brands are Leveraging the Power of Pop-up Stores
Learn how three unique brands are creatively utilizing pop-up stores in shopping centers to market their business, grow sales and engage with consumers. This one-hour session will be followed by a 15-minute Q&A.

2:45 – 3:45 pm
Award Winning Visual Merchandising: Tactics to Transform Short-term Tenants into Merchants that Look Permanent
Attendees will discover creative low-cost strategies to turn temporary stores into shops that have an amazing “wow” factor.

4:00 – 5:00 pm
Specialty Retail Industry Roundtables
- Visual Merchandising Guidelines
- Utilizing Social Media to Grow Sales
- Strategies for Finding New Retail Operators
- Tactics to Increase Ancillary Revenue
- Changing Landscape of the Common Area
- Maximizing Revenue of Telecommunications and Antennas at your Shopping Center

Wednesday, October 7

Registration
7:30 am – 5:00 pm
Metro Toronto Convention Centre
North Building, Front Street

Certification Breakfast
8:00 – 9:00 am
Please check box for this event on registration form.

Student Breakfast and Welcome
8:00 – 9:00 am

Continental Breakfast
8:00 – 8:30 am

Outlook for Retail Real Estate
8:30 – 9:00 am
Stephen D. Lebovitz
ICSC Chairman
President & Chief Executive Officer
CBL & Associates Properties, Inc.
Chattanooga, TN

Business General Session
9:00 – 10:15 am
Repositioning Your Retail for the Future
How are retailers and developers rethinking their concepts to be leading innovators? There are many ideas about retail innovation, but this panel’s focus will be on market leaders who have opened experiential, curated, and custom retail concepts. This panel will include a wide range of perspectives from experts in design, data analytics, consulting, and operations.

MODERATOR
Jeremy McMullins
President
Design Corp International
Toronto, ON

PANELISTS
Jan Kestle
Founder and President
Environics Analytics
Toronto, ON

Jean Rickli
Senior Advisor
J.C. Williams Group
Montreal, QC

Rob Stassen
Senior Vice President
Loblaws Properties Limited
Toronto, ON

Deal Making and Food Court
9:00 am – 4:00 pm

Mobile Lounge Session
10:30 – 11:00 am
Websites, Mobile, Apps, Social, Directory Boards and more! Omni-Channel Marketing for Shopping Centres in 2015

PRESENTERS
Mike Egan
Director Client Services
@MobileFringe
Woodbridge, ON

Steve Sorge
Founder - CEO
@MobileFringe
Woodbridge, ON

SPREE Canada – Specialty Leasing Session
10:30 – 11:45 am
The Future of Specialty Retail: Experiential Retail, Omni-channel Retailing, Interactive Store Fronts, Automated Retail and Digital Advertising
Where is the specialty leasing industry headed and what opportunities are ahead? This session will explore cutting-edge technology that is helping both retailers and shopping center developers engage with more customers to help retailers build their brand and sell more products.
Mobile Lounge Session
11:30 am – 12:00 pm
Mobile for Shopping Centres - Apps and Mobile Websites are the Key.

PRESENTERS
Mike Egan
Director Client Services
@MobileFringe
Woodbridge, ON

Steve Sorge
Founder - CEO
@MobileFringe
Woodbridge, ON

Buffet Lunch Served
11:45 am – 12:45 pm
No lunch service after 12:30 pm

Retailer Runway
12:45 – 1:45 pm
Hear directly from the Retailers themselves on steps they are taking in a competitive landscape to fuel expansion, both locally and nationally. Get an inside view to their business and understand where synergies can lead to business opportunities. This dynamic panel highlights a select group of retailers who will share their evolving needs in the face of ever changing consumer demands in today’s market.

Operations Panel Discussion
2:00 – 3:45 pm
Smart Buildings
“Smart” or “intelligent” building is an evolving term and an increasingly important topic for virtually any asset in the retail real estate industry. The growing investment in retail shopping centers, including renovations and expansions to attract and accommodate retailers and shoppers is providing the opportunity for owners and landlords to update to a common communications infrastructure within these centers to drive capital and operational costs savings and efficiencies. Where do you start? What should you avoid? What should you ensure you do?

Join this session to hear from a panel of retail industry peers and colleagues representing various asset classes that will explore and share their experiences, trials and tribulations, “gotchas”, benefits and lessons learned while navigating the “Smart” building trend. Learn what “Smart” really means and what it encompasses.

Panel peers will represent the various stages including the early strategy phase, implementation phase and the full operational commissioning and migration of a “Base Building Network” (BBN), including building services such as security, traffic counting, parking, BAS, Wi-Fi and others.

Business cost justification, operational efficiencies, ownership versus 3rd party, ongoing maintenance and monitoring will be addressed to provide value to any retail site regardless of where you fall in the smart building initiative.

MODERATOR
Demitrius Marshall
VP Technology & Professional Services
Rycom TPM
Toronto, ON

PANELISTS
David Giddings
Director, National Programs
Oxford Properties Group
Toronto, ON

Mary Knapp
General Manager
St. Laurent Centre, Morguard
Ottawa, ON

Gunars Robeznieks
Regional Business Manager
Pivotal Projects Inc.
Toronto, ON

Rob Simpson, MBSc B.Tech LEED® AP
Manager, Operational Sustainability and Energy
Ivanhoé Cambridge
Toronto, ON

Bob Vounotripidis
Operations Manager
Yorkdale Shopping Centre, Oxford Properties Group
Toronto, ON

SPREE Canada
3:00 – 4:00 pm
SPREE Canada Specialty Retail Networking Event

Convention Adjourns
4:00 pm

2015 Maple Leaf Awards
Canadian Shopping Centre Awards Presentation
5:00 – 7:45 pm
Metro Toronto Convention Centre, North Building
(Optional Event - Separate Registration Fee Required)

To register please visit www.icsc.org/2015cc and click on “Register Now” for details.

Join industry friends and colleagues as we celebrate excellence in the categories of Design, Operations and Marketing.

Cocktails and hors d’oeuvres will be served from 5:00 – 5:45 pm. Presentation of Awards will be from 5:45 – 7:45 pm. Ticket price $113 CDN per person, HST included.

Ticket purchasers who are marketing professionals are welcome to attend the Marketing Workshop on Tuesday, October 6 from 1:30 – 3:00 pm, and will have access to the Deal Making floor from 3:00 – 4:00 pm on Wednesday, October 7 only.

Program information current as of September 2, 2015.
ICSC 2015 Canadian Convention Program Planning Committee

Co-Chairs

John Crombie
ICSC 2015 Canadian Convention Planning Committee Co-Chair
Senior Vice President, Retail Leasing Canada Broker, Triovest Realty Advisors Inc.

Theresa Warnaar
ICSC 2015 Canadian Convention Planning Committee Co-Chair
Vice President, Retail, KingSett Capital

Susan Allen, BOMA Toronto
Cody Beales, Morguard
Lucia Connor, Oxford Properties Group
Jane Domenico, Partners REIT
Jim Fraser, McLean & Kerr LLP
Andrew Garrett, The Cadillac Fairview Corporation Limited
Kevin Gray, Oxford Properties Group
Dianne Lemm, Northwest Atlantic
Sheri McEwen, Ivanhoé Cambridge Inc.
Steve Messinger, Minden Gross LLP
Lawrence Mosselson, S&H Realty Corp
Lisa Peatt, Bentall Kennedy LP
Kelly Pekalski, K-Cap
Mark Robinson, 20 VIC Management Inc.
JJ Shier, RioCan
Sandeep Talwar, First Capital Realty
Eileen Tarrant, Oberfeld Snowcap
Greg Taylor, Oxford Properties Group
Meredith Vlitas, Oxford Properties Group
Sean Walters, Ivanhoé Cambridge Inc.
Richard Williams, Rexall

ICSC 2015 SPREE Canada Planning Committee

Hassan Amin, Santa and Me Inc.
Suzanne Cayley, CLS, SLD, Aurora Realty Consultants Inc.
Tania Cerantola, CLS, CRX, Ivanhoé Cambridge Inc.
Mina Cisternino, SLD, Oxford Properties Group
Claudine Lavoie, SLD, Cominar
Daniel Person, Triple Five Worldwide Organization LLC
Leigh Rosar, MBA, Oxford Properties Group
Jennifer Thomas, SLD, Morguard