



ICSC Student Member Program

Sunday May 22 @Wynn

8:00 am – 8:00 pm **Badge Pickup**

8:00 am – 2:00 pm **ICSC & Cornell International Retail Real Estate Case Study Competition**

Teams representing colleges and universities from Canada and the United States will compete in a case competition designed to challenge their ability to generate viable business strategies and solutions supported by strong market analysis and critical thinking. Both prelim and final presentations are open for conference attendees to observe. Prelim presentations: Sunday, May 22 from 9:20 – 11:15 am.

1:00 – 2:00 pm **Professional Development Workshops**

Choose from one of three concurrent sessions.

The Lease and Its New Language: Finance and Legal Implications

Join finance and legal experts for an interactive negotiation session to learn how the retail lease has evolved in light of the pandemic. From both the landlords' and retailers' perspectives, we'll discuss complex provisions including minimum and percentage rent, co-tenancy, rent commencement, online sales and more.

Navigating Today's Project Delays and Store Build-Out Challenges

Increased costs, supply chain delays, the lack of adequate labor and slow municipality approvals continue to have an undeniable impact on project outcomes. Join this session to discover how to continue to move projects along despite the challenges.

How to Rebuild Thriving Cities Beyond the Pandemic

How do cities, developers and retailers resurrect and thrive in a post-pandemic world? Municipalities all over the country are navigating how to redefine success, rebuild underserved areas, strengthen leading markets and forge economic development. Join industry and economic development experts to envision new growth and discuss the implications for the Marketplaces Industry.

2:15 – 3:15 pm **Professional Development Workshops**

Choose from one of three concurrent sessions.

Making Deals During This Age of Disruption

Hear from some of the industry's best dealmakers as they share lessons learned and strategies to get deals done during this time of uncertainty.

Omnichannel Innovation: Consumer-Focused and Tech-Powered Strategies

The accelerated adoption of omnichannel and digital commerce, due to the pandemic, is driving new shopping behaviors and technological advancements that will likely have a lasting impact. There has never been a more crucial time to invest in your omnichannel and digital capabilities. Hear from expert strategists on how retailers are developing their omnichannel strategy and what the implications are for landlords.

Doing Well by Doing Good: Advancing Your Supplier Diversity Strategy

Supplier diversity is a proven business strategy that establishes a process to procure goods and services from small minority-owned businesses. By integrating qualified and certified suppliers into their business plans, both small and large corporations can promote economic growth in local communities while enhancing services and remaining competitive in the marketplace. This session will provide attendees with the information and tools needed to develop and maintain a successful supplier diversity program.

3:30 – 4:30 pm **Professional Development Workshops**

Choose from one of three concurrent sessions.

From Data to Dollars: How to Use Analytics to Optimize Your Locations and Increase Revenue

It is more important than ever for retailers to make strategic, informed decisions about the purpose and placement of their stores. Learn how brands are making use of consumer data to inform their location needs and what it means to truly be a data-driven retail landlord, owner or developer.

Small Business Strategies to Fill Vacancies Faster

As pressure to find tenants increases, landlords are devising new and innovative ways to fill vacancies quickly. Discover how national landlords are working with small businesses and digitally native brands to fill vacant big-box spaces and provide unique shopping experiences for their consumers.

New Concepts Amplifying the In-Store Shopper Experience

The in-store experience is here to stay, but with a few added elevated enhancements. Join customer journey experts to learn about the next wave of technology revolutionizing how we shop, including buy now, pay later; live shopping; and more.

4:45 – 6:00 pm **Keynote Speaker: Dwyane Wade**

Get inspired as Dwyane Wade shares highlights from his whirlwind career, and insights from his business ventures off the court including Way of Wade, his basketball and lifestyle apparel brand with 11 retail stores.

6:00 – 8:00 pm **Opening Reception**

Monday May 23

@LVCC

7:00 am – 5:00 pm **Badge Pickup**

9:00 am – 5:00 pm **Exhibit Hall Open**

10:00 am – 5:00 pm **Student Booth Visits**

The ICSC Foundation has set up meetings with exhibitors throughout Monday, May 23 and the morning of Tuesday, May 24. Company representatives have set aside time to meet with students in small groups. Network with industry professionals, learn more about companies, and explore the marketplaces industry. Each student who signs up will be scheduled for at least two booth visits. Spaces are limited. Advanced registration is required.

10:00 – 10:30 am **General Session**

Shop, Dine, Work, Play: Predictions for the Marketplaces Industry

Join this kick-off session to hear the top trends impacting the Marketplaces Industry.

10:45 – 11:00 am **Microlearning Session**

Tips for Trailblazers: Preparing for the Metaverse and VR Marketplaces

Join this session to learn how to prepare for the rapidly expanding metaverse from both the retailer and the landlord perspectives.

11:00 am – 12:00 pm **Student Speed Networking**

Network with professionals in an organized, casual setting with other students. Advanced registration is required.

11:15 – 11:45 am **General Session**

Marketplace Innovation: Success Stories of Mall Revitalization

Join these creative owners to hear how they used a casino, a medical center, a headquarters and a worship site to transform their properties into new, attractive places to gather. We'll discuss why these options were considered their properties' best and highest use and share strategies for implementing non-traditional uses into your center.

1:15 – 1:45 pm **General Session**

Dealmaker Opportunities: The Industry's Biggest CRE Deals

Join the investors behind some of the industry's most recent "mega deals" to learn their approach to buying and selling in this market, their ideal deal structures, and asset types they are most "bullish" on.

2:00 – 2:30 pm **General Session**

Grocery Groundbreakers: Redefining the Experience

Grocers have emerged as one of the most innovative retailers in recent years. Hear from industry leaders to learn more about the trends shaping the industry and impacting real estate.

2:00 – 4:00 pm **ICSC & Cornell International Retail Real Estate Case Study Competition Finals**

Teams representing colleges and universities from Canada and the United States will compete in a case competition designed to challenge their ability to generate viable business strategies and solutions supported by strong market

analysis and critical thinking. Both prelim and final presentations are open for conference attendees to observe. Final presentations: Monday, May 23 from 2:15 – 3:45pm.

2:45 – 3:00 pm **Microlearning Session**

Tips for Motivated Up-and-Comers: CRE Job Market Navigation

Join this session to learn about where jobs are readily available, the areas ripe for growth and how professionals can best transition to another industry sector.

3:15 – 3:45 pm **General Session**

The Conscious Changemaker: ESG Developer, Investor and Retailer Perspectives

Environmental, social, governance (ESG) factors are playing an ever-increasingly important role in the Marketplaces Industry. Join this session to discuss the business case for key stakeholders and approaches to starting your own ESG initiative.

@Wynn

5:30 – 7:00 pm **Diversity Reception**

The ICSC Diversity Reception is an opportunity for you to meet and network with industry leaders who embrace and support diversity, equity and inclusion in the Marketplaces Industry.

6:30 – 7:30 pm **ICSC Foundation Student Reception**

Meet and network peers from all over Canada and the United States and industry leaders who want to connect with the next generation of the industry. Also get a professional headshot to help curate your professional online presence.

Tuesday May 24 @LVCC

8:00 am – 3:00 pm **Badge Pickup**

9:00 am – 3:00 pm **Exhibit Hall Open**

10:00 – 11:00 am **Property Management Tour of the Wynn**

Tour the Wynn Casino and Hotel from a leasing and property management perspective. Get a behind-the-scenes look at how this multi-use center operates. Advanced registration is required.

10:00 am – 1:00 pm **Student Booth Visits**

The ICSC Foundation has set up meetings with exhibitors throughout Monday, May 23, and the morning of Tuesday, May 24. Company representatives have set aside time to meet with students in small groups. Network with industry professionals, learn more about companies, and explore the marketplaces industry. Each student who signs up will be scheduled for at least two booth visits. Spaces are limited. Advanced registration is required.

10:00 – 10:30am **General Session**

Contemporary Spaces: The Future of Parking

Join this session to discover key considerations for the future of parking, including curbside pickup, autonomous vehicles and more.

10:45 – 11:00 am **Microlearning Session**

Tips for Commerce Innovators: Investing in Crypto and Real Estate

Join this session to learn how cryptocurrency can play into the future of your real estate investment strategy.

11:15 – 11:45 am **General Session**

Beyond the Shopping Center: The Last Mile

Consumers continue to demand faster shipping times at no cost. Hear from fulfillment experts to learn more about the consumer behavior that will last beyond COVID, the real estate opportunities to fill vacant stores, and the operational strategies for decreasing delivery times and costs.