International Council of Shopping Centers

CREemerge

Register Now!

Limited capacity
No on-site registration available

The business world is waking up to the incredible selling power of social and digital media—and for the Retail Real Estate industry this entire genre of communications platforms has more potential than ever before. Learn directly from recognized experts in all that is new in retail and shopping center technology, sustainability, branding, marketing and social media that deliver measurable results. This is an unprecedented opportunity to master the secrets of no-nonsense winning strategies all in a single-day program. Space is limited, so don't delay. Gain a competitive advantage today while capitalizing on the invaluable networking opportunities with some of the best minds in the business.

8:30 – 9:30 am **Continental Breakfast**

9:30 – 10:15 am **Presentation Name**

Alan Bernier | ROFO

Experience a real estate application for Linkedin and the first Augmented Reality mobile app for CRE. This presentation will demo interactive broker profiles, discuss the important and unique characteristics of CRE, and demonstrate the clear need for a vertical social network in CRE and what steps are being taken to support it.

10:20 – 11:05 am **Presentation Name**

Patrick Braswell | Ten Eight

Learn how this groundbreaking mobile web app allows tenants and brokers the ability to rate buildings while on tour using their mobile devices. The design of the application captures live data from tours and sets out to revolutionize the way tenants, brokers, and landlords make commercial real estate decisions. We will discuss during this session the evolution of Ten Eight, the app itself, and how the initial launch has brought value and benefit to CREI.

11:05 – 11:15 am **Break**

11:15 – 12:00 noon **The Art of User Experience in CRE**

Jason Freedman | 42 floors

"Design is not what it looks like and feels like. Design is how it works." — Steve Jobs

This session will look at CRE websites from a design perspective and challenge ourselves to do better. We'll take a critical look at how commercial real estate is presented online. Who's doing it the best right now? What can we learn from other industries? And what atrocious, out-dated design habits need to die an immediate death.

12:00 – 12:45 pm **Lunch**

12:45 – 1:30 pm **Name of Event?**

Todd Wyder and Clay Rankin | BrokersSavant

BrokerSavant will present an inventory and deal management system for commercial real estate brokers. Learn how email blasts are processed and placed into searchable listings. Understand how there is no property data entry, as it's extracted from all unstructured data from property flyers and emails. Brokers finds properties, and are provided a property centric deal management system that works the way brokers do, not the way CRM systems do.

1:35 – 2:20 pm **3D and CRE: A Collision Course**

Dave Lewand

The vast majority of today's property-specific marketing essentials currently exist in a flat, static format. Examples include 2D building photos, site plans, floor plans, maps and aerials. Our world is neither flat nor static, but rather 3-dimensional and interactive. Representative technology exists. Gain a competitive advantage by supplying your clients with the 3D equivalent of your competitor's 2D marketing package.

2:20 – 2:30 pm **Break**

2:30 – 3:15 pm **Automate, Integrate & Dominate: Technology in the CRE World**

Brendan Erickson | REI Wise

There are many tech solutions for commercial real estate agents today. Attend this session to learn how to effectively utilize the right tools throughout the entire brokerage continuum to build an efficient system for your CRE practice. Open your eyes to tech solutions that will help you build and maintain a database of accurate prospects, automate your proposal presentations, and integrate all of your marketing and branding efforts. Technology covered will be CRM's, Data Providers, Analysis Tools, Marketing Platforms, Listing Portals, and Transaction Management Services.

3:15 – 3:20 pm **Closing Remarks** **Registration fee — $85.00**