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## Upcoming NAIOP Events:

December 23, 2010 - Front Section

Jumpstart Your Marketing

New Strategies for a New Year

Date: January 12th, 2011

Time: 7:15 - 9 a.m.

Location: Bingham McCutchen LLP - One Federal St., Boston, MA 02110

Hear from local marketing pros as they share proven strategies for branding, rebranding, social media, and the new marketing toolbox for 2011. Find out:

\*How can branding successfully position or reposition your property or firm?

\*What is the real role of social media in our industry?

\*How do you leverage today's tight marketing budget to create the most effective marketing mix?

Case studies include recent campaigns for commercial, mixed-use, residential and retail properties, as well as corporate rebranding campaigns for some of Boston's top real estate firms. A great opportunity for post-holiday networking and education to give you a jumpstart on the New Year!

Speakers:

\*Diane Danielson, principal, DKD New Media Strategies

\*Maureen Doerr, president, Doerr Associates

\*Steve Steinberg, senior vice president, marketing director, Jones Lang LaSalle

\*Tina Snyder, assistant vice president, creative services, Jones Lang LaSalle

Moderator: Susan Shelby, principal, Rhino Public Relations

Price:

\*\$40.00 - Member, Developing Leader Member, and Employee of a Corporate Firm

\*\$50.00 - Non-Member

Changing of the Guard

New Owners, New Plans for

Major Development Projects

Date: January 20th, 2011

Time: 7:15 - 9 a.m.

Location: Westin Boston Waterfront - 425 Summer St., Boston, MA 02210

New owners and investors have recently taken on some of the region's most prominent development projects. Hear what the future holds for NorthPoint in Cambridge and the Polaroid Campus in Waltham, along with other major projects recently acquired by new owners. How much of the development plan will change? Will the tenant mix remain the same? How has the current capital market changed the financials of the deal? Are the new owners eyeing other Boston-area investments?

Join NAIOP for this inside look at what's next for these exciting development projects and their new owners - the first Main Event of 2011.

Panelists:

\*NorthPoint: Thomas O'Brien, managing director, The HYM Investment Group, LLC

\*Polaroid Campus: Samuel Park, president and founder, Sam Park & Company

Moderator: Douglas Landry, AICP, principal/managing director of land development, Vanasse Hangen Brustlin, Inc.

Price:

\$55.00 - Member

\$30.00 - Developing Leader Member

\$55.00 - Employee of a Corporate Firm

\$85.00 - Non-Member

for more information visit [www.naiopma.org](http://www.naiopma.org)

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