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## **Dishing social media and tech: Gettin' jiggy with generations - by Diana Perry**

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I can't help it, I'm an '80s girl but love iconic '90s music. Luckily, I know there are others out there with me...and Will Smith, you're welcome. Talking about generations has always been a hot topic in the commercial real estate world as we are all constantly trying to project the moves and habits of each, from Baby Boomers to Millennials to Generation Z. Coming up this June and July, there are three CRE events I highly suggest you attend to get jiggy with generations and learn more from industry experts on how various generations are shaping CRE, shopping habits and retailers.

**Into the Mindset of Millennials** – This is a story all about how life got flipped-turned upside down – dive into the minds of a panel of actual CRE Millennials moderated by a seasoned commercial real estate researcher and economist talking about how the Fresh Prince-obsessed generation is shaking up our industry, retailers and shopping habits. This session will kick off with Millennial insights and statistics and move into panel discussion then conclude with rapid fire “this or that.” The audience should come away feeling enlightened and entertained. This session will be held at the ICSC New England Conference and Deal Making Show in Boston at the Hynes Convention Center on July 17th at 1:45pm.

**Generation Z aren't Digital Zombies** - Explore Generation Z, the original digital natives of our lifetime with a panel of some of the top industry marketers. Get a better handle on how these teenagers are different from their slightly older Millennial cohorts and how they will transform our business and worldwide shopping habits. Though extremely digitally focused, this generation is more into being a part of life using social media, not mindlessly watching it. Grab a seat and some popcorn and be sure to get cinematic with us. This session will be held at Mashable's Social Media Day Event presented by The Content Funnel in NYC on June 27th at 11a.m.

**Next Gen Conference** - Specifically tailored for today's top leaders and influencers in retail real estate as a premier forum for capturing the most relevant and emerging trends in a constantly-changing environment. The event is three days of TED-style talks, keynote presentations by industry icons, professional development sessions including “Harnessing Your Personal Brand,” and tours of featured properties. It also includes “dine-arounds” which will be in the pedestrian-only

cobblestone streets of the Distillery District and St. Lawrence Market areas – neighborhoods that are very distinct to Toronto. When in doubt, there is whiskey and beer. This conference will be held at Delta Toronto in Toronto Ontario, Canada from July 25th-27th.

Fun Fact: “According to a new report from Charles Schwab, Millennials spend more than other generations on comforts and conveniences like taxis, pricey coffee and dining out” – CNBC.

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