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## **NEREJ's Retail Innovation and Changes for Success Summit to be held on March 28**

March 22, 2024 - Front Section



Dedham, MA The New England Real Estate Journal (NEREJ) and Rumphius Marketing have teamed up to co-host the Retail Innovation and Changes for Success Summit. The event will be held on Thursday March 28th from 8:30 a.m. to 12 p.m. at The Legacy Place Showcase Cinema De

Lux, 670 Legacy Place.

The half-day program will offer updates and discussions on: Capital markets, a broker's perspective on evolving leasing trends in urban and suburban retail markets, construction and design that drives retail success, the significance of community building, enhancing sales through unique customer experiences, modern marketing strategies and harnessing the power of AI.

- 8:30 AM-9:30 AM: Networking and continental breakfast;
- 9:30 AM: Keynote Speaker Bryan Furze senior vice president leasing at WS Development;
- 10:30 AM: Panel discussion; and
- 11:30 AM: Networking and conclusion of event.

The 10:30 AM panel will be moderated by Diana Perry of Rumphius Marketing, and speakers will include Bob Horvath EVP, of Horvath & Tremblay; Andi Simpson SVP, creative & marketing strategy of Samuels & Associates; Shore Gregory managing partner at Row 34; Sara Taylor partner, Blackline Retail Group; and Jeremy Pollender SVP, CM&B

Registration Cost \$110. Register today at <https://Retail2024.eventbrite.com>

Partner Sponsor: Rumphius Marketing

Annual Corporate sponsors: Northmarq

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For more information contact Rick Kaplan – [rkaplan@nerej.com](mailto:rkaplan@nerej.com).

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