Large, complex urban development projects are inherent with challenges as you manage risk, lead through turmoil, communicate to contentious audiences, and strategically balance the need for flexibility and high velocity.

In Urban Development: Campaigning for Success, you’ll explore strategies to successfully organize a development enterprise and top-notch teams, as you take an insider’s look at the planned community of Playa Vista—the first new community to be established on the Westside of Los Angeles in more than 50 years.

Designed for experienced project leaders and the executives, consultants, subordinates, and investors supporting them, the program will improve your abilities to:

- Evaluate and manage land entitlement, financial, and market risk
- Create value for both the investors and the community
- Negotiate outcomes driven by public and private value asymmetry
- Structure consultant agreements to maximize total team performance
- Communicate to external audiences to assure sustainable entitilements.

Space is limited—reserve your place today!
The executive education format of Urban Development: Campaigning for Success creates an intimate environment rich with information exchange among you and your peers from leading organizations, and between faculty and yourself.

For two days, you’ll work with leading UCLA faculty who have extensive research, consulting, and professional experience in all aspects of real estate. You’ll also hear from leading practitioners and engage in a panel discussion with a variety of stakeholders and decision makers whose efforts contributed to the ultimate fruition of the Playa Vista community, including Steve Soboroff, president of Playa Vista. Topics include:

- Forces at work in contemporary development
- Managing large-scale operations and multi-party ventures
- Total risk management strategies, from the perspectives of investors, public entities, developers, and others
- Communicating strategically to maintain team alignment, external support, and momentum
- Leadership: implications for organizational structure and operations, roles of individuals, and challenges.

Breakout sessions that further explore such topics, as well as shared meals with classmates, are among the ample opportunities you’ll have to form new ties that will expand your personal network.

As a program participant, you will be a special guest of The Richard S. Ziman Center’s Members Reception. Each year, prominent industry leaders and important supporters of The Ziman Center are invited to this exclusive members reception featuring a keynote address and superb opportunities for industry networking.
Who Should Attend

Participants who are faced with, or aspire to, leadership roles in large, complex real estate projects will benefit from this program, including:

• Public and private sector professionals with development responsibilities
• Functional managers in marketing, development, finance, acquisition, design, communications, and forward planning
• Investment managers responsible for evaluating risk and return
• Decision makers participating in go/no-go and deal structuring choices
• Counselors and advisors providing analytical support to decision makers
• Investors who wish to assess the quality of the development team.

Apply Today to Reserve Your Place

The fee of $1,700 for this two-day, executive education program held at UCLA Anderson School of Management includes tuition, educational materials, a tour of Playa Vista, reception, and most meals.

Lodging is not included, but hotel information is provided upon acceptance into the program.

➢ Ziman Associates, call The Ziman Center at +1 (310) 794-2022 to ask about your discount!

Please attach your biography and fax to +1 (310) 206-7539, or mail to: Registrar, UCLA Anderson School of Management, Collins Center for Executive Education, 110 Westwood Plaza, Suite A101D, Box 951464, Los Angeles, CA 90095-1464.

This is my  ❑ Home  ❑ Business  ❑ I am a Ziman Associate

Mr./Ms./Mrs./Dr. Name ____________________________

Title ____________________________ Company ____________________________

Mailing Address ___________________________________________________________

City ____________________________ State ______ Postal Code _________________

Phone ____________________________ Fax ____________________________ Email ____________________________

Please describe your current and prospective leadership roles in development projects.

________________________________________________________________________

What are your primary learning objectives in attending this program?

________________________________________________________________________

________________________________________________________________________

Please make checks payable to “UC Regents.”

If paying by credit card: VISA / MC /AMEX Card Number ____________________________ Amount Paid ______________

Name on Credit Card ____________________________ Exp. Date __________ Billing Address Zip Code ________________

Signature ____________________________ How did you hear about the program?

Upon receipt of a written request, registrations may be cancelled, transferred to another person, or applied toward a registration in a future offering. Should the future fee increase, the participant also shall be responsible for the difference between the original program fee and the new program fee. Assessed transfer or change fees are the responsibility of the participant and/or sponsoring organization and are due even if payment has not been made previously. No refund will be made for partial participation. If your written request is received: 30 + days prior to program start date, no fee applies; 8 - 29 days prior to program start date, the fee is 20%; 7 or fewer days prior to program start date, the fee is 100%.

UCLA Executive Education Programs reserves the right to cancel or amend programs and to change the program fee.
How do you organize and strategize to mobilize, align, and maintain the momentum of a diverse group of players to successfully execute multi-party, complex real estate developments?

How do you evaluate and improve the viability of a project given the capability and reliability of a development team?

How do you stay focused on project execution and day-to-day leadership while literally campaigning for success?

For Success, you’ll acquire the strategies you need to lead and communicate, manage risk, and create the most beneficial alliances for complex, multi-party developments!

Presented by UCLA Anderson’s Office of Executive Education Programs

ATWO-DAY REAL ESTATE EXECUTIVE EDUCATION PROGRAM

MAY 4 - 5, 2006

Urban Development: Campaigning for Success Program

URBAN DEVELOPMENT: CAMPAIGNING FOR SUCCESS!

Don’t miss Urban Development: Campaigning for Success! This event is offered as The Ziman Center’s annual May Commercial Real Estate Event.

Please note: May 4 Real Estate at UCLA and The Richard S. Ziman Center for Real Estate at UCLA Anderson School of Management present this program.

www.execed.anderson.ucla.edu
execed@anderson.ucla.edu
+1 (310) 825-2001

See inside for details, or contact UCLA Anderson School of Management Office of Executive Education Programs, Box 951464, 110 Westwood Plaza, Suite A101, Los Angeles, California 90095-1464.