



For Immediate Release

**Z&D Senior Partner Michael Zetlin To Lead Discussion
On Developing The Retail Experience
At Commercial Observer's 3rd Annual Retail Forum**

(New York, NY – April 4, 2019) [Zetlin & De Chiara LLP](#) Senior Partner **Michael S. Zetlin** and key real estate industry leaders will examine the latest trends in brick and mortar retail for stores looking to attract and engage millennial consumers at *Commercial Observer's 3rd Annual Retail Forum* on Wednesday, May 1, 2019 in Manhattan.

In [Developing an Experience: How The Industry Is Shifting Its Approach to Retail](#), panelists **Michael Goldban**, Senior Vice President, Retail Leasing at Brookfield Properties; **R. Webber Hudson**, Executive Vice President at Related Urban; **Michael O'Neill**, Executive Managing Director at Cushman & Wakefield, Inc.; and **Dan Wenhold**, Co-Head of Retail Investments at Fifth Wall Ventures, will join Mr. Zetlin and discuss ways to cultivate a shopping experience by taking a new approach to design, activating event spaces and creating new brands to create buzz. In addition, they will discuss new technologies and platforms being used to change consumer experiences and create new opportunities.

For a full schedule or to register, visit <https://retail2019.commercialobserver.com/home>.

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About Zetlin & De Chiara LLP

[Zetlin & De Chiara LLP](#) provides sophisticated legal and business counsel and advice to members of the construction community across the country including real estate owners and developers, design professionals, construction managers and contractors, and financial institutions. From the World Trade Center, to the Empire State Building, Hudson Yards and Columbia University's Manhattanville Campus, the firm has played a significant role in building New York's iconic skyline.

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