

Training Videos and Live Judging: International Council of Shopping Centers (ICSC)

AT A GLANCE:

Organization:

International Council of Shopping Centers (ICSC)

Website:

<http://www.icsc.org/>

Headquarters:

New York, NY.

Description:

Eleven award programs that recognize global excellence in the retail real estate industry

It began in a hotel with \$500 and a handshake



Back then -- it was 1957 -- seven business owners formed a trade group for Chicago retailers. From humble beginnings the

[International Council of Shopping Centers](#)

(ICSC) grew. Today, ICSC is on the forefront of global retail real estate. ICSC has more than 70,000 members across 100 countries. Billions of dollars, pounds, yen, and more flow through its member-owned commercial real estate.

The organization focuses on global public policy affecting retailers. One example is the ICSC's position on the global need for [infrastructure investment](#).

The annual [ICSC Global Awards](#) recognize important trends and tastemakers in 11 categories. Seven of these are geographic (e.g., [ICSC's Asia Pacific Shopping Center Awards](#)). The remaining categories are retail industry specific, such as the [ICSC Visual Victories Awards](#). This award highlights the world's best "cart, kiosk, and temporary in-line retailers [pop-up shops]".

ICSC selected OpenWater Awards to manage these world-class awards. To do so, OpenWater expanded into two additional services: **custom video training** and **in-person judging events**. The former helps unite distributed teams and multiple languages. The latter ensures important events are successful.

Video Instructions for International Audiences

ICSC's retail membership spans the cities of the Asian Pacific to the heartland of rural Canada. What members share -- an interest in retail real estate -- must be communicated in multiple languages.

"It is important to us that all members and judges have access to an easy-to-use system with a flawless user experience," explains JoAnn Laut, Director, Global Awards.

"Since our judges are international we made sure to leave nothing to chance. We decided to use OpenWater's professional services staff to create language specific "how to" videos for our review process. The feedback from our judges was extremely positive."

OpenWater videos focus on the needs and criteria of a particular region.

Account manager Findlay Hilchie narrates the first version in English. "Every single ICSC program uses instructional videos. This makes applications as easy to understand as possible," explains Hilchie, who is [OpenWater Certified](#). "With ICSC the goal is to create a common understanding across the organization as a whole"

Next, the video is sent to Sazal Nuruzzaman, OpenWater's video editor, for compression and quality control. The final videos are sent to the client for translation and distribution.

Here's an [example video](#) for the [SOLAL Marketing Awards](#) for members in Europe and South Africa. This is the English narration. Animated screentips help convey action regardless of language.

Video Instructions for International Audiences

"Findlay took care of many little things that made my job easier. Ultimately this made the judging process as efficient as possible," says Laut.

Additionally, during live voting events judges, nominees, and attendees "all learn from the other entries. It makes the whole industry better," says Hilchie. An example happened at the Awards dinner. Hilchie tells the story:

"One judge told me that a single entry inspired him to change his digital strategy. He realized he could take the lessons from this retailer and improve his app, upgrading the experience for all his locations. This is why I think ICSC is powerful. They teach their membership how to improve."



Why ICSC is Powerful

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Results

ICSC solved two fundamental communication needs by working with OpenWater:

Multilingual, Visual Communication.

Custom “how to” videos makes it possible for ICSC to communicate across language barriers. The visual explanations makes it easy for applicants and judges to understand and participate.

In-Person Event Expertise.

Award shows with a live judging component are hugely successful because they bring industry together and garner excitement. Having an OpenWater Certified trainer to assist with the process reduces stress and ensures a successful event.



About OpenWater

Based in Washington D.C., OpenWater is a cloud-based solution to manage awards, abstracts, grants, fellowships, scholarships, and prizes of all sizes. We pride ourselves on offering clients more than software. We guide them every step of the way, from planning and initial system build-out to the industry's only Truly Unlimited Customer Support pledge. The result? Customized software solutions that enable staff to focus on core competencies, delivering greater value to their organization.