



5 STEPS TO ELEVATE YOUR CENTER'S STORY

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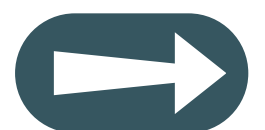




1 MESSAGING

Clear. Consistent.
Compelling.

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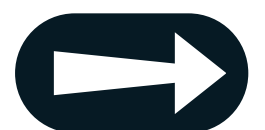


2

MEDIA OUTREACH

Pitch it right. Get noticed.

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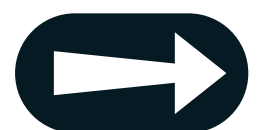




3 TENANT ENGAGEMENT

Partners in every story.

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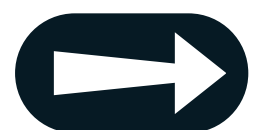


4

CRISIS PLAN

Be ready. Stay confident.

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5 METRICS.

Measure. Analyze.
Improve.

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