**NAREIM Marketing & Communications Meeting**

*May 18, 2pm-3pm ET*

Agenda

* 2pm: Welcome comments
* 2.05pm: Telling the ESG story: Measuring the halo effect of ESG thought leadership, white papers and annual reports. ​
  + Case studies: The Green Cities Company and LaSalle Investment Management​
* 2.20pm: Whole room Q&A discussion on differentiation strategies and standing out in the ESG crowd.
* ​2.45pm: DEI within ESG. A separate issue or the S of ESG?
* 3pm: End of meeting