

Call for Content

CoreNet Global Atlanta Chapter Education Forum 23 August 2012

Introduction

Theme Statement:

Create, Embrace, & Thrive: *In The New Economy*

Corporate Real Estate executives, economic developers, facility service providers, and other organizations are both anxious and concerned about the new challenges, opportunities, and risks that will emerge in 2012. We are reminded of the dark underbelly of the previous decade's financial boom which exposed the world's global economy and how it continues to force leaders to rethink their strategy in the competitive global marketplace. We are also reminded that in 2011, on the brink of a fragile US recovery, Standards & Poor downgraded the US as well as nine (9) European countries, thusly resulting in public concern over the fate of the US dollar and the Euro as well as their impact on the world.

Analogously, the demand for the integration of technologies in the workplace and our personal lives has been explosive and in one word, a contagion. People are using social media as an outlet to access information, educate others, network, and share knowledge instantly, in **Real-Time**. Globalization and the rapid change in demographics are driving the demand for newer, faster, technologies. The demand for brick and mortar buildings is declining while the outcry for virtual offices continues to increase.

As we embark on yet another year, leaders have the opportunity to develop innovative business strategies that will help create a new, powerful, and prosperous economy. Leaders will be called upon to embrace new ideas and emerging technologies, while simultaneously maximizing human capita. In order to thrive and prevail in the 21st century, leaders must turn obstacles into opportunities. As stated by Mary Kay Ash, "it is better to be exhausted from success than be rested from failure." How will you lead in 2012? Will you be exhausted or rested? How will you differentiate yourself from other organizations?

Our 2012 CoreNet Global Atlanta Chapter Education Forum will explore the leadership strategies of organizations that have transcended and are creating opportunities while effectively managing the associated risks and challenges. Join us as we are inspired by those who are using innovative strategies to succeed in these unsettling times and to prepare for the ambivalences of the new economy.

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Purpose

The purpose of this Call for Content is to identify potential content for breakout sessions at the CoreNet Global Atlanta Chapter Education Forum 23 August 2012.

We are seeking subject-matter expert presentations and case studies that will showcase leadership strategies and innovative processes which have successfully transformed the challenges of our uncertain times into business opportunities. Submissions that incorporate this forward-thinking viewpoint will be given priority consideration.

Furthermore, we continue to encourage subject-matter expert presentations and case studies that explore a variety of corporate real estate industry issues from one or more network partner perspectives—service provider, economic developer, consultant, developer, landlord, as well as human resources, information technology, and risk management. Please contact Andrea Dalton-Lay dalt7516@bellsouth.net or Donna Cline corenetatlanta.@gmail.com with any questions that you may have.

Getting Started

About Speaking at CoreNet Global Atlanta Chapter Education Forums

Sharing your professional experience at a CoreNet Global Atlanta Chapter Education Forum provides quality exposure for you and your company while creating a learning opportunity for Forum delegates. As you consider making a submission, please be aware that the following applies should you be accepted:

1. All invited speakers, whose presentations are selected for the breakout sessions, will be the guests of CoreNet Global, Atlanta Chapter, which will pay the registration fees for the speakers to attend all sessions of the Education Forum.
2. All invited speakers will be asked to participate in a one-hour session planning conference call.
3. All invited speakers will be asked to use an Atlanta Chapter Education Forum Microsoft Office PowerPoint template for his/her presentation. The template will include a prominent space for your company logo.

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4. All speakers will be asked to submit his/her final, completed presentation at least two (2) weeks prior to the Education Forum.
5. CoreNet Global, Atlanta Chapter requests that copies of all presentations made the Education Forum is submitted to the CoreNet Global Knowledge Center.
6. CoreNet Global does understand that certain proprietary information may be removed from the final version of any presentation posted on the CoreNet Global Knowledge Center.

Deadline for Submission

Deadline for submission is February 24, 2012. Acceptance of late entries will be based upon an on need basis. The listed topics are related to the Education Forum learning theme, **Create, Embrace, & Thrive in the New Economy**. Please use them as thought-starters for your content submissions.

Call for Content Evaluation and Selection

CoreNet Global, Atlanta Chapter will review all nominations and applicants will be notified of the status of their submissions, via- e-mail, no later than **March 26, 2012**. Submissions will be evaluated based upon the following criteria:

- Alignment with the overall theme and topics of the Education Forum.
- Creativity, innovation, or best practice.
- Models or tools that might be useful for other corporate real estate professionals.
- If a case study, how it created value for the corporation or organization.
- Lessons learned or guidelines for others.
- Quality, clarity, and completeness of the submission.

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Submittal Instructions

Go to the web submission form below and complete the required information then press the **submit button**. You will receive an immediate web confirmation of your submission.

Submissions must include:

- Your suggested breakout title.
- All speaker names and contact information.
- All of the key elements for each submission must be completed in their entirety.
- Service provider or economic developer submissions should include one or more client representatives as speakers in the session.

Subject Matter Experts

Subject matter experts, who can address the theme or key topics of the Education Forum, may be needed to serve as panelists. If you would like to be considered for a role as a subject matter expert, please **inform** us by putting the words “**Panelist Consideration**” in the field marked “**Your suggested education workshop title.**” Then complete the content focus field by outlining your qualifications and the area of expertise that you would bring to the panel discussion.

Topics

If you have a compelling submission that addresses a topic that you don't see listed, please submit it under “**other.**” An acknowledgement e-mail will be sent to each of the speakers listed on the submission form.

1. The Future of Corporate Real Estate and the Workplace.
2. Effective leasing strategies to grow the business and mitigate risks.
3. The Digital Era-Technology and its impact in the workplace.
4. Case studies of innovative workplace strategies resulting in portfolio optimization, operational efficiencies, flexibility, and cost reductions.

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5. Leveraging effective business intelligence strategies to improve performance through the application of best practices.
6. Case studies of trendsetting business development strategies to grow the business.
7. Effective business process systems and the impact in the workplace.
8. Prolific economic development strategies to grow the regional marketplace in a competitive global marketplace.
9. Values add, successful joint venture projects integrating capital investments to improve business processes, strengthen corporations' positions in the marketplace, and build stronger relationships.
10. Other

Submission for Presentation /Subject Matter Expert

Topic -*You must select one

1. The Future of Corporate Real Estate and the Workplace.
2. Effective leasing strategies to grow the business and mitigate risks.
3. The Digital Era-Technology and its impact in the workplace.
4. Case studies of innovative workplace strategies resulting in portfolio optimization, operational efficiencies, flexibility, and cost reductions.
5. Leveraging effective business intelligence strategies to improve performance through the application of best practices.
6. Case studies of trendsetting business development strategies to grow the business.
7. Effective business process systems and the impact in the workplace.
8. Prolific economic development strategies to grow the regional marketplace in a competitive global marketplace.
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10. Other

Applicant type- *You must select one

___Speaker

___Submitter

___Speaker/Submitter

First Name*

Last Name*

Job Title*

Company*

Address 1*

Address 2*

City*

State/Providence*

Postal Code*

Country*

E-mail*

Telephone*

Fax*

Your suggested education workshop title - *Required Field

(You may enter up to 100 characters)

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Speaker Names and Contact Information - *Required for each speaker

Please complete all five fields for each speaker and panelist.

Please also be aware that CoreNet Global, Atlanta Chapter will send an acknowledgement e-mail to all of the speakers listed on the submission form.

All nominations from service providers or economic developers must include one or more client representatives as speakers in the session.

Speaker 1

Name

Title

Company

Telephone

E-mail

Speaker 2

Name

Title

Company

Telephone

E-mail

Speaker 3

Name

Title

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Company

Telephone

E-mail

Speaker 4

Name

Title

Company

Telephone

E-mail

1. Motivation - * Required Fields

(You may enter up to 750 characters.)

The compelling strategic reason for the initiative or the problem that was resolved.

2. Innovation - * Required Fields

(You may enter up to 750 characters.)

Description of the innovation –what was different?

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3. Implementation - *Required Fields

(You may enter up to 750 characters.)

Description of how the initiative was executed.

4. Results - * Required Fields

(You may enter up to 750 characters.)

What did you do to validate performance and success? Describe the results and measurements, lessons learned or guidelines for others.

5. Four Key Learning Points/Take Aways - * Required Fields

(You may enter up to 500 characters.)

Please list at least four (4) key messages or audience take aways that are central to the presentation.

By submitting this form, I agree with all of the terms outlined above.