

Creating Corporate Value through Workplace Strategy

An elective seminar in the MCR Designation Program Series

5-6 October 2011

This seminar explores the critical alignment of workplace strategy with business strategy to improve productivity in the workplace and impact the bottom line. Effective corporate real estate management develops workplace strategies based on an understanding of the relationships between physical space, corporate culture, worker effectiveness, organizational brand, and business success.

The various components of real estate operations that affect this strategy are reviewed, including: location, work behavior, design and layout, alternative and virtual officing, work process, environmental branding, and vision & success measurement. The integration of HR, IT, finance, and real estate issues is examined in this context.

**Please note: Seminar will be delivered in English*

Faculty

Brady J. Mick, RA

Architect / Workplace Strategist
BHDP Architecture
Cincinnati, Ohio

Antonia Cardone, LEED™ AP

Vice President
HOK, Inc.
San Francisco, California

“All of the instructors are very passionate in the delivery of the course topics and discussions. They are truly subject matter experts.”

Jon Dawson

Manager, Leasing, Royal Bank of Canada

“I came in empty and I left full. It gave me more than a lesson, it gave me a perspective.”

Richard Fineo,

Business Development, UGL Services

Hosted by Oxford Properties

at

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Secure your seat today!

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