

CoreNet Global's CEO, Angela Cain, answers questions with UK President Elect, James Maddock
CBRE, Paternoster Row, London EC4

Fourteen months after her last visit, CoreNet Global's CEO **Angela Cain** was once again in the UK as part of a trip criss-crossing Europe as part of her annual programme of Chapter-visiting. So the UK Chapter members were invited to meet her at a special session held at CBRE's Paternoster Row office, next to St Paul's in the City of London.

So a select group of members, chaired by **James Maddock**, soon to be UK Chapter President, sat down with Angela, Brussels-based **Katleen Beeckman**, VP, Global Chapter Development & Relations, and Hong Kong-based **John Gilleard**, responsible for Learning in Asia Pacific and EMEA regions.

Once we had all introduced ourselves, Angela kicked off with a brief description of her long term involvement with CoreNet and its predecessor organisations. 'The most exciting thing' she said, 'is watching people, our members, 'grow' in their careers. Another,' she added 'is the creation of a collegial world, a world which provides an insurance policy, a safety net and a learning environment.'

And alongside the growth of individual members has been a growth in membership worldwide. In the past four years the membership has grown from 6,300 to over 8,900, in spite of the global recession, and this growth has been seen across the board.

Finally she explained how the Board is in the third year of a 10 year project, during each year of which they are focussing on a few elements of this project. In 2014 there are three areas of focus. The first is strengthening the value of membership to members' employers, through a quarterly survey aimed at the creation of a CRE Index as an indication of the state of the economy. The second is strengthening University partnerships, aimed at deeper research, student memberships and internships. The third is 'beefing up the learning platform' with the MCR, a leadership development programme and more training add-ons for Chapters.

With the floor then opened to those attending a number of debating points were raised among which the following:

- The growing demand for and availability of MCR courses: at a recent UK course a third of the delegates were from abroad. While this may be due to difficulty in building critical mass, it does have the advantage of building international contacts.
- As we only see ourselves, how are the overseas chapters, particularly the UK, viewed from the USA? Especially as over a third of members are now based outside the US and, although diverse, all Chapters struggle with the same issues.
- The need to raise the profile of CoreNet in the UK and how is that to be done?
- The apparent problem of service providers versus occupier CREs - where many previously in-house posts have been outsourced to the agents.
- The development of special interest groups, including, in New York, a Senior Interest Group for only senior end user members which has apparently been very successful.
- Benchmarking - where are we on building the platform?
- The problem of clashing dates for big conferences and Summits - we should complement rather than compete
- Apps and website platforms - how much can we use them and what is in development?

These and more subjects were aired before the official part of the meeting broke up. As James Maddock said in his winding up remarks 'A most interesting and enlightening session'.

A Sutherland.

