How to Optimize Your Summit Experience with LinkedIn

By: Julie Morris, Himes Associates, Ltd.

We all know that LinkedIn is a valuable professional social media tool but were you aware that it can also be used to prepare for conferences as well as follow-up after a conference? With the CoreNet Global 2017 Summit right around the corner, let’s talk about some of the ways you can use LinkedIn to have more engagement before, during and after your conference as well as to enhance your overall Summit experience in Seattle!

1) Do your pre-Summit “homework”

A week or two before the Summit, research the people you’d most like to connect with and make a personalized connection request letting them know you’ll see them in Seattle. Figure out how you can truly help them and differentiate yourself from others who just want to get something from the contact. Consider using LinkedIn, Twitter, and/or email to reach out in advance and set-up a brief 10-15 minute meeting over coffee or a drink during session breaks.

2) Let people know you’ll be attending the Summit

Update your status with “I’ll be attending the CoreNet Global 2017 Summit in November - Will I see you there?” or something similar. Not only will your network think you are at the top of your game for being truly “LinkedIn,” but the...
Letter from the President

Fellow CoreNet Global Mid-Atlantic Colleagues

Another Summer is quickly coming to an end while preparations for a new school year and a new season have already begun. The same is true for our Chapter as we look to rounding up our year with the same level of energy we had at the start. First up is our annual golf tournament in just a few weeks followed by more quality learning programs and opportunities for networking with colleagues and friends.

Behind the scenes, the Executive Committee has been working on succession planning for the Chapter. One of the keys to a Chapter’s success is the creation of a strong leadership pipeline within the membership. Most of the individuals in Chapter leadership roles today started off volunteering for one of the various committees. Through that process they get to see firsthand how things happen in CoreNet Global at the chapter, regional, and global levels. I encourage all members who wish to take on a bigger role in our Chapter to reach out to one of the members of our Board.

Succession planning is especially valuable when the unexpected occurs which has in fact occurred. This Fall we will be seeing a change in the Chapter Executive Committee. I will be stepping down as your Chapter president at the end of August. I have accepted a position with Ericsson and will be relocating to the U.S. Headquarters in Texas. Obviously, the 1,300-mile distance will make it a bit of a challenge for me to make it to Chapter events and, whilst the idea of being a “virtual” chapter president was briefly explored, we agreed holographic technology just couldn’t meet our needs! All kidding aside, it was our unanimous view that it would be best for the Chapter for me to step down and have Peter Van Emburgh, our Chapter VP, take on my current Chapter duties for the remainder of 2017. For continuity, I will be available to the Executive Committee as needed and will be returning to facilitate the 2018 planning meeting later this year.

I appreciate the opportunity to serve as your Chapter president, mostly for the chance it gave me to meet many of you. Making our Chapter successful requires the work of many hands and fortunately our Chapter is blessed with members who are willing to step up and serve. So, I thank all of you for participating in the Chapter and especially thank the Executive Committee as well as the Board and Committee members for all their efforts in making 2017 a year of engagement and collaboration. I hope to see many of you at the chapter reception during Global Summit in November.

Sincerely,
Mark Gorman, MCR SLCR
About the Course:
The CoreNet Global Mid-Atlantic 2017 Annual Golf Outing will take place at the exquisite International Country Club. The 18-hole championship par 71 course was completed in 1961 and has matured into one of the most popular in the area. The course measures 6,815 yards from the championship tees. Greens and tees are bent grass, while the fairways are comprised of rye. International’s golf course is widely recognized as one of the finest in Northern Virginia. In 2002, it was listed by the Virginia State Golf Association as one of the top 25 golf courses in the state of Virginia. Indeed, International was one of only four courses in Northern Virginia to be so highly regarded.

About the Outing:
Our days begins with breakfast and a few warm-up shots at the driving range or on the putting course. Foursomes participate in a shotgun start beginning at 10:00AM. Sponsorship opportunities range from those including players and signage, to more unique opportunities where our sponsors can create contests and “man” their assigned tee throughout the day to meet and greet our full field of players. All sponsors are invited to attend our After-Golf Awards Party immediately following the Outing.

Click here to view the complete list of Golf Outing Sponsors.

The Golf Committee is in search of raffle prizes for the reception. If you are interested in donating sports tickets, wine, gift cards or other items, please contact us!

Thank you for supporting the Mid-Atlantic Chapter’s Annual Golf Outing!

Help us give back by supporting First Tee

At The First Tee, kids and teens are learning to play golf along with life lessons and leadership skills. And it’s making a difference. The programs are having a positive impact on participants, their families and their communities.

Want to make a difference in the lives of young people? There are many ways you can support the mission of The First Tee and help introduce the game of golf and it’s inherent values like honesty, respect and confidence, to kids and teens.

At this year’s Golf Outing we are looking for donations of junior equipment to collect for The First Tee. Consider donating gently used equipment, including:

- Golf bags,
- golf clubs and balls,
- junior clothing (sizes youth small to large),
- shoes (sizes 5-9)
- and all kinds of golf accessories are accepted.
- Gently used Adult sized items are also accepted.

Find out more about The First Tee on their website: http://www.thefirstteedc.org/about/
2017-2018 Academic Challenge

CoreNet Global will again be holding two competitions: one each at the North American Global Summit in Seattle (November 2017), and the Asia-Pacific Global Summit in Singapore (March 2018). Students are being invited to participate in a hackathon on the exhibit hall floor of the North American Summit in order to win the prize of $5,000. CoreNet Global will pay for the teams' transportation and lodging in connection with their Summit attendance too.

This year’s theme is risk management and mitigation. The lines between nation, state, corporations, and businesses are blurring. Threats that seemed farfetched or isolated to certain global regions are spreading, and multinational corporations are forced to confront them as they conduct business in an increasingly uncertain world.

What does this have to do with corporate real estate CRE? Everything. For the purposes of business continuity and risk management, CRE is at the forefront of ensuring that the built environment – where work is done – is always able to respond. Student teams from universities and academic institutions around the world will be asked to play the role of consultants in order to address a real-world issue facing companies around the globe: how to reduce risk in a company's worldwide physical footprint (i.e., real estate portfolio) and thereby reduce overall risk exposure to the corporation.

Read the Academic Challenge Brief (PDF) for all the details.

October Education Program:
The Global Workplace

Save the Date!

Holiday Party,
December 5th

Save the Date!

October 10, 2017 • 4:00pm - 6:00pm • Cisco
8135 Maple Lawn Blvd, Fulton, MD 20759

Join the Mid-Atlantic Chapter this October for a global teleconference event involving DC, New York, California, Australia, United Kingdom, and Latin America CoreNet Chapters as a series of 10-minute round robins on workplace trends around the globe.
conference organizers will appreciate the added name-drop. Likewise, you can post the event in your LinkedIn Groups and ask if anyone is going and would like to meet up during the event.

3) Download the official Summit App

The Summit App will be available in the Google Play Store and Apple Store starting September 29! Download it early and explore all the social features that are available and share updates on sessions you’ll be attending to your LinkedIn network.

4) Use and LinkedIn social media to connect with and compliment the speakers.

Chances are, you want to meet and network with speakers even more than with fellow attendees. One of the best ways to grab a speaker’s attention is to engage with him or her on social media before the conference, and pay him/her a genuine compliment before or during the speech. You may also consider messaging the speaker on LinkedIn to set-up a brief one-on-one after his/her speech.

5) Follow up after the conference and connect with everyone you’ve met.

You’ve exchanged a ton of business cards, and now it’s important that you stay in touch! If you meet someone new, send him or her a personalized LinkedIn invitation to join your network. Once you’ve connected, have a look at their connections. Have a common contact you want to get to know? Consider asking via LinkedIn if they can provide a warm introduction.

Six words that describe your company.
Innovative, inclusive, value driven, creative, digital and fun!

How do you keep work/life balance?
Balance is important to me, and it’s one of the many reasons I love Capital One. I’m proud to be a part of a company that supports not only bringing my whole self to work, but taking the time away when I need it. It’s a foundational part of our company culture that I really appreciate.”

What are you reading now?
I just finished “The Five Dysfunctions of a Team”. Our team read it together and have really benefited from the dialogue and assessment that follows. We have a great team and books like this help take it to the next level

Favorite vacation spot?
Any vacation is my favorite but my family and I love the Florida Keys

First record that you purchased?
This one is slightly embarrassing but Celine Dion- I still love her!
Volunteer Opportunities

Share your expertise and support your Chapter... Volunteer today! In 2017, the Mid-Atlantic Chapter plans to add even more value to its members by delivering quality events and educational opportunities. To do that, we need the help of energetic volunteers just like you! Click here to view our committees. Each of them could use support with current objectives and help in creating new ones.

Note: You must be a member of CoreNet to participate on a committee.

Welcome New Members

Monte Boyer • CBRE
Megan Campbell • HOK
Patricia Cannon • State of Delaware
Mitchell Dowd • Honeywell
Adam Martin • Tritech Communications
Stefana Scinta • Callison RTKL
Mark Strandquist • Clear Real Estate Services, LLC
Renee Weir • Kimball Office

Thanks to our 2017 Sponsors

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Gold:

Silver:

Bronze
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• Engility
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