

# PLUG INTO



# CORENET GLOBAL

Powerful Membership Benefits



The Global Association for  
Corporate Real Estate

**W**elcome to your professional home. Membership in your professional association matters and signifies your willingness – and your company's willingness – to invest in your future.

For long-time members and newcomers, we thank you. We thank you for supporting our vision to be indispensable to the successful practice of corporate real estate (CRE) globally.

If you're considering membership, the chances are high that you were introduced to CoreNet Global by a colleague, friend, supervisor or business contact. Word-of-mouth referrals are the primary way professionals discover us and are a powerful testament to the strength of our global network.

Given the breadth and depth of our many offerings, you may not be aware of all we can do to support and enhance your career. This guide highlights our key programs, products and services and is meant to be a resource for our members around the world. Plug in and experience the full benefits of membership.

Sincerely,



Angela Cain  
Chief Executive officer  
acain@corenetglobal.org



***Plug Into CoreNet Global,  
the Global Association  
for Corporate Real Estate***

**Vision:** Worldwide, companies and individuals consider CoreNet Global indispensable to the successful practice of corporate real estate

**Mission:** To advance and support the practice of corporate real estate globally and locally

CoreNet Global aims to broaden its network, raise the profile of corporate real estate, serve as the profession's voice and thought leader and champion its development and maturity.



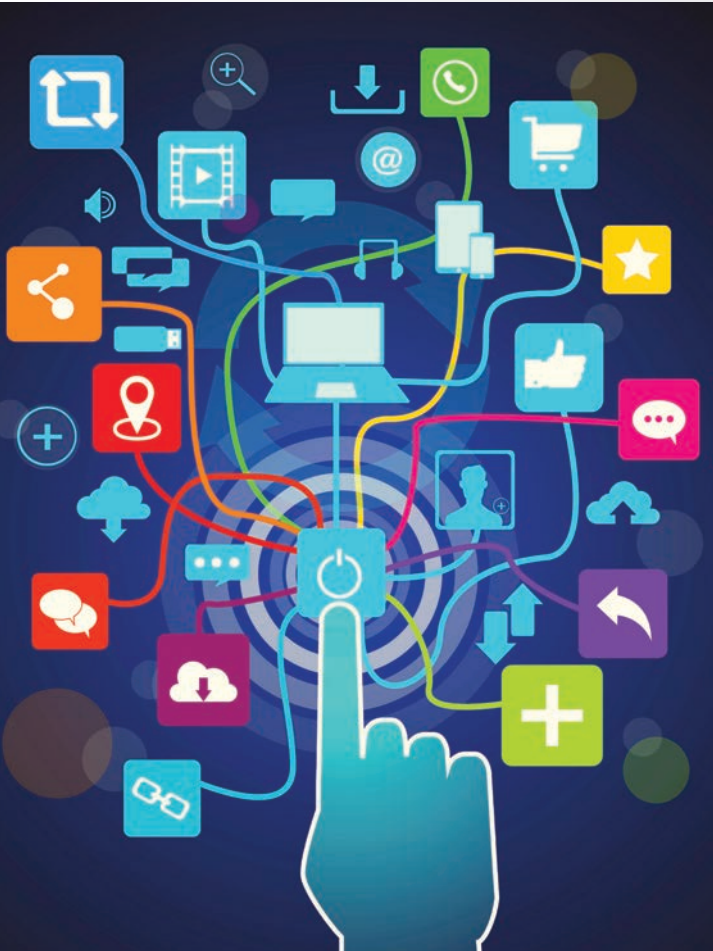
The Global Association for  
Corporate Real Estate

Connect.

Learn.

Grow.

Belong.



***Your career possibilities grow exponentially when you belong to the organization focused on advancing the corporate real estate profession.***

## Career Center Online

Our Online Career Center includes a searchable jobs database and is available at [corenetglobal.org](http://corenetglobal.org). Search for corporate real estate jobs or post them and get expert advice and career tips.

## Members-In-Transition Program

Are you experiencing a job transition  
or are you in-between positions?  
Ask about our special program for  
members in transition.



**corenetglobal.org**



# GLOBAL ACCESS, LOCAL ENGAGEMENT

***Broaden your reach and influence within your corporation and amongst your peers by joining our global network with a local footprint in more than 50 countries around the world.***

## Chapters & Networking Groups

- Arizona
- Atlanta
- Australia
- Benelux
- Brazil
- Canada
- Carolinas
- Central Europe
- Central Texas
- Chicago
- China
- Colorado
- Connecticut-Westchester
- France
- Hong Kong
- Houston
- India
- Japan
- Kansas City
- Long Island
- Malaysia
- Mexico
- Michigan
- Mid-Atlantic
- Middle East
- Midwest
- New England
- New Jersey
- New York City
- New Zealand
- Northern California
- Ohio-Kentucky
- Philadelphia
- Philippines
- Pittsburgh
- Salt Lake
- Singapore
- Southern Europe
- Southeast Florida
- Southern California
- Southwest
- St. Louis
- Tampa
- Tennessee
- United Kingdom
- Washington State

The power of the CoreNet Global network begins for many at the local level with hundreds of ways to plug into our vast network.







# COMMUNITY



*An inclusive, welcoming community of peers, mentors, colleagues, thought leaders and subject matter experts awaits you.*

## Corporate Partnerships

Thanks in large part to support from our Corporate and Strategic Partners, CoreNet Global is able to offer the kind of innovative programs and research projects that members expect from their professional association.



## Is your company a CoreNet Global Corporate Partner?

If so, are you taking full advantage of the special benefits of this program? All CoreNet Global members working for a corporate partner company are eligible for the following:

- 30% membership discount
- 15% discount on MCR/SLC courses and waived candidate fee
- 15% discount on all Leadership Development courses
- Free CoRE Fundamentals online course
- 10% discount on Global Summit registrations
- Highest level access to the Knowledge Center
- And more

## Strategic Partners

Gold	 
	   
	 
	  
Silver	  
Bronze	   

\*as of 6/30/15





# GROWTH



***Expand your career through our professional designation program and grow your soft skills through leadership development programs customized for corporate real estate professionals.***



CoreNet Global's Master of Corporate Real Estate (MCR) designation program boasts a 30+ year history and is taught by seasoned corporate real estate practitioners with proven expertise. The comprehensive program builds skills needed to tackle critical business issues and link corporate real estate to corporate goals and performance.

To qualify for participation in the MCR or MCR.w program you must meet the criteria of one of the following items:

- 3 years experience in CRE and a master's degree  
or
- 5 years experience in CRE and a bachelor's degree  
or
- 10 years experience in CRE profession

#### ***MCR designation requirements:***

- Three required seminars
- Two elective seminars chosen from twelve options
- Final step, the Capstone seminar
- Candidates must complete the required learning within a five-year period
- Candidate must pass assessments given at the end of each seminar to receive credit

***• Note: You must be a registered candidate to receive the designation. However, seminars can be taken without becoming a MCR candidate.***



***Seminars include:***

**MCR Required Courses:**

- Corporate Real Estate (CRE) Finance
- Enterprise Alignment
- Real Estate (RE) Transactions: Impact on Corporate Financial Statements
- **MCR Capstone Seminar** - Leadership and Strategy: Corporate Real Estate Management in Today's Economy

**MCR Elective Seminars:**

- Advanced Lease Analysis
- Advanced Real Estate Negotiation
- Creating Corporate Value through Workplace Strategy (MCR.w Required)
- CRE Technology: Structure & Strategies
- Developing Workplace & Mobility Strategies (MCR.w Required)
- Implementing Workplace Strategies (MCR.w Required)
- The New Survival Tools for Industrial Operations and Real Estate Decisions
- Performance Management
- Portfolio Management
- Portfolio Realignment: Restructuring Corporate Real Estate Assets
- Service Delivery and Outsourcing: Implementing, Managing and Improving Partnerships
- Sustainable Strategies: Impact on Corporate Real Estate Portfolios



The Senior Leader of Corporate Real Estate (SLCR) certificate program is the next step for top-level corporate real estate leaders seeking to make more strategic decisions, hone financial analysis skills and strengthen integration across corporate functions.

***SLCR certificate requirements:***

- 10 years experience in CRE  
or
- Hold MCR designation  
or
- Hold a position as head of a CRE department  
or
- Lead a team that provides CRE services to senior CRE leadership
- Become a registered SLCR candidate. You may take the SLCR seminars without registering for candidacy but must become registered to earn the certificate.
- Complete the six required seminars within a five-year period.

**CoRE Fundamentals**

New to corporate real estate? Have new team members? This introductory course is available online and in a classroom setting in some local markets.

[www.corenetglobal.org/corefundamentals](http://www.corenetglobal.org/corefundamentals)



## Leadership Development Programs

CoreNet Global's soft skills leadership training programs were developed at the request of members seeking additional learning resources to complement the technical and tactical training provided through MCR and SLCR seminars. This suite of e-learning modules, face-to-face sessions and business simulations offer leadership training customized and contextualized for corporate real estate professionals. The certificate programs are broken into three components: Leading Self, Leading Others and Leading Organizations (coming soon).



### LEADING SELF

The eight one-hour modules offered on line include:

- Creative Problem Solving
- Increasing Your Emotional Intelligence
- Powerful Presentations
- Resolving Conflict at Work
- Results that Matter
- Skillful Collaboration
- Aligning CRE with Enterprise Business Goals
- Communicating CRE's Business Value

Following an online assessment, a certificate of completion is provided. No prerequisites required.



### LEADING OTHERS

These courses are held in partnership with local chapters and in conjunction with Global Summits. To earn the Leading Others certificate, candidates must complete 32 hours of required coursework plus 10 hours of electives chosen from other qualifying programs, including selected CoreNet Global Summit sessions.

Required courses include Cayenne™ for Corporate Real Estate, an eight-hour program plus six 4-hour courses:

- Accelerating Business Decisions
- Communicating With Impact
- Ethical Leadership
- Navigating Beyond Conflict
- Valuing Differences
- Winning Buy-In from Key Business Partners



# RECOGNITION



*Earn recognition from your company and peers through awards programs focused on innovation and excellence. Get recognized for your contributions to the corporate real estate profession, your corporation and the association. A number of awards programs are offered throughout the year.*

## Global Awards Program

CoreNet Global

**CORPORATE REAL ESTATE EXECUTIVE  
OF THE YEAR**

CoreNet Global

**CHAPTER OF THE YEAR**

CoreNet Global

**INNOVATOR'S  
AWARD**



CoreNet Global  
**ECONOMIC  
DEVELOPMENT  
LEADERSHIP  
AWARD**



CoreNet Global  
**INDUSTRY  
EXCELLENCE  
AWARD**



CoreNet Global  
**SUSTAINABLE  
LEADERSHIP  
AWARD**



Members are also recognized for earning professional designations and certifications, top-rated faculty and Global Summit luminaries.



[corenetglobal.org](http://corenetglobal.org)



# INTERACTION



*Gain insights from corporate real estate peers by attending global conferences, regional programs and local chapter events.*

## THE BIGGER PICTURE

Geopolitics,  
Economics  
and the  
Environment



SINGAPORE  
MARCH 22-24 | 2016

CORENET  
GLOBAL

2016  
GLOBAL  
SUMMIT  
APAC

## Global Summits

CoreNet Global's signature event, the Global Summit, is held three times a year and convenes the corporate real estate profession in Europe, Asia and the U.S. Members benefit from exclusive discounted registration and early registration savings. With hundreds of learning opportunities, dozens of networking venues and interactive exhibits, the Global Summit is a unique place to connect with peers and get the latest thinking on trends and issues impacting the business of corporate real estate.

2015  
GLOBAL  
SUMMIT  
**DISRUPTIVE  
INNOVATION**  
The Business of CHANGE



CORENET  
GLOBAL

London  
16-18 SEPTEMBER 2015

2015  
GLOBAL  
SUMMIT  
**DISRUPTIVE  
INNOVATION**  
The Business of CHANGE



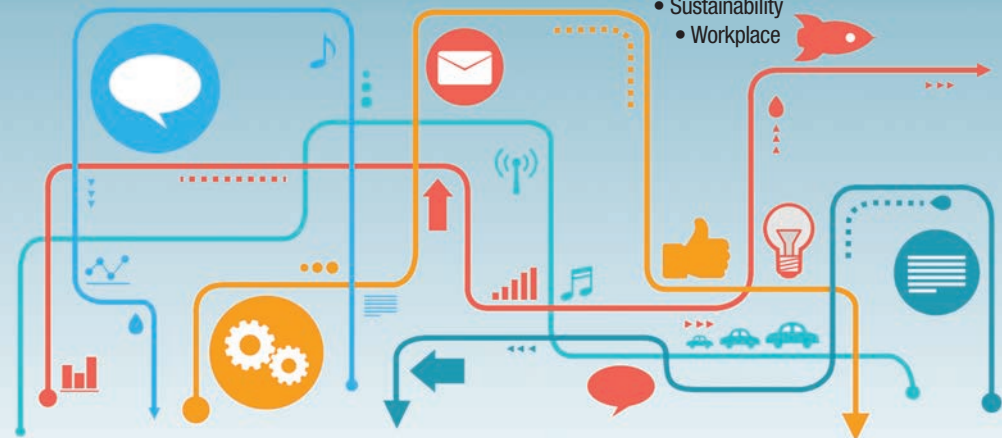
CORENET  
GLOBAL

Los Angeles  
18-20 OCTOBER 2015

Members ages 35 years and under are eligible to participate in the Young Leaders Special Interest Group. Education programs and networking opportunities are planned for and by this energizing group of young professionals.

Join one of five Knowledge Community with peers interested in shaping research projects in specific areas including:

- Manufacturing & Industrial
- Strategic Facilities Management
- Strategy & Portfolio Planning
- Sustainability
- Workplace







# RESOURCES



*Leverage our neutral hub for corporate real estate knowledge, networking and professional development and access the latest research.*

## Publications



Available online and in print, CoreNet Global's *the LEADER*, our bimonthly professional journal, is your best source for CRE news, trends, developments and analysis.

**Core Research Indicator** encompasses real estate and economic indices focused on market facts, indicators and key trends affecting corporate real estate and workplace management. Distributed electronically the third Friday of each month.



**Industry Tracker** is distributed electronically the fourth Friday of each month. Spotlighting people, practices and trends that influence change in corporate real estate, commercial real estate, and economic development.



## End User Compensation Survey

Survey results are available to end user members who participate in the study as well as all Corporate Partner members. Call for participation begins each fall; final report available at the first of each year.

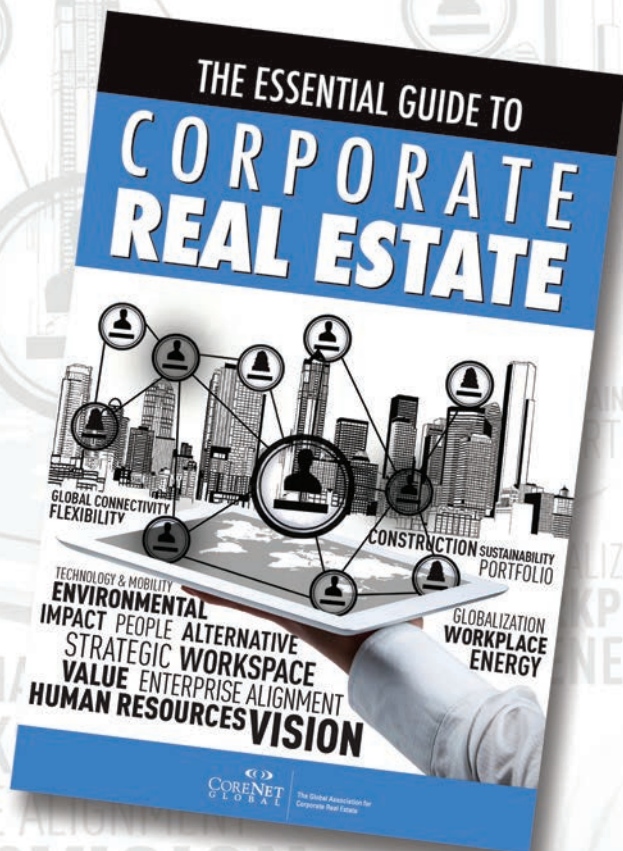
Note: Resources ONLY available to current members



## New Member Benefit!

### The Essential Guide to Corporate Real Estate

CoreNet Global's newest publication, *The Essential Guide to Corporate Real Estate*, will debut in the fall of 2015. Developed with input from subject matters experts from around the world, the publication focuses on the fundamental aspects of the profession and will be useful to those new in their careers, those seeking to gain a broader understanding about a specific aspect of the profession, colleagues in other business units partnering with corporate real estate or students seeking to understand viable real estate career options.



## Knowledge Center

Enhance your knowledge through the Knowledge Center, a large online repository of the latest corporate real estate research all in one place.

### ***Content includes:***

- White papers
- Survey results
- Research reports
- Market condition reports
- *the LEADER* magazine content
- Summit presentations and content

## Ask the librarian

Need help finding specific information or navigating the Knowledge Center? The Knowledge Center Librarian is available to assist you in locating the information you seek.





## Benchmarking

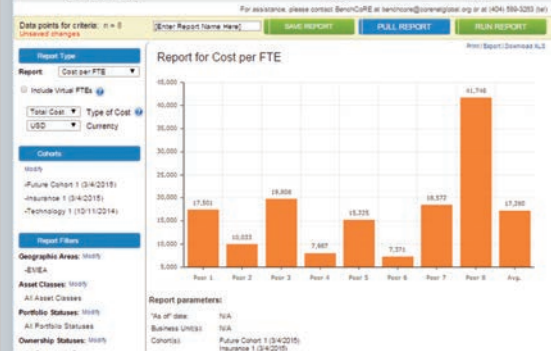
BenchCORE, built upon years of research and development and refined by leveraging the input from seasoned CRE executives and other experts, provides a unique, neutral platform for benchmarking your real estate portfolio.

Compare your portfolio against more than 3,700 global locations and more than 123 million square feet of space and growing. \*

Put BenchCORE data to work and improve CRE performance at your company. More than 40 companies have already subscribed as part of cohorts in Technology, Manufacturing, Pharmaceutical, Insurance and Finance. \*

Get details at [www.corenetglobal.org/BenchCore](http://www.corenetglobal.org/BenchCore).

\*as of 6/30/2015



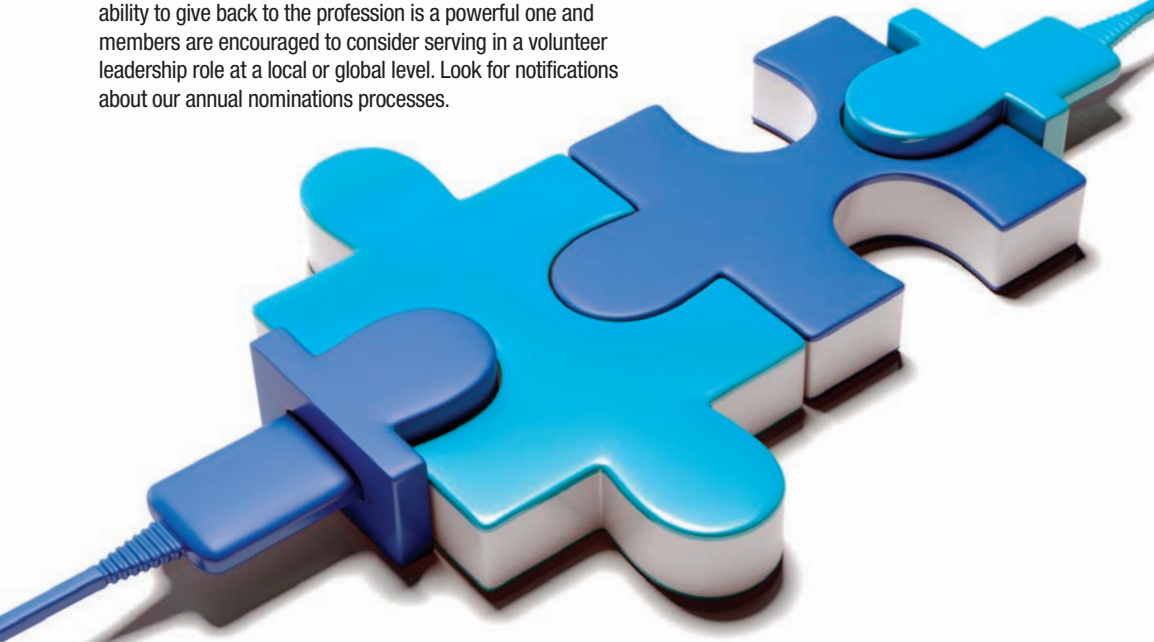




# VOLUNTEER



Volunteerism is a vital part of any association experience. The ability to give back to the profession is a powerful one and members are encouraged to consider serving in a volunteer leadership role at a local or global level. Look for notifications about our annual nominations processes.



## Ways to get involved:

- Local Chapter Board and Committee Positions
- Global Board of Directors
- Special Interest Group Committees
- *the Leader* Magazine Editorial Advisory Board
- Articles for *the Leader* Magazine
- MCR/SLCR Faculty
- Global Summit Presentations
- Global Summit Peer Reviewers
- Advocacy Task Force
- Knowledge Community Advisory Panels
- Sponsorships
- Exhibiting



## Connect with us

Take advantage of opportunities to connect online with CoreNet Global's diverse worldwide membership of corporate real estate professionals, service providers and economic developers.

- Online member directory
- Events
- Local chapters

## CoreNet Global App

Access:

- Member profile
- Calendar of events
- Membership directory
- Chapters
- Transaction history
- Staff
- Volunteer leaders

## Social Media

Visit us at:  
[corenetglobal.org](http://corenetglobal.org)  
[corenetglobal.net.cn](http://corenetglobal.net.cn)



@CoreNetGlobal  
@CNGSummits  
@CNGLLeaderMag



Join the CoreNet Global LinkedIn Group to engage in discussion with other corporate real estate professionals.



[facebook.com/CoreNetGlobal](https://facebook.com/CoreNetGlobal)



[youtube.com/CoreNetGlobalInc](https://youtube.com/CoreNetGlobalInc)



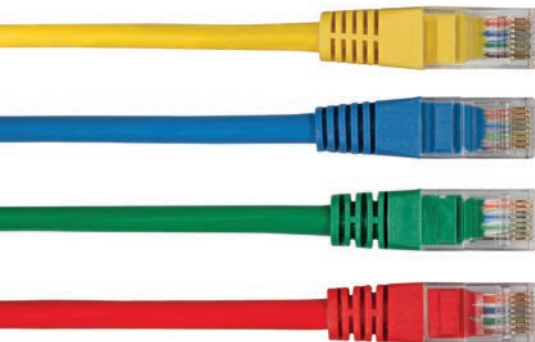
Connect with colleagues in China; look for CoreNet Global on Weibo

The Pulse:  
Summits Blog:  
Research Corner Blog:

[blog.corenetglobal.org/ThePulse/](http://blog.corenetglobal.org/ThePulse/)  
[blog.corenetglobal.org/SummitTalk](http://blog.corenetglobal.org/SummitTalk)  
[blog.corenetglobal.org/Research/](http://blog.corenetglobal.org/Research/)



[corenetglobal.org](http://corenetglobal.org)



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