

## Course Information:

**DATE: June 12-13, 2017**

### Enterprise Alignment *(MCR Required)*

"The business of corporate real estate is the business of the business." Knowing the changing business environment, the business's core drivers and processes; and the changing nature of work are the foundation for developing and aligning real estate portfolio and workplace strategies with those of the business.

To be successful, CRE executives must become more proactive, process-oriented, strategic, and linked to business unit goals. Effective CRE management today goes well beyond delivering facilities on time and within budget. It requires understanding how the real estate portfolio of the enterprise can match and serve the corporation's business model, work, and culture.

### Seminar Location/Address:

St. Andrews Club & Conference Center  
150 King Street West (Sun Life Financial Tower)  
27th Floor, Toronto, ON, M5H 1J9 Canada

### Lead Facilitators:

**Bryan Berthold**, MCR Managing Director Workplace Strategy, Cushman & Wakefield  
**Dan Boutross** Global Planning Executive, JLL - Bank of America

### Seminar Fees:

Member: US \$960 *(US \$50 discount for Candidates)*

Non-Member: US \$1195 *(US \$50 discount for Candidates)*

### Venue & Location Details:

Host Facility Name: St. Andrews Club & Conference Center

Directions and Parking: [Directions, parking and public transit](#)

Hotel Options: [One King West Hotel](#) *(mention the St. Andrews Club for a special rate)*

[Le Germain Hotel](#) *(mention the St. Andrews Club for a special rate)*

CoreNet Global does not have a room block or recommended hotel for this seminar event. Please review the many local options and select the best fit for your needs. [Local Hotels](#)

### Two Day Seminar Schedule: JUNE 12-13, 2017

<u>Day 1:</u> June 12, 2017		<u>Day 2:</u> June 13, 2017	
7:30 AM	Breakfast	7:30 AM	Breakfast
8:00 AM	Start	8:00 AM	Start
12-1 PM	Lunch	12-1 PM	Lunch
5:00 PM	End	3:30 PM	End

## Registration

Once you have registered via fax, online or mail and receive a confirmation from CoreNet Global, there is no formal registration on site. Each student will be provided a badge, tent card and course book in the classroom. A registration desk will be centrally located for information and direction. Staff will be there to assist you.

## Seminar Participation Requirements

Each seminar group receives a pre-class email with logistics information and/or pre-class homework approximately 7 days prior to the seminar.

Laptops may be required for exercises in some seminars. If a laptop is required for this seminar, you will be notified in the pre-class email.

All seminar participants are required to attend both days of the seminar in full. Participants must complete all in-class assignments/task work and fully participate in all sessions. Please take advantage of break and lunch times for any essential calls/emails. If you miss over two (2) hours of a seminar you will not be eligible to receive credit for the seminar or take the assessment, and must repeat the seminar at your own expense.

## Evaluation and Assessment

You will receive an email with instructions and a link to an online evaluation on the last day of class.

**MCR Candidates & Attendees** - Following the online evaluation you will be directed to the online assessment for this seminar. You will have a deadline to submit the completed online evaluation and assessment. To receive credit towards the MCR designation, you must complete the assessment and receive a passing score of 80% or better. All assessments are open book and we expect your submitted assessment to be your original work. Collaboration with others or the sharing of answers is not permitted and will result in a failed exam. Most of the assessments are comprised of multiple choice, short answer and / or essay questions. *(If you are considering becoming an MCR Candidate, please take the assessment and contact [Kitty Edwards](#) to explore MCR Candidacy.)*

**MCR Designees & SLCR Candidates** - Upon completion of the online evaluation, you will have the option to print or save a Certificate of Completion for this seminar. There is no requirement to complete the online assessment for MCR recertification credits or SLCR certificate requirements.

If you have questions regarding the evaluation process, please contact:

[Gayle Crew](#) +1 404 589 3207

## Maintaining the MCR Designation

MCR designees are required to earn 50 continuing professional development (CPD) credits over a three year cycle to maintain the designation. By participating in this two day MCR seminar, MCR designees will receive 16 CPD credits. [Click here](#) for more details regarding the MCR Designation renewal process.

## Cancellation Policy

You are required to provide written notice of any cancellation/transfer requests. You may request a transfer to a future seminar/learning event, transfer to a colleague or request a cancellation based upon the timelines and guidelines below.

1. For cancellations giving 14 days or more notice;
  - A) You may request a *Transfer* to another seminar/learning event or a *Credit Voucher* valid for 12 months from the date of the cancelled seminar/learning event, for no additional charge
  - B) You may request a *Refund* on the seminar/learning event registration fee. A US\$150 processing fee will apply.
  
2. For cancellations giving less than a 14-day notice;
  - A) Registration fees are non-refundable.
  - B) You may request a *Transfer* to another seminar/learning event or a *Credit Voucher* valid for 12 months from the date of the cancelled seminar. A US\$150 processing fee will apply.
  
3. You may request an *Attendee Transfer* for your registration to a business colleague from your same company (member to non-member transfer requires non-member registration fee to be paid.)

If you do not attend a seminar/learning event and do not provide written notice of cancellation, registration fees are forfeited.

## List Policy

***CoreNet Global List: Use it for professional networking...not selling or mass marketing.***

Members have expressed concern over the growing frequency of email and direct mail solicitation from other members and industry professionals. Because the CoreNet Global membership list is considered a members only benefit to enabling access to members and in the operation of the association, its use for mass marketing or other solicitations is not allowed.

## Networking

CoreNet Global makes every effort to create the right conditions for the highest level of networking to support the learning that occurs in our programs. Break periods, luncheons and receptions are designed to provide networking opportunities among students and faculty.

## Attire

The dress for all CoreNet Global seminars is business casual. We suggest that you wear layered clothing because room temperatures in conference facilities are difficult to control and may seem either too cool or too warm at times.

## Global Contacts

### North & Latin America

Kitty Edwards, Manager

Tel: +1 404 589 3249

[kedwards@corenetglobal.org](mailto:kedwards@corenetglobal.org)

## Registration Questions

Shari Hitt, Learning Coordinator

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