





“CoreNet Global’s promise to you is that through our network, professional development, leading-edge research and other benefits, you’ll learn how to more effectively influence, or even change, major C-Suite and business drivers.”

Lee R. Utke, MCR
Director, Global Corporate Real Estate
Whirlpool Corporation



WHO WE ARE

CoreNet Global is the world’s leading association for corporate real estate (CRE) and workplace professionals, service providers and economic developers.

Our 6,500 members, who include 70% of the top 100 U.S. companies and nearly half of the Global 2000, meet locally, globally and virtually to develop networks, share knowledge, learn and thrive professionally.

WHAT CORENET GLOBAL CAN DO FOR YOU

CoreNet Global provides you with opportunities to Connect, Learn, Grow and Belong, locally, globally and virtually through people, networks, knowledge-sharing and professional development.

In short, we position you to better meet strategic needs relating to key business drivers and help you stay relevant regardless of economic or market conditions. The bottom line is CoreNet Global gives you what you need to:

- > Bring real estate into partnership with corporate strategy
- > Create value for the corporation you serve
- > Do your job better and help your company produce better results
- > Earn “trusted partner” status with key clientele and the C-Suite
- > Advance your company and your career



CONNECT

Connect to a vibrant network of professionals. Connect to the only professional association that brings together all facets of our industry to develop global networks based on common interests and opportunities.

LEARN

Learn how to become indispensable to the business. Gain critical knowledge through in-depth education and programs taught by the industry's finest practitioners, instructors and corporate leaders, helping you influence key business drivers like:

- > Flexibility & innovation
- > Productivity & speed-to-market
- > Sustainability & competitive advantage

GROW

Grow your company and your career. Become part of our commitment to the advancement of industry excellence, leading-edge knowledge, research and practices within the areas of alternative workplace strategies, sustainability, industry standards, economic development and more.

BELONG

Belong and find your professional home. The CoreNet Global family extends from members within Global 2000 companies to locally operated businesses and members in various stages of their career lifecycles. From emerging leaders to senior corporate real estate executives, our membership is highly diversified by global regions, industry sectors, professions and cultures.

A PARTNER WORTH HAVING

Time and again, CoreNet Global has paved the way for advancing corporate real estate, helping to strengthen your strategic positioning inside the corporate enterprise.

In times of industry change and economic challenge, we have responded with leading-edge research, timely case studies, knowledge sharing and innovation, including:

- > Ways to help you adapt quickly and effectively to today's 'new normal' and economy.

- > Timely findings on critical cost reduction strategies surrounding portfolio consolidation, surplus space, energy management, and other ways for you to have immediate bottom-line impact.

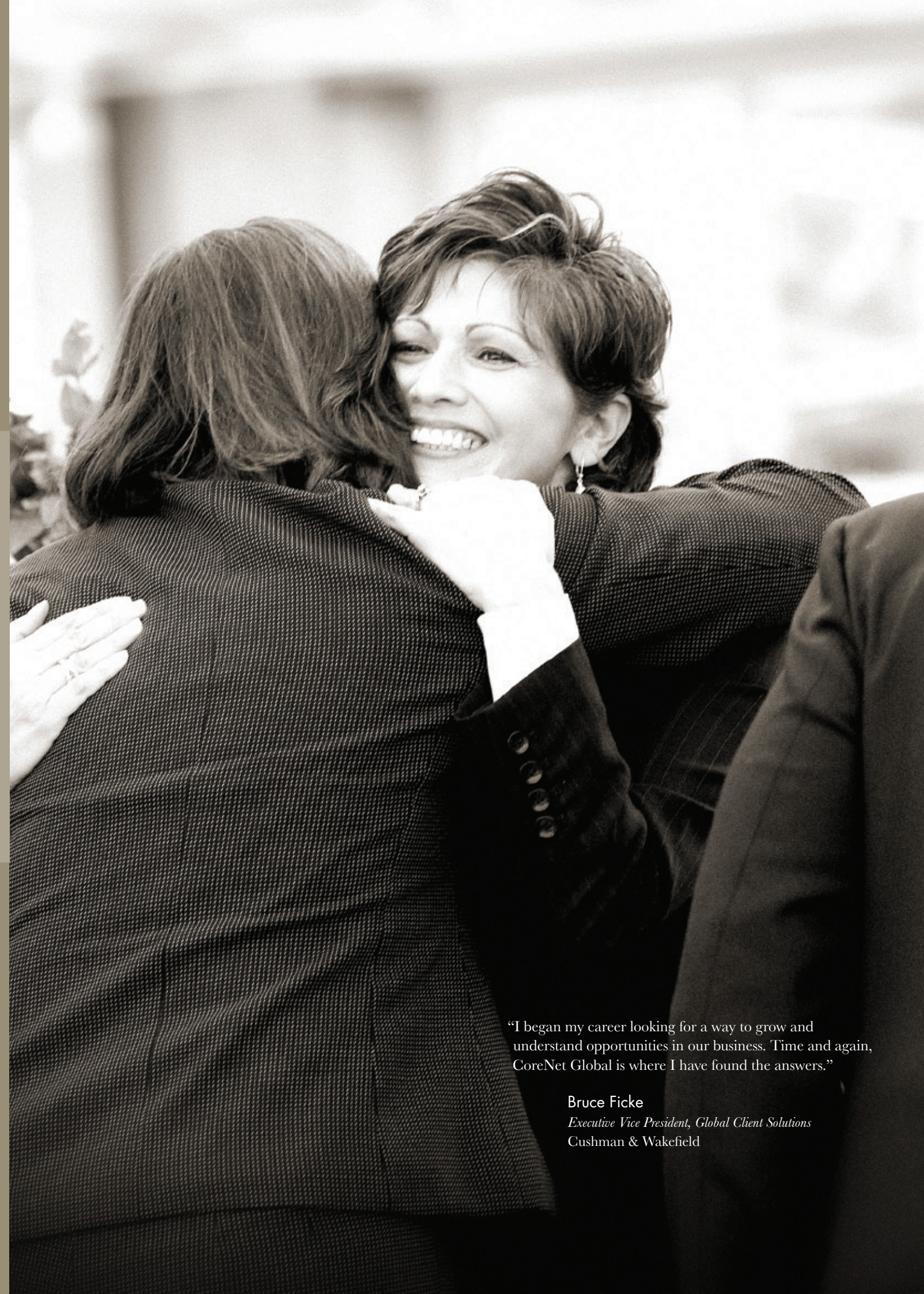
- > Forward-looking and industry-bending hypotheses around these and other issues like changing lease accounting standards, global logistics challenges, and economic influences on sustainability strategies.

- > Ground-breaking research through Corporate Real Estate 2000, Corporate Real Estate 2010, and annual State of the Industry reports that help define leading-edge practices such as alternative workplace strategies, outsourcing of strategic partnerships, and the globally networked enterprise.

- > Professional recognition through our Global Awards Program and professional credentials known as Master in Corporate Real Estate (MCR) designation and Senior Leader Corporate Real Estate (SLCR) certificate.

- > Other great knowledge-sharing and networking channels include our ongoing series of Global Summits, Chapter education sessions, and our Corporate Partner Program Discovery Forums.


- > You'll find many other opportunities for advancement through additional channels like our Knowledge Communities for workplace, sustainability, portfolio and other professionals. Also try resources like our Special Interest Groups for women and young professionals, corporate in-house training, seminars, webinars, our Community Reinvestment Challenge, and so much more!



"I began my career looking for a way to grow and understand opportunities in our business. Time and again, CoreNet Global is where I have found the answers."

Bruce Ficke

Executive Vice President, Global Client Solutions
Cushman & Wakefield



“This international network of corporate real estate experts provides me with a cross-company view on corporate real estate management as well as global industry trends. It also helps me react to day-to-day challenges much faster.”

Thomas Glatte
Head of Corporate Real Estate
BASF



“CoreNet Global has been the primary medium through which I have learned best practices and engaged my peers in discussions of common problems over the past 10 – 15 years.”

Mark Schleyer
*Senior Vice President
Corporate Real Estate
AT&T*



CORPORATE END USERS IN CORENET GLOBAL

HOW CORENET GLOBAL CAN BENEFIT YOU

CoreNet Global helps you develop your most strategic asset — you.

As the one professional association that brings together all facets of the CRE industry — locally, globally and virtually through the networks, knowledge and learning of its 6,500 members worldwide — CoreNet Global is your best available resource to advance your company and career.

- > Learn how CRE can influence business drivers like flexibility, innovation, productivity, capital, sustainability, risk management and ultimately competitive advantage.
- > Enhance your strategic value inside the corporate environment with the goal of winning a seat at the table, as you add value to the enterprise itself.
- > Stay relevant regardless of economic or market conditions with an association that has earned a reputation for improving CRE’s strategic positioning in challenging economic periods.
- > Gain knowledge and information shared directly from many of the industry’s most proven practitioners.

WHY CORPORATE REAL ESTATE EXECUTIVES
JOIN CORENET GLOBAL

- > CoreNet Global learning programs offer the greatest value for our corporate real estate executive members, the people they manage, their outsourced partners and the company they serve.
- > Our learning opportunities offer a comprehensive advantage over other organizations that don’t have access to the quality and quantity of education that CoreNet Global delivers around the world.
- > CoreNet Global enables you to draw from an effective peer network across all global regions, where you can find colleagues, partners, best practices and solutions to accomplish a variety of business or CRE objectives.

SERVICE PROVIDERS IN CORENET GLOBAL

HOW CORENET GLOBAL CAN BENEFIT YOU

CoreNet Global helps you become a key influencer and trusted partner within the CRE industry.

CoreNet Global is the pulse of the industry, where the supply and demand sides of CRE converge. CoreNet Global members monitor and strengthen that pulse working in partnership across a diverse range of sectors, geographies, cultures and disciplines.

> Outsourcing and global service delivery are redefining CRE, so we’re taking the provider-client model to the level of strategic partnership. It’s one key reason why, in CoreNet Global, our service-partner members enjoy peer status with senior executives on the occupier, or demand, side of CRE.

> At the same time, up-and-coming service-partner professionals gain personal growth, knowledge and relationships that provide career guidance, mentorships and professional friendships lasting a lifetime.

In this and so many other ways, CoreNet Global is your professional home. It’s where you’ll find the people and knowledge to grow and understand opportunities to add value for your business ... and your clients’.

WHO WE ARE

As the one professional association that brings together all facets of the CRE industry — locally, globally and virtually through the networks, knowledge and learning of its 6,500 members worldwide — CoreNet Global is a great way to advance your company and career, and to:

> Actively shape the industry by playing educational and advisory roles throughout the CoreNet Global organization and worldwide network.

> Showcase your brand, capabilities and thought leadership to industry decision makers.

> Develop and attract talent to the industry, ensuring vibrant career paths for employees and professionals new to the field.

> In a peer-driven way, learn from many of the industry’s best practitioners to build a broader knowledge base and understanding of the industry.



“We share and gain knowledge in a collegial atmosphere where continuous learning and mutual exchange are highly valued, even among competitors.”

Karen Ellzey
Executive Managing Director
CB Richard Ellis



“The relationships that we have made and strengthened in CoreNet Global will continue to help us improve the quality of life for our companies and our residents.”

Mary Jane Olhasso, MCR
Economic Development Administrator
County of San Bernardino, California



ECONOMIC DEVELOPERS IN CORENET GLOBAL

HOW CORENET GLOBAL CAN BENEFIT YOU

CoreNet Global members take a high-level view of how economic development fits into the CRE supply or value chain.

It starts with the strong level of knowledge and awareness that economic development professionals gain through an understanding of the corporate-client perspective.

In the end, you’ll learn to better match your asset and employment base to different business drivers and location strategies.

This view helps Economic Development Corporations (EDC) change their communities more effectively with a keener grasp of how and why corporate location decisions are made.

It’s also a reflection that we consider economic developers to be strategic partners with corporate occupiers and their location consultants.

WHO WE ARE

As the one professional association that brings together all facets of the CRE industry — locally, globally and virtually through the networks, knowledge and learning of its 6,500 members worldwide — CoreNet Global gives you the right people and the right knowledge to advance your community’s growth, retention and tax-base strategies.

> Benefit from the same contacts, knowledge-sharing and career development that corporate decision makers find in CoreNet Global, and you’ll contribute more effectively to city planning and other facets of your community’s growth and development.

> Learn to better facilitate the corporate real estate process with top-level education and best practices.

> Adapt your local strategy to the workforce, workplace, infrastructure, sustainability, portfolio and other needs of corporate clients and prospects. Better plan for the future of your community through a supply chain of experts that convene around CoreNet Global.

> See how your community can have greater impact on global drivers through socially responsible development practices and partnerships.

> Tap the intelligence that ultimately will help you retain and expand your local tax and employment bases.

YOUNG LEADERS IN CORENET GLOBAL

HOW CORENET GLOBAL CAN BENEFIT YOU

CoreNet Global exposes opportunities to grow your career, share your views, and impact your profession and the world around you.

- > Share what you know in a welcoming, accepting environment.
- > Learn and network with peers and industry leaders.
- > Gain mentors to help foster your development.
- > Form lasting relationships with industry friends and peers from around the world through local, global and virtual venues and channels.

WHO WE ARE

As the one professional association that brings together all facets of the CRE industry — locally, globally and virtually through the networks, knowledge and learning of its 6,500 members worldwide — CoreNet Global is your best available resource to advance your company and career while helping to shape the industry.

- > Impact your profession and the world around you through leading edge initiatives such as corporate social responsibility and community involvement.
- > Actively shape the industry by playing educational and advisory roles throughout the CoreNet Global organization and worldwide network.
- > Learn from many of the industry’s best practitioners to advance your career, build a broader knowledge base and understanding of the industry.
- > Find and develop relationships providing career guidance, mentorships and professional friendships that last a lifetime.



“I am a member of CoreNet Global because it is the premier organization within the CRE industry. The educational programs have cultivated my professional growth. Leadership and volunteer opportunities have also helped me get access to the upper echelon of CRE experts.”

Erica Chapman
Director, Corporate Real Estate Americas
adidas Group



PRODUCTS AND SERVICES

Membership in CoreNet Global offers a lot of added value, including the following benefits at no extra cost once you join:

CHAPTER MEMBERSHIP

- > Select from more than 50 Chapters among five global regions

KNOWLEDGE COMMUNITIES

- > Workplace
- > Sustainability
- > Portfolio Performance

SPECIAL INTEREST GROUPS

- > Women of CoreNet Global
- > Young Leaders
- > Community Reinvestment Challenge (North America)

PUBLICATIONS/INDUSTRY INFORMATION

- > LEADER Magazine
- > Industry Tracker e-newsletter
- > CORE Market Indicators e-newsletter

- > Industry News via daily RSS feeds
- > Annual State of the Industry Reports
- > Knowledge Center Online

CAREER CENTER ONLINE

- > Resume postings and employer searches
- > Employment and compensation trends
- > Career tips

NETWORK SOCIAL MEDIA SITE

- > 2.0 Membership Directory Online
- > List your contact info and interests
- > Connect with members worldwide, any time, any place
- > Blogs, discussion threads with other experts



OTHER IMPORTANT BENEFITS OF BELONGING
INCLUDE THESE FEE-BASED PROGRAMS:

CORENET GLOBAL SUMMITS

MAJOR LEARNING/NETWORKING EVENTS:

- Asia
- Australia and New Zealand
- EMEA
- North America (two per annum)

EDUCATIONAL SEMINARS

LEADING TO THE PROFESSIONAL CREDENTIALS OF:

- Master in Corporate Real Estate (MCR)
- Senior Leader in Corporate Real Estate (SLCR)
- Webinar series
- Corporate in-house training
- Chapter Education & Networking
(Seminars, Symposia and Learning Forums)

CORPORATE AND STRATEGIC
PARTNER PROGRAM

- Applied Research
- Case Studies
- Surveys
- Reports/White Papers
- Transformative
Research
- Discovery Forum series
- Executive Leaders
Council

GLOBAL AWARDS
AND RECOGNITION

- Global Innovator's Award
- Industry Excellence Awards
- Economic Development Leadership Awards
- Sustainable Leadership and Design Awards

JOIN THE CORPORATE ELITE

CoreNet Global members represent many of the world's most recognized brand names:

ABB

Adobe Systems, Inc.
Air New Zealand
Allstate Insurance Company
American Express Company
AT&T
AVNET
Bank of America
Bank of New Zealand
Barclays Bank
BOK Financial Corporation
BP International
British Broadcasting Corporation (BBC)
Capital One Services
CB Richard Ellis
Cisco Systems, Inc.
Coca-Cola Enterprises Inc.
Colliers International
Commonwealth Bank of Australia
Deloitte Services LP
Deutsche Bank AG

ExxonMobil Corporation
Ford Land
Foster's Group Ltd
General Electric
General Services Administration
Google
Herman Miller
Hewlett Packard
Humana, Inc.
JDS Uniphase Corporation
Jones Lang LaSalle
Juniper Networks
McKesson Corporation
Merck & Co, Inc.
Microsoft
Marsh & McLennan Companies (MMC)
Motorola, Inc.
Nokia
Oracle Corporation
Pfizer, Inc.
Pitney Bowes

Quest Diagnostics
Royal Bank of Scotland
Shell International
Standard Chartered Bank
Steelcase
Symantec
Synopsis, Inc.
Texas Instruments, Inc.
The Clorox Company
The Traveler's Companies
Time Warner
Tyco International
U.S. Bank
Union Bank
UnitedHealth Group
United Technologies Corporation
USAA
Verizon Communications
Visa
Whirlpool Corporation

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with 25% Post Consumer
Recycled Content. Printed
with Vegetable Based Inks.



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