

CoreNet Global

Academic Challenge 2015



WHAT

The Academic Challenge is an important step in raising the awareness of corporate real estate as a profession and its impact on the global economy. The competition is designed to attract students from *all* academic disciplines to tackle key challenges facing the profession, and perhaps more importantly, the challenges facing the enterprises our members serve.

WHO

- Individual students, or teams of up to 5 from the same institution
- Full-time or part-time (must be matriculated through 31 December 2015)
- Bachelor's, Master's, Ph.D., etc.
- Any recognized institution of higher learning

WHEN - Preliminary Schedule *

- Registration Opens and Challenge Materials Released – Monday, 16 March 2015
- All Challenge Submissions Due – 31 July 2015
- Top 3 Teams present to jury of experts in front of an audience of members – 18 October 2015
- Winner announced at Summit Recognition Dinner – 20 October 2015

** This schedule is subject to change.*

WHY

A priority for CoreNet Global is to strengthen its relationship with academic institutions around the world and grow the pipeline of talent into the challenging and rewarding career of corporate real estate.

WOW

The top 3 teams will be flown to the North American Summit in Los Angeles to present; they will be given complimentary passes to the Summit and one –year student memberships to CoreNet Global.

The winning team will receive \$10,000 to be equally divided between team members. In addition, the host institution of the winning individual or team will be awarded a grant of \$10,000 to support the study of corporate real estate.

HOW

A marketing plan is under development which will include outreach to all members, all university contacts, and contacts at targeted institutions. Chapter leaders will be asked to help recruit teams in their cities as part of their university outreach. Additional resources may be expended to complement these efforts.