

Proposal Template

*****This Proposal Template is ONLY to be used as a guide for submitting your content. You must submit your Proposal directly online. NO CONTENT SUBMITTED ON THIS TEMPLATE WILL BE ACCEPTED.*****

2018 Summit Theme

What's Next? Exploiting Uncertainty

How do you plan for change when you don't know what the change will be? Forecasting is always fraught with peril, but the best leaders are agile and use uncertainty as an agent for change. Today's trailblazers examine emerging megatrends in order to better understand how they are reshaping the way we live and do business. They think about global shifts, the implications for organizations, industries and wider society. They dig deep, search for innovative solutions, and set a strategic direction forward. They are able to exploit change and uncertainty, rather than be limited by them.

The 2018 Summit Theme, What's Next? Exploiting Uncertainty is a call to action. This is your opportunity to share thought leadership on key challenges facing the world and corporate real estate's (CRE) proactive response to drive business success.

Your proposal should help the Summit attendees find answers to pressing questions such as:

1. Is our real estate portfolio treated as an asset and managed with the latest technologies and best practices? Is it agile?
2. Are the enterprise workplaces, in fact, a set of independent locations that together foster communications, co-working and collaboration?
3. Is CRE an advanced planning and thinking organization or just a "glorified" order taker?
4. Are your environmental practices considered state-of-the-art?
5. How are you measuring country risk and finding the right balance between risk and reward? How up-to-date is your business continuity plan?
6. What is next? How are you preparing for emerging technologies such as Artificial Intelligence (AI), Cognitive Computing, Robotic Process Automation (RPA) as they continue to impact, develop and grow within all global enterprises?
7. How is real estate helping your company find and retain talent at the enterprise level?
8. How are shifting demographics, new skill requirements, technology, rapid innovation, and growth into emerging markets and greater complexity changing the way we work?
9. How are you thinking differently about space, workspaces, place, relationships, sharing, communities, and user-centeredness?
10. Have you been able to achieve quantifiable business value through an improved employee experience?

Explore the Uncertain

We seek proposals that solve problems in new ways and address the future. Your colleagues desire more content than just a CRE-specific case study or the panel of SMEs. We will be looking for innovative session formats and a deeper explanation of how you will engage the audience. When submitting your proposal, consider some of these thoughts:

- How new insights from other disciplines are linked to real estate concerns
- Share emergent ideas, successes, *failures and lessons learned*
- Think deeply about providing content from colleagues, coworkers or presenters **outside of CRE** and then contextualise the content back to the profession
- How insights gleaned from other professions can lead to conceptual leaps and radical changes
- Write in a way that will draw the attention of your peers, spark their imagination and stir their curiosity to learn from your mistakes and successes making your session a 'must-attend' at the Summit.

- If you are a service provider, partner with an end-user to provide a variety of perspectives, successes and lessons learned.

Game changing trends are redefining our work, lives, societies and planet. Preparing an organization for this future is not an easy task. It means thinking differently, having a point of view on the future and how to act on it today. We look forward to receiving your proposal!

The Template:

*Summits:

- **EMEA Summit (24-27 September 2018 – Madrid, Spain)**
- **North America Summit (12-17 October 2018 – Boston, MA)**

***Title:** Proposals require a clear and concise title. Your title should capture in 10 words or less the topic that will be covered.

-Total Characters: 100

*Proposal Type:

Due to the importance of interactive sessions, CoreNet Global will give preference to proposals that promote audience participation and engagement over lecture-style and/or one-way panel presentations.

o **Case Studies with Audience Discussion** - The content should focus on real life examples of projects and provide opportunities for the delegates to understand what went well *and* lessons learned.

o **Facilitated Roundtable Discussions** - The idea of the roundtables is to delve into the deeper issues of particular topics and focus on developing solutions, approaches, strategies, or innovative thinking. They demand interaction from all participants. Facilitators briefly introduce the topic and provide background information then pose questions to facilitate the discussion. The outcome is a collegial discussion and an exchange of ideas providing a range of perspectives and takeaways for participants.

o **Panels** - These sessions are opportunities to share topics of interest through an innovative, thought-provoking format that encourages audience participation. An example is point-counterpoint on controversial topics.

o **Other** (If selected, you will be prompted to describe your unique session description.)

Additional Information

***Session Speakers:**

A proposal should, as often as possible, **feature speakers from other disciplines in addition to end-users/corporate occupiers as co-speakers if they are not the primary speaker.** A total of four speakers is allowed. You **MUST** complete all contact information for each speaker. See below.

Primary Speaker:

- Name, title, company
- Phone, email
- Short Bio (total 800 characters)
- What year does their professional experience begin, relating to the presentation subject matter?
- List a presentation you have done in the past.
 - Name of Event
 - Date of Presentation
 - Size of Audience (Less than 100, 100-250, Greater than 250)

- Reference (List one reference and their contact information.
 - Name, email, phone

- Additional Comments (total 500 characters)

Co-Speaker:

- Name, title, company
- Phone, email
- Short Bio (total 450 characters)

***Proposal Description:** Provide a description of your proposal that 1) builds upon the title and, 2) is as persuasive and concise as possible. (total 1800 characters)

***Key Takeaways:**

In this section, we are looking for well thought out and measurable results that will come from your presentation. They should focus on what the learner will be able to do after attending your presentation. The emphasis should be on the acquisition of skills, rather than simply receiving knowledge. Please list at least two, but no more than three measurable key takeaways; proposals will not be considered without valid Key Takeaways.

Key Takeaways are best expressed by using active verbs such as: identify, discover, practice, describe, chart, define, list, etc. For example: By the end of this presentation, participants will be able to identify key skills needed to influence change.

*Key Takeaway 1 – By the end of this presentation, participants will be able to:
(total 300 characters)

*Key Takeaway 2 – By the end of this presentation, participants will be able to:
(total 300 characters)

*Key Takeaway 3 – By the end of this presentation, participants will be able to:
(total 300 characters)

***Subject Area:**

Please define the subject area that your proposal best fits. For example, mobility or technology. (Total Characters: 800)

***Comments:** If you have additional comments, please include them here.

Additional Information:

***Describe what your audience will do during your presentation. It's important that you think through this and build in interaction that goes beyond Q&A at the end of a session. We are committed to building thoughtful discussions throughout the Summit to create a high level of attendee engagement.**

***How much time is needed for your presentation?**

- 20 minutes
- 40 minutes
- 60 minutes
- Other

Provide URL for video of a past presentation. Click on "Add Another" link to add up to 3 URL's.

If you have videos of a past presentation where you presented that you would like to share with the Reviewers, paste one URL per text box. Videos are not required.

***Finalize:**

You must complete all the required steps before you can finalize the Proposal. Once you have submitted your complete Proposal Submission, you will receive a confirmation email containing a link to review and monitor the status of your submission online.

Once a Proposal is finalized you cannot go back and make changes.

* I have fully and completely read and I understand that by clicking finalize, I agree, for behalf of myself, my company and any co-presenters, that we shall be bound by the terms and conditions of the Speaker Agreement, Commitments and Policies. Further by clicking finalize we agree and understand that, if the proposal is selected, we will timely submit speaker bios, audio visual requirements and presentation by the deadline established by CoreNet Global. Finally, we agree and understand that failure to adhere to the terms and conditions of the Speaker Agreement, Commitments and Policies or submit any ancillary required material means that CoreNet Global shall have the right to replace the sessions with another session. I am ready to finalize the Proposal.

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