

## 2020 Proposal Template

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### 2020 Summit Theme

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#### #relationshipgoals

*Bricks, Bytes & A Culture That's Right*

re-la-tion-shipgoals /rə'lāSH(ə)n,SHip/gōls/

*the way in which two or more concepts, objects, people or groups are connected, and behave toward each other with shared aims or desired results*

Relationships are fundamental to the human experience. They're also fundamental to creating digital and physical integration at work, connecting people, place and technology. When they're right, the culture is right. When they're wrong, businesses falter. Corporate real estate (CRE) professionals have vital leadership roles to play in business enablement, building relationships between the bricks and the bytes -- and ultimately creating a culture that's right. The convergence of HR, IT and CRE will likely grow exponentially in the coming years. Are you ready to lead?

The 2020 Summit Theme, **#relationshipgoals** is your opportunity to share thought leadership on key challenges, new ideas, co-creation experiences, problem solving, successes, and lessons learned. Share emerging work, reflect on innovation in process, unusual tools and new frameworks for building the CRE organization of tomorrow.

#### Be Bold!

Help us focus on the attendee experience at our Global Summits. Please note the following:

- ✚ Your colleagues' content expectations transcend CRE-specific case studies or panel discussions with subject matter experts.
- ✚ We seek proposals that require active attendee interaction, not passive listening.
- ✚ We seek proposals that offer something different and new.
- ✚ We want proposals that allows for co-creation and exploration of new ways to problem solve.
- ✚ We will be looking for innovative session formats and a deeper explanation of how you will engage the audience in meaningful dialogues.
- ✚ We encourage you to include colleagues, coworkers and presenters outside of CRE to contribute to your discussion.
- ✚ Preference will be given to proposals that push the boundaries of traditional learning experiences.

#### Be a Path Finder!

Show solutions to difficult problems and how they have been applied.

- ✚ How will AI, IoT, blockchain and other technology disruptors impact the role of corporate real estate?
- ✚ How can insights gleaned from other professions lead to conceptual leaps and radical changes?
- ✚ How can CRE be agile, resilient and relevant in a time of great technological and traditional business model disruption?
- ✚ Building relationships with other internal service providers, such as HR, IT, Procurement.

- How are you collaborating with other internal service providers to improve employee experience? Who leads this effort; and, why?
- What is CRE's role in contributing to improving workplace relationships, and the impact on collaboration and the bottom line?
- ✚ What role will the gig economy play in delivering corporate real estate solutions?
- ✚ How will technology transform portfolio management and optimization?
- ✚ What's next for flexible work?
- ✚ What measurable success are workplace wellness providing to the employee satisfaction?
- ✚ Learning and re-training will not be a single activity, but a continuous way of maintaining a competitive workforce and be an employer of choice.
  - How is your organization focusing on new and future skill sets, emerging needs in the profession?
  - How are you removing barriers to develop and create a modern workforce?
- ✚ How are you enhancing diversity, equity, and inclusion?
- ✚ Navigating rapid change is often complicated by culture and climate, change fatigue, and the difficulty of measuring the impact of change.
  - How do you manage and adapt to changes in process, impact, and culture?
  - What skills and competencies are needed to successfully navigate change?
- ✚ What geopolitical, economic or environmental risks are on the horizon?
- ✚ What innovative strategies are you employing to empower and lead your in-house and outsourced CRE team?
- ✚ What business continuity strategies are you using to address unanticipated events, challenges and crises?
- ✚ How are you applying emerging technologies to provide personalized experience for employees?
- ✚ Innovating and partnering with BUs in non-traditional ways, can result in heightened value creation and stronger business relationships.
  - Are you sharing new ways to support business goals through employee experience, client experience, brand, productivity, and location?
  - How have you been able to establish and deepen business relationships with key stakeholders and partners?
- ✚ Positive workplace culture attracts talent, drives engagement, improves employee satisfaction, and impacts performance. Workplace culture is highly connected to both innovation and business results.
  - As teams become more distributed, are you rethinking how to foster both culture and team connections?
  - How have you optimized the physical workplace to support new methods of working, to attract and retain talent, and to enhance the human experience?
- ✚ Are your environmental practices considered state-of-the-art?

## The Proposal Template

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### \*Global Summits:

- **CoreNet Global Summit | APAC (Singapore), 10-12 March 2020**
- **CoreNet Global Summit | EMEA (Berlin), 22-24 September 2020**
- **CoreNet Global Summit | North America (Washington, DC), October 25-28, 2020**

\***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.

- **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.
- **Debate** - A constructive, moderated debate between opposing viewpoints, followed by Q&A.
- **Engage Studio** - Jump in, get involved, and have fun in these hands-on learning opportunities.
- **Facilitated Roundtable Discussions** - The idea of the roundtables is to delve into the deeper issues 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.
- **Future 20** - A 20-minute solo presentation highlighting new and emerging ideas.
- **Ignite** - During these fast-paced, fun and entertaining talks, presenters have a maximum of 20 slides, for 5 minutes. It's a showcase of ideas that might be bold, possibly brash --- but never boring.
- **Other Formats** - If selected, you will be prompted to describe your unique session design.
- **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.

**\*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?
- References (Please provide a reference below with their email address and phone number).
- 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 1400 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 Areas:**

\*Define the subject areas that your proposal best fits. Please make up to 3 selections.

**\*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. (total 800 characters)

\*How much time is needed for your presentation?  
20 minutes, 40 minutes, 60 minutes, Other

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

Comments (total 1000 characters)

**\*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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