

# Benefits Worth Unwrapping



Dear Member:



**N**o matter how we package it or tie it up with a bow, your membership in CoreNet Global only works if you use it. So we ask that you add one more resolution to your list for 2014: Commit to connect, learn, grow and belong.

You'll get out of our more than 8,000-member organization what you put into it by actively engaging in our vast professional network, using our research materials, joining your local chapter, consuming our content and investing in your professional development.

Given the breadth and depth of our many offerings, you may not be aware of all we can do to support and enhance your career. This guide highlights our key programs, products and services and is meant to be a resource for our members around the world.

Please call on our staff should you ever need any assistance in making the most of your membership experience. We're here to serve you, our members, in bold, new ways.

Sincerely,

Angela Cain  
CEO

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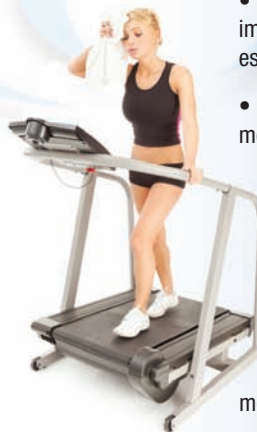
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## DID YOU KNOW...



- Your membership in CoreNet Global gives you immediate access to more than 8,000 corporate real estate and related professionals.
- Much like a gym membership, a CoreNet Global membership requires a little sweat equity to truly see results.
- A CoreNet Global membership is also like an insurance policy. Our professional network and resources are there when you need them.

### According to our latest membership survey:

- 98% of current members plan to renew their membership with CoreNet Global
- 97% of respondents indicate they are likely to recommend membership in CoreNet Global
- 82% of members heard about CoreNet Global from a colleague, friend, supervisor or business contact (The power of our network is strong and getting stronger.)
- 63% of former members believe they are likely to join again this year

*Visit the "Membership" section of [www.corenetglobal.org](http://www.corenetglobal.org) for details.*

### Career Center Online

Our Online Career Center, including career services and a searchable jobs database, is available at [www.corenetglobal.org](http://www.corenetglobal.org). Search for corporate real estate jobs or post them and get expert advice and career tips.

### Member in Transition Program

Are you experiencing a job transition or are you in between positions? Ask about our special programs for members in transition.



For membership inquiries, contact  
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## CHAPTERS, SIGs & KNOWLEDGE COMMUNITIES

The power of the CoreNet Global network begins for many at a local, generational or topical level. With hundreds of ways to plug into our vast network you can volunteer, participate and build your professional pipeline.

### Chapters

- Arizona
- Atlanta
- Benelux
- Brazil
- Brisbane
- Canada
- Carolinas
- Central Europe
- Central Texas
- Chicago
- China
- Colorado
- Connecticut-Westchester
- France Networking Group
- Hong Kong
- Houston
- India
- Japan
- Kansas City
- Long Island
- Melbourne
- Mexico
- Michigan
- Mid-Atlantic
- Middle East
- Midwest
- New England
- New Jersey
- New York City
- New Zealand
- Northern California
- Ohio-Kentucky
- Philadelphia
- Philippines
- Pittsburgh
- Salt Lake
- Singapore
- Southeast Florida
- Southern California
- Southwest
- St. Louis
- Sydney
- Tampa
- Tennessee
- United Kingdom
- Washington State

### Special Interest Group

- Young Leaders

### Knowledge Communities

- Manufacturing & Industrial
- Strategic Facilities Management
- Strategy & Portfolio Planning
- Sustainability
- Workplace



For Chapter or SIG information, contact  
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For Knowledge Community information,  
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*Visit [www.corenetglobal.org](http://www.corenetglobal.org) to access chapter,  
SIG and knowledge community microsites  
available from under the "About Us" section.*

## CORPORATE PARTNERSHIPS

Thanks in large part to the support from our Corporate and Strategic Partners, CoreNet Global is able to offer the kind of innovative programs and research projects you've come to expect from your professional association.



## • Is your company a CoreNet Global Corporate Partner?

If so, are you taking full advantage of the special benefits of this program? All CoreNet Global members working for a corporate partner company are eligible for the following:

### RESEARCH

- Top level (Level 4) Knowledge Center access; including research projects, presentations, webinars, case studies, Discovery Forum summaries and other reports at [www.corenetglobal.org](http://www.corenetglobal.org)
- Annual Compensation Survey Report (a \$400 value): available to all members of a Corporate Partner Company

### LEARNING

- MCR/SLCR Candidacy fee waived (\$300 value)
- 15% discount on all seminars
- 20% discount on onsite seminar offerings (requires hosting by corporate partner company and a minimum of 15 students from hosting company)

### DISCOVERY FORUM

- One seat at each forum per partner company (\$295 value)
- 30+ Discovery Forums offered globally each year

### GLOBAL SUMMITS

- 10% registration discount

### MEMBERSHIP

- Scalable discounts based on number of members from your company.



To learn more about Corporate Partnerships contact Tim Venable  
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## Thanks to our Strategic Partners

Gold

**CBRE**

**Deloitte**

**DTZ**  
a UCL company

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**Newmark Grubb Knight Frank**

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*Real value in a changing world*

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**nbbj**

**Regus**

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Bronze

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**Herman Miller**

**HA**

**COUNTRY OF SAN FRANCISCO**

## PUBLICATIONS



Available online and in print, CoreNet Global's *the LEADER*, our bimonthly professional journal, is your best source for industry news, trends, developments and analysis.



CoreMarket Indicator encompasses real estate and economic indices focused on market facts, indicators and key trends affecting corporate real estate and workplace management. Distributed electronically the third Friday of each month.



Our annual End User Compensation Survey results are available to end user members who participate in the study as well as all Corporate Partner members. Call for participation begins each fall; final report available at the first of each year.



Industry Tracker is distributed electronically the fourth Friday of each month. Spotlighting people, practices and trends that influence change in corporate real estate, commercial real estate, and economic development.

Visit the "Publications & Resources" section of [www.corenetglobal.org](http://www.corenetglobal.org).



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## PROFILE - RAISING RESOURCES

CoreNet Global is committed to raising the profile of the corporate real estate profession and supporting the value you bring to your enterprises.

To this end, we've stepped up our public relations efforts and have been included in articles featured in notable publications such as *The Wall Street Journal*, *Yahoo!*, *CNN/Fortune*, *EXAME* (Brazil), *Immobilien-zeitung* (Germany) and *Modern Property News* (China).

Projects including our new Economic Index and advocacy efforts have helped position CoreNet Global as a trusted media resource for corporate real estate knowledge and expertise that helps inform key business decisions.



The Economic Index converts a key internal corporate performance indicator, the demand for space, into a forward-facing macro-economic indicator predicting the likelihood of future growth and expansion in large multi-national companies. The quarterly confidence index is developed with the assistance of Dr. Roy Black, Director of the Real Estate Program at Emory University's Goizueta Business School.

*For details, visit [www.corenetglobal.org](http://www.corenetglobal.org) and go to the "Publications & Resources" section.*

## Issues Advocacy



The member-driven CoreNet Global Issues Advocacy Group identifies and assesses various public policy issues and corporate practices impacting the corporate real estate profession. This member panel scans, identifies, seeks input and articulates positions around issues and practices that corporate real estate executives can use to influence within and beyond their corporate enterprises.

*To learn more, visit [www.corenetglobal.org](http://www.corenetglobal.org) and go to the "About Us" section.*

## GLOBAL SUMMITS

# SINGAPORE

# BERLIN

# WASHINGTON D.C.

**SINGAPORE**

25-27 March 2014

**BERLIN**

15-17 September 2014

**WASHINGTON D.C.**

26-29 October 2014

**CHANGING** THE CONVERSATION  
FROM COST TO **VALUE**



CoreNet Global's signature event, the Global Summit, is held three times a year and convenes the corporate real estate profession. The 2014 conference theme, "Changing the Conversation from Cost to Value," highlights the growing need of our members to earn a seat at their companies' decision-making tables. Members benefit from exclusive discounted registration rates and early registration savings.

Register now at [www.corenetglobal.org/Events](http://www.corenetglobal.org/Events).

- Hundreds of learning opportunities
- Dozens of networking venues
- REIMAGINATION/Innovation Pavilion, our unique learning and exhibit space
- And more!



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CoreNet Global

## CORPORATE REAL ESTATE EXECUTIVE OF THE YEAR

CoreNet Global

## CHAPTER OF THE YEAR AWARDS

CoreNet Global

### INNOVATOR'S AWARD



For more information, contact  
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# 2014

## GLOBAL AWARDS PROGRAM

### RECOGNITION

Awards and recognition are vital to helping CoreNet Global's mission to advance and support the practice of corporate real estate globally and locally.

The call for nominations for the Innovator's Award and related awards opens in January, closes mid-March.

CoreNet Global chapters can submit local Corporate Real Estate of the Year Award winners to vie for the global award.

These and other achievements, such as our MCR/MCR.w/SLCR Graduates, Top-Rated Faculty and Global Summit Luminary Awards are recognized at our North American Summit each year.

*Details about these awards, including key deadlines and criteria, can be found at [www.corenetglobal.org](http://www.corenetglobal.org). Visit the "Awards" section.*



# BENCHMARKING



BenchCore is a first-of-its-kind corporate real estate benchmarking service, founded on years of research, development and expert input.

Join a growing list of companies set to benchmark their corporate real estate portfolios in a variety of industry cohorts. For a nominal annual fee (discounted for corporate partners), get access to comparative data and reports on cost, space utilization or portfolio mix. Select any combination of geography, asset class, occupancy status or ownership type.

## *Cohorts to date Include:*

- Technology
- Manufacturing
- Insurance
- Financial
- Retail
- Services

Get details at [www.corenetglobal.org/BenchCore](http://www.corenetglobal.org/BenchCore).



For more information or for a demo, contact  
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## KNOWLEDGE CENTER

CONNECT. LEARN. GROW. BELONG.



## KNOWLEDGE CENTER

Bringing together CoreNet Global studies with member organization publications, industry news and more, the Knowledge Center serves as a single source for corporate real estate research.

CoreNet Global is a thought leader in Corporate Real Estate, Benchmarking, Workplace and Infrastructure Management. Enhance your knowledge with this resource of research papers, and seminars, including exclusive member survey reports and presentations from top speakers on hot industry topics.

In the Knowledge Center (content updated daily):

- White papers
- Strategy for the corporate real estate professional
- Market condition reports
- LEADER magazine content
- Summit presentations and content

**Need help finding specific information  
or navigating the Knowledge Center?**

### **Ask the Librarian!**

The Knowledge and Research Librarian is available to assist you in locating the information you seek from our Knowledge Center.

*Find the online Knowledge Center at  
[www.corenetglobal.org](http://www.corenetglobal.org) in the "Publications &  
Resource" section.*



For more information, contact  
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## **New this year** LEADERSHIP DEVELOPMENT

CoreNet Global is committed to helping you not only succeed, but also realize your full potential to lead. That is why we are developing a suite of e-learning modules, face-to-face training programs, real-life business simulations and career-spanning certifications focused on soft skills and leadership. These new programs will be added to our traditional technical training within the structure of the new CoreNet Global Upskill Academy™, to be unveiled in early 2014.



Examples of leadership topics and types of content to be addressed as part of UpSkill Academy:

### **Leading Self**

- Analysis and Decision Making
- Collaboration and Teamwork
- Communication
- Conflict Management
- Emotional Intelligence
- Innovation
- Interpersonal Awareness
- Managing Conflict
- Multiculturalism
- Relationship Building
- Service Orientation

### **Leading Others**

- Analysis and Decision Making
- Assessing and Developing People
- Change Management
- Collaboration and Team Building
- Communication
- Conducting Effective Meetings
- Conflict Resolution
- Customers & Competition
- Functional Areas (HR, IT, etc.)
- Influencing Others
- Managing and Developing Others
- Negotiation
- Multiculturalism
- Relationship Building

### **Leading Organizations**

- Accountability
- Analysis and Decision Making
- Assessing and Developing People
- Change Management
- Strategic Planning and Execution
- Financial Skills
- Global Business Operations
- Motivating People
- Building Business Cases
- Cultural Training
- Coaching/Mentoring
- Public Relations
- Building Political Influence (internal)
- Managing Ambiguity and Risk
- Driving Efficiency



### **Leader's Edge**

May 1-2, 2014  
Sunnyvale, CA

This two-day conference debuted in 2013, and will be a cornerstone of the Upskill Academy™. This year's event will be held on premises at Juniper Networks.



### **Meeting of the Minds**

Peer roundtables exclusively for end users in a common industry, will be held in cities around the globe in 2014 and also will be part of the Leader's Edge event.

## **Get ready to reap rewards from CoreNet Global Certifications**

- Demonstrate your commitment to corporate real estate as a career.
- Build knowledge, skills and abilities to excel on the job.
- Boost your credibility in the eyes of C-suite beholders.
- Gain assurance that you are learning the latest and greatest lessons in corporate real estate.
- Put yourself to the test, and earn rewards for your achievement.
- Differentiate yourself (whether seeking a job, a promotion or a raise).
- Display agility as a career-long learner.
- Accelerate your advancement along the corporate real estate career path.
- Identify corporate real estate peers with whom you can share challenges and solutions.

*Reap these benefits and more by participating in CoreNet Global's Upskill Academy™ programs.*



For more information, contact  
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## PROFESSIONAL DESIGNATIONS

CoreNet Global is proud to set the de facto gold standard for corporate real estate professional designations and education. Our learning programs boast a 30-year history and are taught by seasoned corporate real estate practitioners with proven expertise. Our designations advance the careers of corporate real estate professionals around the world each year.



The Master of Corporate Real Estate (MCR) was our first professional designation and remains our flagship. This comprehensive program builds skills needed to tackle critical business issues and link corporate real estate to corporate goals and performance.

The Senior Leader of Corporate Real Estate (SLCR) certification is the next step for top-level corporate real estate leaders seeking to make more strategic decisions, hone financial analysis skills and strengthen integration across corporate functions.

The Master of Corporate Real Estate/Workplace (MCR.w) designation, our newest, emerged as corporations leveraged workplace and mobility strategies to achieve competitive advantage. Now in its second year, the MCR.w is one of our most popular programs ever.

### **Corporate Real Estate (CoRE) Fundamentals**

New to corporate real estate? Need a primer? Check out our CoRE Fundamentals course offered online at [www.corenetglobal.org](http://www.corenetglobal.org). Member discounted pricing available. Classroom courses are held in some locations globally, and a special online version is also offered in India thanks to special partnership with the Royal Institute of Chartered Surveyors (RICS).



### MCR Required Courses:

- Corporate Real Estate (CRE) Finance
- Enterprise Alignment
- Real Estate (RE) Transactions: Impact on Corporate Financial Statements
- **MCR Capstone Seminar** - Leadership and Strategy: Corporate Real Estate Management in Today's Economy

### MCR Elective and MCR.w (Required) Seminars:

- Advanced Lease Analysis
- Advanced Real Estate Negotiation
- **NEW CONTENT** — Creating Corporate Value through Workplace Strategy (MCR.w Required)
- CRE Technology: Structure & Strategies
- Developing Workplace & Mobility Strategies (MCR.w Required)
- **NEW SEMINAR!** — Implementing Workplace Strategies (MCR.w Required)
- Managing Effectively in Global Markets
- **NEW SEMINAR!** — The New Survival Tools for Industrial Operations and Real Estate Decisions
- Performance Management
- Portfolio Management
- Portfolio Realignment: Restructuring Corporate Real Estate Assets
- Service Delivery and Outsourcing: Implementing, Managing and Improving Partnerships
- Sustainable Strategies: Impact on Corporate Real Estate Portfolios

### SLCR Seminars:

- Change Leadership: Strategy, Implementation and Best Practices
- CRE Technology: Structure & Strategies (MCR/SLCR)
- **NEW CONTENT** — Creating Corporate Value through Workplace Strategy
- Developing Workplace & Mobility Strategies
- Financial Leadership and Decision Making
- **NEW SEMINAR!** — Implementing Workplace Strategies
- Leadership and Strategy
- Managing Effectively in Global Markets
- **NEW SEMINAR!** — The New Survival Tools for Industrial Operations and Real Estate Decisions
- Portfolio Realignment: Restructuring Corporate Real Estate Assets
- Positioning for Success: Designing the Optimal Corporate Real Estate Organization
- Project Finance and Capital Markets
- Sustainable Strategies: Impact on Corporate Real Estate Portfolios

Want to get started earning our professional designation? Take advantage of discounted member pricing. Visit [www.corenetglobal.org](http://www.corenetglobal.org) and go to the "Professional Development" section. Or contact a course counselor:



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## SOCIAL MEDIA

### Connect with us

Visit us at [corenetglobal.org](http://corenetglobal.org)



@CoreNetGlobal  
@CNGSummits

**Linked in**

Join the CoreNet Global LinkedIn Group to engage in discussion with other corporate real estate professionals.

**facebook**

[www.facebook.com/CoreNetGlobal](http://www.facebook.com/CoreNetGlobal)

**You Tube**

[www.youtube.com/CoreNetGlobalInc](http://www.youtube.com/CoreNetGlobalInc)

Take advantage of opportunities to connect online with CoreNet Global's diverse worldwide membership of more than 8,000 corporate real estate professionals, service providers and economic developers.

- Online member directory
- Events including CoreNet Global Summits
- Local chapters, knowledge communities and more



Connect with colleagues in China; look for CoreNet Global on Weibo

## 10+ Year Envisioned Future

### Envisioned future (Profession)

Worldwide, companies regard corporate real estate (CRE) as indispensable to the success of their enterprises.

### Envisioned future (Association)

Worldwide, companies and individuals consider CoreNet Global indispensable to the successful practice of corporate real estate.

## 3-5 Year Strategy Map

**Vision:** Worldwide, companies and individuals consider CoreNet Global indispensable to the successful practice of corporate real estate

**Mission:** To advance and support the practice of corporate real estate globally and locally

**Value Proposition:** Indispensable Resource

### Company perspective

Align products and services with corporate needs

Establish market-driven development and delivery model

Identify and enhance corporate real estate core competencies and skill sets needed to contribute to enterprise success

### Profession perspective

Broaden corporate real estate professional network

Raise profile of corporate real estate and serve as voice of profession

Be the thought leader and foremost authority on corporate real estate

Champion corporate real estate profession's development and maturity

### Association perspective

Continuously improve stakeholder loyalty

Strengthen global-local operational alignment and accountability

Promote globalization through localization



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