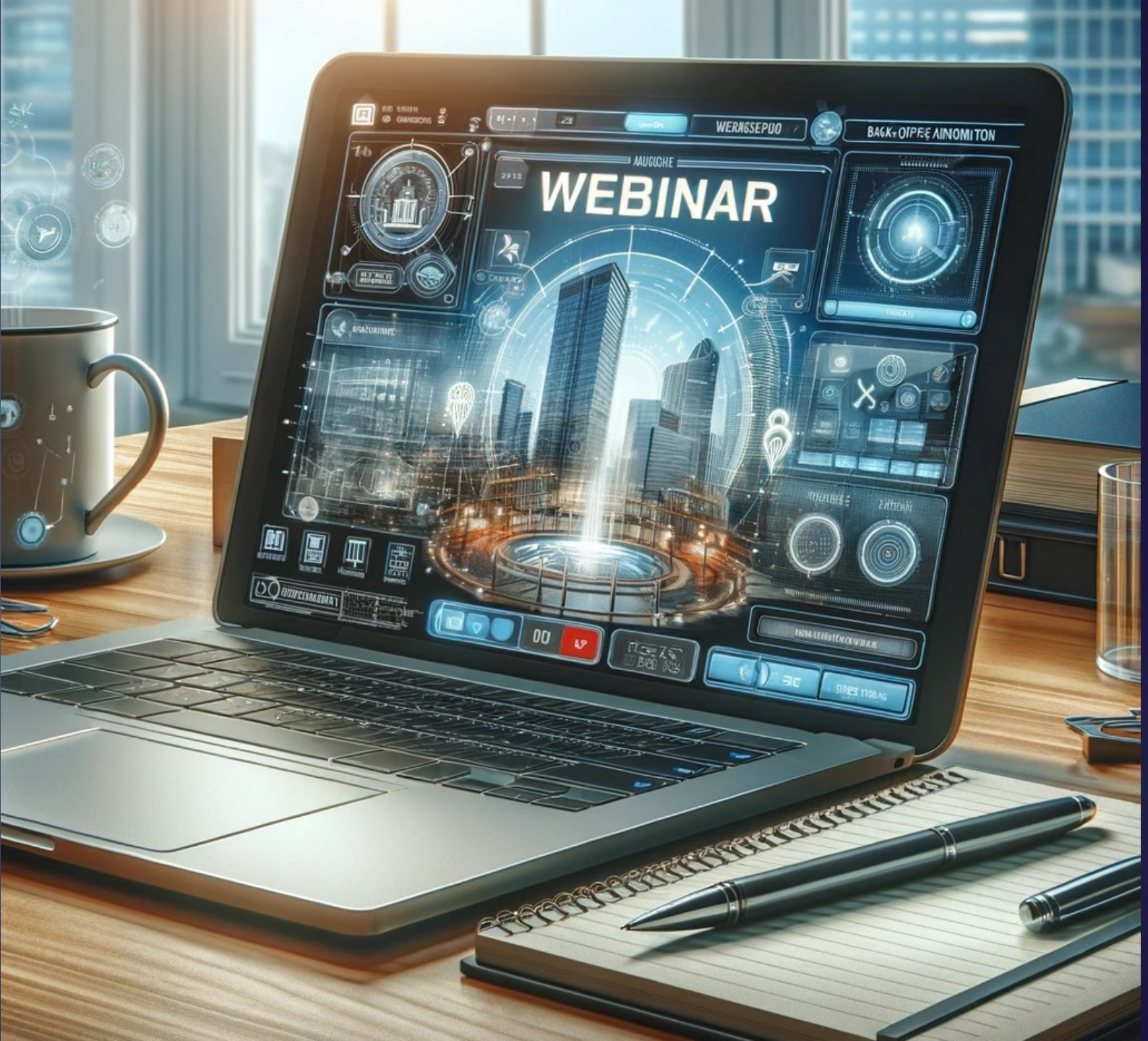


# REALCOMM WEBINARS 2024

## Sponsor Information

### Attendee Breakdown

Category	% of Total
End User	43.7%
Solution Provider	36.6%
Consultant	10.5%
Integrator	9.2%
Total	100.0%



# 2024 Webinar Schedule At-a-Glance

## Topics:

- Future of Workspaces
- Low-Voltage Tech
- In-Building Communications
- Enterprise Data Integration
- Smart Building Tech
- Cybersecurity
- AI
- Women in CRE
- ESG
- Innovation
- Investment Management
- Drones & Robotics
- AR, VR, XR Technologies
- Immersive Environments
- 2024 Review

*\*See pages 3-18 for session descriptions.*

Date	Title
Feb 1	Designing Harmony: Crafting the Future of Workspaces and Culture
Feb 22	The Unbelievable Underutilization: Years of Overlooking Low-Voltage Tech's Potential in Building Efficiency
Mar 14	Elevate In-Building Connectivity, Coverage and Proptech User Experiences
Apr 4	Data Fusion Mastery: A Blueprint for Streamlined Enterprise Integration
Apr 18	Smart Building Tech: Revolutionizing Efficiency for Cost-Effective Futures
May 9	Cyberfrontiers: Navigating the Surge in Cyber Threats, AI-Based Menaces, and the Legal Fallout of Executive Negligence
May 23	AI Unleashed: Navigating the Digital Storm and Riding the Digital Fast Lane
Jul 18	Empowering Excellence: A Tribute to Women in Commercial and Corporate Real Estate
Aug 8	Revolutionizing the 'E' in ESG - Radical Climate Breakthroughs Taking Center Stage
Aug 22	Maintaining a Strong Innovation Profile Even When Budgets are Tight
Sep 12	Revolutionizing Wealth: Cutting-Edge Integration for Investment Mastery and Back-Office Brilliance
Sep 26	Sky-High Innovation: Revolutionizing the Built Environment with Drones and Robotics
Oct 17	Exploring AR, VR, XR Technologies in Commercial Real Estate: The Future is Now
Nov 7	Beyond Boundaries: Revolutionizing Workspaces by Creating Immersive Environments
Dec 5	Reflections of 2024 and Predications for 2025





## Designing Harmony: Crafting the Future of Workspaces and Culture

*Thurs., February 1, 12:00pm – 1:30pm ET / 9:00am – 10:30am PT*

Embark on a transformative journey into the real estate landscape, where success is forged through a strategic blend of foresight and planning. Join us to explore the art of creating a win-win for owners, operators, and tenants, a harmonious balance that elevates the entire ecosystem. Dive into the intricacies of workspace planning and uncover the transformative potential of tenant applications. Witness the evolution from traditional office spaces to vibrant functional neighborhoods that redefine collaborative environments. Unpack the nuances of clarifying "work," explore avenues of defining optimization, and learn the significance of setting proper expectations for a thriving real estate ecosystem. This webinar is your guide to navigating the complexities and embracing innovation in the dynamic world of real estate.





## **The Unbelievable Underutilization: Years of Overlooking Low-Voltage Tech's Potential in Building Efficiency**

*Thurs., February 22, 12:00pm – 1:30pm ET / 9:00am – 10:30am PT*

Our expert panel will go through a comprehensive exploration of low voltage technology, dissecting definitions, use cases and today's challenges. This webinar will address evolving topics such as power resiliency and navigating through prime and backup Power solutions. Explore the electrifying world of EV charging and alternative power sources, unveiling their transformative potential. Immerse yourself in real-world scenarios through client case studies, examining tangible business outcomes. Peer into the future with future design expectations, considering the evolving landscape of regulations. This webinar is your passport to understanding, adapting and thriving in the dynamic landscape of low voltage technology.





## **Elevate In-Building Connectivity, Coverage and Proptech User Experiences**

*Thurs., March 14, 12:00pm – 1:30pm ET / 9:00am – 10:30am PT*

Technology partners and industry leaders explore selected smart building projects that are leading the way in in-building communications solutions. Building owners and operators can no longer allow poor or nonexistent cellular and WiFi coverage at any location within their buildings. Learn the absolute minimums that must be attained to stay competitive as the next wave of "smarter" buildings continue to evolve.



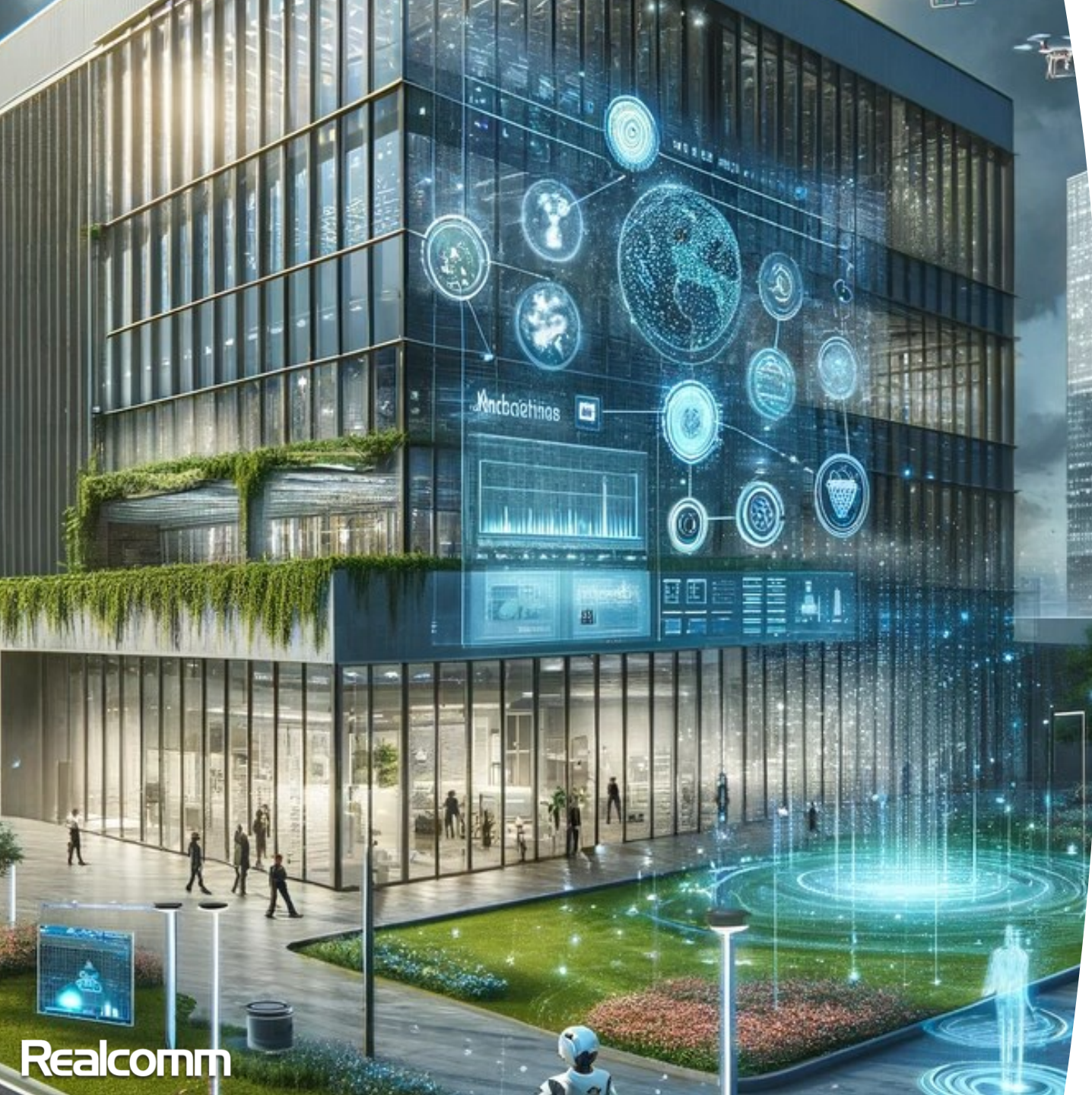


## **Data Fusion Mastery: A Blueprint for Streamlined Enterprise Integration**

*Thurs., April 4, 12:00pm – 1:30pm ET / 9:00am – 10:30am PT*

Explore the very latest innovations in data management, unraveling the intricacies of Identifying data sources, definitions, and developing robust strategies. This unique collection of industry giants discuss the foundations of enterprise architecture and navigating the dynamic landscape of data integration and role-based visualization. Live attendees can interact directly with our panelists to unpack the practical aspects of lease and document management and how the vendor selection process has evolved. Discover business outcomes across diverse markets – Office, Retail, Multifamily, Industrial, Storage, and more – through insightful client case Studies. Gain a comprehensive understanding of data warehouse tools and techniques, unlocking the potential for streamlined operations. Join us as we decode the data-driven future, shaping a landscape where information is not just managed but leveraged for strategic advantage.



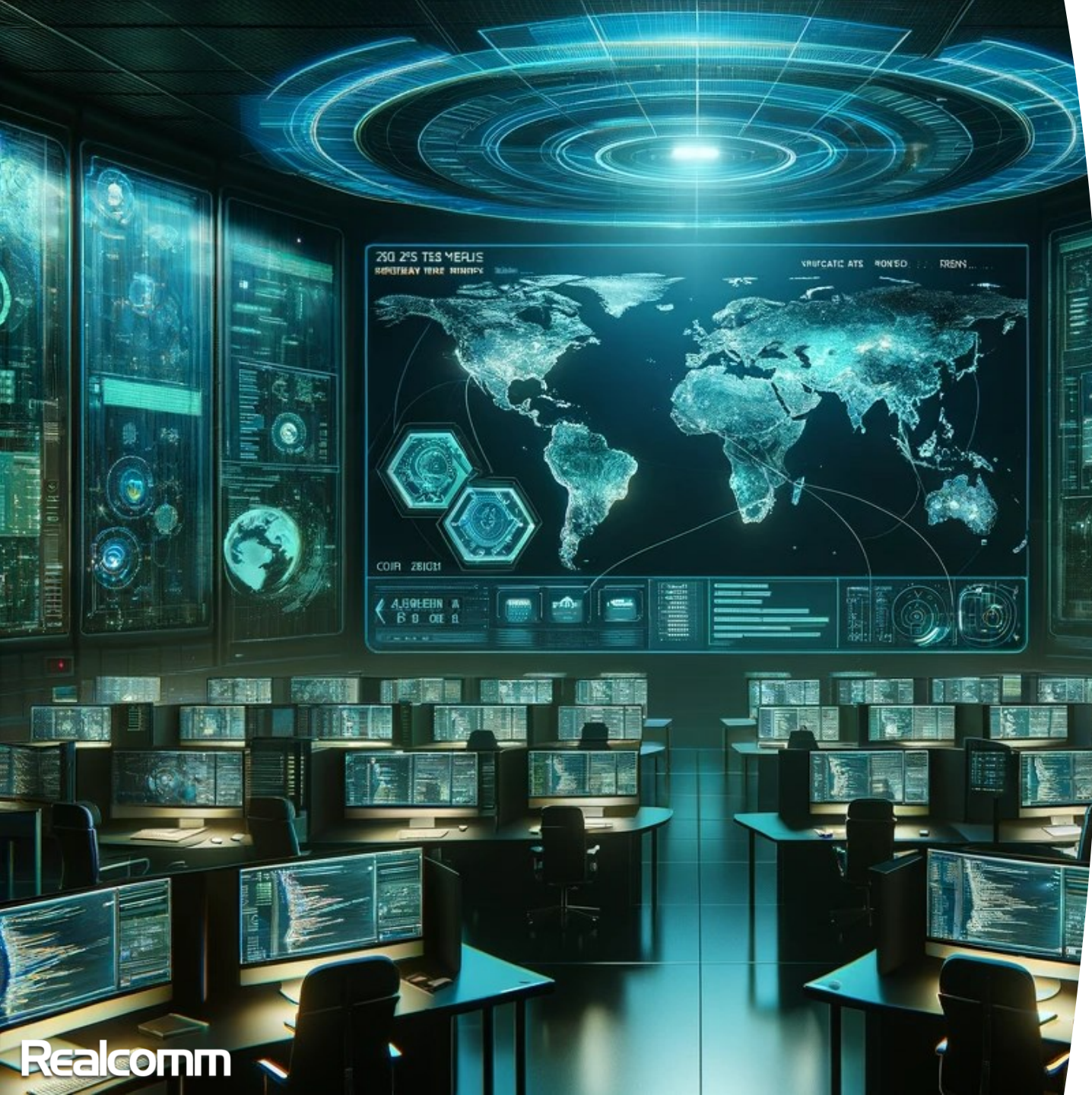


## Smart Building Tech: Revolutionizing Efficiency for Cost-Effective Futures

*Thurs., April 18, 12:00pm – 1:30pm ET / 9:00am – 10:30am PT*

Our industry leading panelists will focus on efficient "smarter" buildings, unraveling the latest new technologies providing real ROIs. Discover the art of seamlessly Integrating multiple data sources, from sensors to lighting and movement, to create a holistic building intelligence solution. Learn how to enhance security measures and navigate the roadmap for AI-related tools, unveiling early testing results. Examine each detail in real-world scenarios through case studies involving actual deployment in back office, built environment, and business process automation. Peer into the future with predictive analytics, consider the impact of regulations and governance, and explore the actual business outcomes of these transformative technologies. Join us in deciphering the evolving language of intelligent infrastructure.





## **Cyberfrontiers: Navigating the Surge in Cyber Threats, AI-based Menaces, and the Legal Fallout of Executive Negligence**

*Thurs., May 9, 12:00pm – 1:30pm ET / 9:00am – 10:30am PT*

As AI-based solutions take center stage in business process automation, the threat of increasingly sophisticated cyber attacks also continues to evolve. Our panelists will explore one of the most-watched cybersecurity tabletop exercises Realcomm has presented and unpack key elements and take-aways that must be included in your own cyber defense arsenal. Webinar attendees can interact with our unique collection of industry leaders to gain the very latest insights on establishing their own cyber defense solutions.





## **AI Unleashed: Navigating the Digital Storm and Riding the Digital Fast Lane**

*Thurs., May 23, 12:00pm – 1:30pm ET / 9:00am – 10:30am PT*

Explore how AI has been unleashed on the commercial and corporate real estate (CRE) industry. Our panel will sort through several categories of AI-based solutions and dispel common misconceptions surrounding AI in this industry. This webinar will identify key consideration strategies and roadmaps for AI-related tools tailored specifically for CRE applications. Uncover effective strategies for data source Development and gain insights from early testing results. Immerse yourself in real-world scenarios through case studies featuring actual deployments in the back office, built environment and business process automation. Witness live Demonstrations showcasing the power of AI in reshaping the landscape of CRE. Join this unique collection of industry leaders in understanding evolving AI regulations and anticipating future expectations in this ever-evolving domain showcasing the power of AI in reshaping the landscape of CRE.





## **Empowering Excellence: A Tribute to Women in Commercial and Corporate Real Estate**

*Thurs., July 18, 12:00pm – 1:30pm ET / 9:00am – 10:30am PT*

Realcomm proudly presents a poignant tribute to women in commercial and corporate real estate, featuring executive-level voices that delve into the cultural challenges and transformative shifts within the industry. Join this insightful session as accomplished professionals share their perspectives on the power of mentorship and illuminate a path of hope for the future. technologists, data scientists, developers, analysts, and engineers take center stage, offering a compelling narrative of their personal journeys. Through riveting stories of growth and opportunity, these trailblazing women shed light on their triumphs and challenges, inspiring the audience to envision and embrace a more inclusive and diverse future for the real estate and technology landscape.





## Revolutionizing the 'E' in ESG – Radical Climate Breakthroughs Taking Center Stage

*Thurs., August 8, 12:00pm – 1:30pm ET / 9:00am – 10:30am PT*

Industry leaders navigate the multifaceted challenges and notable achievements in measuring the environmental impact of commercial real estate buildings. Accepted methods of detection, collection and reporting of environmental issues within the operational sphere are scrutinized, with a specific emphasis on the "E" in ESG. The profound impact of evolving regulations, mandates and requirements adds complexity to the landscape, shaping the trajectory of sustainable practices. This session delves into specific use cases and case study results, offering a comprehensive examination of real-world applications and their outcomes. As the industry evolves, expectations for future development updates emerge, underscoring the ongoing commitment to environmental stewardship.





## **Maintaining a Strong Innovation Profile Even When Budgets are Tight**

*Thurs., August 22, 12:00pm – 1:30pm ET / 9:00am – 10:30am PT*

In a pivotal moment for the built environment, senior executive leadership faces a critical decision on technology budgets, presenting a unique opportunity to invest in smarter building technology. This session delves into the imperative to ensure that executive strategies maintain focus on the proven return on investment associated with "smarter buildings". The exploration includes a critical examination of the built-environment efficiency barriers that persist, intertwined with challenges such as hype, fear of failure, daunting projects, the dichotomy of all-or-nothing approaches, lofty investments, and uncertainty in actual benefits. Additionally, the session dispels the misconception that smart building technology is exclusively for large structures, challenging incorrect thinking and paving the way for strategic investments that drive transformative change in building technologies.





## Revolutionizing Wealth: Cutting-Edge Integration for Investment Mastery and Back-Office Brilliance

Thurs., September 12, 12:00pm – 1:30pm ET / 9:00am – 10:30am PT

This webinar will explore the meticulous process of Identifying data sources in investment management and enterprise system integration. Our expert panel will explore robust strategies and the latest enterprise architectures that lay the groundwork for seamless integration. Explore the evolution of digital payment systems, lease and document management, and gain insights into effective vendor selection. Participants will see how data visualization can be used as a catalyst for informed decision-making, transcending markets including Office Retail, Multifamily, Industrial, Storage, and more. They will examine real-world scenarios through business outcomes and client case studies, shedding light on the transformative potential of data warehouse tools and techniques.





## **Sky-High Innovation: Revolutionizing the Built Environment with Drones and Robotics**

*Thurs., September 26, 12:00pm – 1:30pm ET / 9:00am – 10:30am PT*

Explore the transformative role of drones and robotics in the built environment, where technological advancements redefine efficiency, safety, and precision. Drones deliver aerial insights for site surveys and inspections, minimizing risks in hazardous settings. Robotics, with their automation capabilities, streamline repetitive tasks and elevate safety and maintenance standards. These innovations seamlessly integrate with AI and IoT, facilitating real-time data analysis and remote control. This webinar offers an in-depth look at their practical uses, case studies and emerging trends. Discover how these advanced tools are reshaping construction, maintenance and monitoring, paving the way for the future of built environments.





## Exploring AR, VR, XR Technologies in Commercial Real Estate: The Future is Now

*Thurs., October 17, 12:00pm – 1:30pm ET / 9:00am – 10:30am PT*

Augmented Reality (AR), Virtual Reality (VR), and Extended Reality (XR) are immersive technologies that modify our perception of the world. AR enhances physical spaces with digital layers, VR crafts fully virtual environments, and XR merges these realms, offering dynamic, interactive experiences. These innovations are redefining the commercial real estate landscape, offering novel ways to envision spaces, foster collaborative environments, and elevate property marketing. In this session, we uncover the potential of these immersive technologies in redefining the future of the built environment. The panelists will share case studies and discuss the unique benefits and challenges of working with immersive technologies.





## **Beyond Boundaries: Revolutionizing Workspaces by Creating Immersive Environments**

*Thurs., November 1, 12:00pm – 1:30pm ET / 9:00am – 10:30am PT*

Discover how Virtual Reality (VR), Augmented Reality (AR), and Extended Reality (XR) are revolutionizing workspaces by fostering better collaboration and providing adaptable environments. Our webinar delves into the transformative impact of these digital technologies in creating interactive, sensory-enhanced settings tailored for enhanced engagement and productivity. These technologies are especially beneficial for hybrid and remote work structures, enabling smooth interactions and offering advanced construction and data visualization tools. Tune in as industry leaders highlight the latest immersive spaces and explore the expansive possibilities for their application in the future.





## **Reflections of 2024 and Predications for 2025**

*Thurs., December 5, 12:00pm – 1:30pm ET / 9:00am – 10:30am PT*

Realcomm leadership, industry executives and vendor tech partners discuss this year's advancements in enterprise systems, third-party tools, cybersecurity, AI-based systems, and other Realcomm and CoRE Tech-related topics from the past 12 months and into the future.



# Technology Partner Presentations

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## Quick Facts about the Sponsor Presentations:

Realcomm requires that the content of all Technology Partner presentations be educational and informative only (no sales, marketing or product demos are allowed in any of the webinar materials). You will be asked to submit a revised deck if slides are not compliant with these educational requirements.

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### **Presentation Types:**

**Solo Presentation** - A speaker from your company will be allowed 5-7 minutes for an educational presentation. The presenter will also join the panel discussion and Q&A at the end of the program.

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**Client Presentation** - A real estate end user client may co-present a case study or present solo on your behalf. Presenter/s will also join the panel discussion and Q&A at the end of the program.

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### **Panel Discussion and Q&A:**

End User Thought Leaders, Real Estate Clients and Technology Partners join the final panel discussion and Q&A session. Each panelist will provide questions for discussion prior to the webinar.

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Additional questions will come from the audience during the live event. The audience questions will be submitted in writing via the GoToWebinar platform (the platform features will be reviewed on the webinar dry run).



# Sponsor Materials and Deadlines

Planning calls are typically scheduled for 10 days prior (the Monday of the week before the webinar)

The Go-To-Webinar “dry run” is typically held from noon – 1pm EST on the Wednesday before the actual webinar.



Speaker Info  
(Name, Title, Headshot)

Due as soon as available



Presentation  
Abstract/Outline

Due 2 weeks prior to the session



2 Questions for the panel  
discussion

Due 1 week prior to the session



Presentation Deck\*  
(5 slides max, 16:9 PPT)

Due 1 week prior to the session



One-page Company Ad  
(16:9, landscape format)

Due 1 week prior to the session



Short Company Video  
(30 seconds max)

Due 1 week prior to the session

*\*No presentations will be accepted after the due date unless prior approval is granted. We will not accept presentation slides the morning of the webinar.*



# Gold Sponsorship Package

\$4,000

## Complete Package Includes:

- ▶ Company logo with hyperlink on Realcomm webinar website
- ▶ Opportunity to submit a 60-second video to be played as part of Speaker introduction
- ▶ Opportunity to participate as a panelist on webinar
- ▶ Recognition as Gold Sponsor on webinar intro slides
- ▶ Verbal recognition as Gold Sponsor at beginning of webinar
- ▶ Sponsor's speaker presentation materials distributed to attendees (post webinar)
- ▶ Full-page ad included in master presentation deck sent out to all registered attendees after the webinar
- ▶ Sponsor contact information provided to all webinar registrants post webinar
- ▶ Webinar promoted through direct email marketing, on "Weekly Briefing" web pages, and across Realcomm's social media channels: LinkedIn, Twitter and Facebook
  - ▶ Webinar announcement in "Weekly Briefing" newsletter (distribution 49,350+)
- ▶ Webinar recording available on Realcomm webinar website for on-demand viewing
- ▶ Webinar converted to audio file and posted on podcast web page



# Silver Sponsorship Package

\$2,000

## Complete Package Includes:

- ▶ Company logo with hyperlink on Realcomm webinar website
- ▶ Opportunity to submit a 60-second video during introduction or at other appropriate point during webinar program
- ▶ Recognition as Silver Sponsor on webinar intro slides
- ▶ Verbal recognition as Silver Sponsor at beginning of webinar
- ▶ Full-page ad included in master presentation deck sent out to all registered attendees after the webinar
- ▶ Sponsor contact information provided to all webinar registrants post webinar
- ▶ Webinar promoted in direct email marketing, "Weekly Briefing" web pages, and across Realcomm's social media channels: LinkedIn, Twitter and Facebook
- ▶ Webinar announcement in "Weekly Briefing" newsletter (distribution 49,350+)
- ▶ Webinar recording available on Realcomm webinar website for on-demand viewing
- ▶ Webinar converted to audio file and posted on podcast web page