REALCOMM WEBINARS Q3 and Q4 2022

Sponsor Information

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Q3 & Q4 2022
Webinar Schedule
At-a-Glance

Series

- **NextGen Smart Buildings**

- **Corporate Real Estate**

- **Cybersecurity and Privacy**

- **Top of Mind**

- **CRE Tech Innovation**

See pages 3-7 for session descriptions.

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Date	Series	Topic
Jul 14	NextGen Smart Buildings	Defining the Smart Building of Tomorrow
Jul 21	NextGen Smart Buildings	Smarter Building Operations: Leveraging Data and Analytics
Jul 28	NextGen Smart Buildings	The Role of NextGen Technologies: Digital Twins, AI and More
Aug 11	Corporate Real Estate	What Does the Hybrid Workplace Look Like?
Aug 18	Corporate Real Estate	Navigating the Now Normal: The New Corporate Real Estate Tech Stack
Aug 25	Corporate Real Estate	What Workplace Experiences Make the Commute into the Office "Worth It"?
Sep 8	Cybersecurity and Privacy	IT Cybersecurity
Sep 15	Cybersecurity and Privacy	OT Cybersecurity
Sep 22	Cybersecurity and Privacy	Privacy
Oct 6	Top of Mind	ESG
Oct 13	Top of Mind	AI in Real Estate: What's on the Horizon?
Oct 20	Top of Mind	What does the Future of Work Look Like?
Dec 1	CRE Tech Innovation	Innovation Outlook: Workplace and Experience Technologies
Dec 8	CRE Tech Innovation	Innovation Outlook: Real Estate Automation Technologies
Dec 15	CRE Tech Innovation	Innovation Outlook: Intelligent Building Technologies

NextGen Smart Buildings

- *Defining the Smart Building of Tomorrow*

- *Smarter Building Operations: Leveraging Data and Analytics*

- *The Role of NextGen Technologies: Digital Twins, AI and More*

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SERIES CURRICULUM

As we emerge from the pandemic and start to reoccupy buildings, a healthy, safe and productive workplace is more important than ever for employees, tenants and visitors. In an environment where operating costs are balanced against the occupants' experience, innovative new technologies and the rethinking of traditional building operations and maintenance processes are not just desired but a critical component of this changing paradigm. This series examines what smarter buildings of the future look like.

Part I: Defining the Smart Building of Tomorrow
[Thursday, July 14, 2022 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]
This session analyzes design, development and strategic management of the next generation, high performance, intelligent buildings. Panelists share perspectives for planning and executing a smart building strategy that provides a future-ready and scalable approach for smart building projects and portfolios.

Part II: Smarter Building Operations: Leveraging Data and Analytics
[Thursday, July 21, 2022 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]
We are witnessing an ever-increasing number of devices connected to building networks, producing voluminous amounts of data. In this session, we explore methodologies for collection, transportation, normalization, integration, analysis, and protection of data.

Part III: The Role of NextGen Technologies: Digital Twins, AI and More
[Thursday, July 28, 2022 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]
In recent years, the concepts of Digital Twins, AI and Virtual Reality have found more applications in the built environment. This session will provide compelling examples of these technologies and examines their role going forward.

Corporate Real Estate Series

- *What Does the Hybrid Workplace Look Like?*

- *Navigating the Now Normal: The New Corporate Real Estate Tech Stack*

- *What Workplace Experiences Make the Commute into the Office "Worth It"?*

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Corporate occupiers face unique challenges as they manage the complexities of the return to the workplace and define hybrid workplace strategies. Technology plays an integral part in creating secure, healthy workplaces and experiences for employees onsite and offsite. In this series, we explore different approaches to creating productive workplace environments and examine the technologies necessary to facilitate and maintain critical corporate real estate processes.

Part I: What Does the Hybrid Workplace Look Like?
[Thursday, August 11, 2022 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]
Over the last 24-30 months, there have been thousands of differing ideas on what a hybrid work environment looks like. This session reviews technologies that enable the digital future of work and meeting the diverse needs of the workers these technologies support.

Part II: Navigating the Now Normal: The New Corporate Real Estate Tech Stack
[Thursday, August 18, 2022 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]
As we gradually move to a digital-heavy future that enables hybrid workplaces, the Corporate Real Estate enterprise architecture needs to rely on technology that connects relevant information and eliminates redundant data. This session envisions what IWMS and information management looks like going forward.

Part III: What Workplace Experiences Make the Commute into the Office "Worth It"?
[Thursday, August 25, 2022 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]
Technologies that create enriching experiences for office and campus visitors are more important than ever. This session explores the most innovative and creative approaches and examples to creating meaningful employee experiences that encourage employees to come to the office.

Cybersecurity and Privacy Series

- *IT Cybersecurity*

- *OT Cybersecurity*

- *Privacy*

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Cybercrime (especially ransomware) has increased dramatically in recent years. The commercial real estate industry is as vulnerable as anyone to threats to data and building systems that keep their organizations running. The hybrid workplace presents additional challenges, as IT systems have now expanded to employees' home internet environments. This series examines the very real cybersecurity threats that exist in the built environment and explores strategies and best practices to combat attacks and minimize the overall risks.

Part I: IT Cybersecurity
[Thursday, September 8, 2022 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]
IT-related breaches, such as cyber-attacks on real estate information management and transaction systems, have increased in frequency. This session explores IT cybersecurity strategies and best practices to train employees to be vigilant about cybersecurity threats.

Part II: OT Cybersecurity
[Thursday, September 15, 2022 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]
The built environment faces unique cyber challenges since many IT-focused frameworks do not work for operational technology in connected buildings. This session reviews the threat landscape for the built environment and cyber best practices for OT systems.

Part III: Privacy
[Thursday, September 22, 2022 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]
The introduction of new building systems including sensors, cameras, location services and biometric controls bear the potential for hyper-surveillance in buildings. This session introduces best practices for creating privacy policies for the built environment and safe handling of PII on premise.

Top of Mind Series

- *ESG*

- *AI in Real Estate: What's on the Horizon?*

- *What does the Future of Work Look Like?*

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The number of topics and issues surrounding smart, connected buildings and workplace experiences is daunting. From designing a building network to integrating experience apps into the strategy, there are many moving parts. This exciting series is designed to discuss those topics that are rising to the top and require focused discussion and debate. In this fireside chat format, panelists review the current state of the industry and discuss what's on the horizon for the built environment.

Part I: ESG
[Thursday, October 6, 2022 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]
Defining and setting a course to meet decarbonization, electrification and net-zero objectives requires a cohesive plan and alignment among internal teams and external stakeholders. This session examines these sustainability measures as well as ethical concerns that are part of the ESG narrative.

Part II: AI in Real Estate: What's on the Horizon?
[Thursday, October 13, 2022 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]
Whether as a tool for intelligent back-office decision making or to enable the concept of an "autonomous" building, AI is increasingly entering conversations in the real estate space. This session reviews existing AI applications and examines its potential for the built environment.

Part III: What does the Future of Work Look Like?
[Thursday, October 20, 2022 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]
The office market has never seen the degree of concentrated disruption it has experienced over the course of the pandemic. Industry consultants share their thoughts and insight on hybrid space, immersive experiences like the Metaverse, and how people will work together in the future.

CRE Tech Innovation Series

- *Innovation Outlook: Workplace and Experience Technologies*

- *Innovation Outlook: Real Estate Automation Technologies*

- *Innovation Outlook: Intelligent Building Technologies*

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There are over 3,000 companies that sell some form of technology and/or automation to the built environment. Innovative real estate technology applications are introduced daily and new players are entering the market regularly. Evaluating the sheer number of offers and uncovering the good ideas can seem daunting. This series introduces some of the most innovative and forward-thinking technology solutions for the commercial and corporate real estate industry.

Part I: **Innovation Outlook: Workplace and Experience Technologies**
[Thursday, December 1, 2022 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]
Defining the workplace of the future comes with unique challenges, among them the blending of physical and virtual space, effective collaboration technologies, and identifying a comprehensive device infrastructure. This session showcases technologies that enable hybrid work environments and create meaningful workplace experiences.

Part II: **Innovation Outlook: Real Estate Automation Technologies**
[Thursday, December 8, 2022 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]
New commercial real estate information management solutions enter an ever-expanding pool of single stack, integrated best-of-breed, open ecosystem and DIY options on the market. This session showcases some of the most innovative and progressive IT and business automation solutions to achieve a successful, seamless back-office automation.

Part III: Innovation Outlook: Intelligent Building Technologies
[Thursday, December 15, 2022 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]
Over the last 2-3 years, the concept of a smart building has been challenged and new features have been assigned to the intelligent building of the future. This session showcases building technologies that align with the vision of smarter buildings.

Webinar Format

▶ Each webinar features a Moderator, Guest Speakers who are Real Estate End Users and Subject Matter Experts from the technology community.

▶ The Moderator kicks off the webinar, followed by the Real Estate Guest Speakers and Technology Partner presentations.

▶ Before each Technology Partner presentation, a short video commercial will be played to introduce the company.

▶ Following the presentations, the Real Estate End Users and Technology Partners participate in the panel discussion and Q&A.

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Start		Stop		Total Minutes	Agenda
PT	9:00 AM		9:02 AM	2	Welcome | Housekeeping | Thanking of Sponsors | Intro Moderator
ET	12:00 PM		12:02 PM		
PT	9:02 AM		9:07 AM	5	Moderator "Setting the Stage"
ET	12:02 PM		12:07 PM		
PT	9:07 AM		9:08 AM	1	Introduction End User 1
ET	12:07 PM		12:08 PM		
PT	9:08 AM		9:15 AM	7	End User 1 Presentation
ET	12:08 PM		12:15 PM		
PT	9:15 AM		9:18 AM	3	Follow-Up w/ End User 1
ET	12:15 PM		12:18 PM		
PT	9:18 AM		9:19 AM	1	Introduction End User 2
ET	12:18 PM		12:19 PM		
PT	9:19 AM		9:26 AM	7	End User 2 Presentation
ET	12:19 PM		12:26 PM		
PT	9:26 AM		9:29 AM	3	Follow-Up w/ End User 2
ET	12:26 PM		12:29 PM		
PT	9:29 AM		9:30 AM	1	Intro Video Tech Partner 1
ET	12:29 PM		12:30 PM		
PT	9:30 AM		9:31 AM	1	Introduction Tech Partner 1
ET	12:30 PM		12:31 PM		
PT	9:31 AM		9:36 AM	5	Tech Partner 1 Presentation
ET	12:31 PM		12:36 PM		
PT	9:36 AM		9:39 AM	3	Follow-Up w/ Tech Partner 1
ET	12:36 PM		12:39 PM		
PT	9:39 AM		9:40 AM	1	Intro Video Tech Partner 2
ET	12:39 PM		12:40 PM		
PT	9:40 AM		9:41 AM	1	Introduction Tech Partner 2
ET	12:40 PM		12:41 PM		
PT	9:41 AM		9:46 AM	5	Tech Partner 2 Presentation
ET	12:41 PM		12:46 PM		
PT	9:46 AM		9:49 AM	3	Follow-Up w/ Tech Partner 2
ET	12:46 PM		12:49 PM		
PT	9:49 AM		9:50 AM	1	Intro Video Tech Partner 3
ET	12:49 PM		12:50 PM		
PT	9:50 AM		9:51 AM	1	Introduction Tech Partner 3
ET	12:50 PM		12:51 PM		
PT	9:51 AM		9:56 AM	5	Tech Partner 3 Presentation
ET	12:51 PM		12:56 PM		
PT	9:56 AM		9:59 AM	3	Follow-Up w/ Tech Partner 3
ET	12:56 PM		12:59 PM		
PT	9:59 AM		10:00 AM	1	Intro Video Tech Partner 4
ET	12:59 PM		1:00 PM		
PT	10:00 AM		10:01 AM	1	Introduction Tech Partner 4
ET	1:00 PM		1:01 PM		
PT	10:01 AM		10:06 AM	5	Tech Partner 4 Presentation
ET	1:01 PM		1:06 PM		
PT	10:06 AM		10:09 AM	3	Follow-Up w/ Tech Partner 4
ET	1:06 PM		1:09 PM		
PT	10:09 AM		10:29 AM	20	Panel Discussion / Q&A
ET	1:09 PM		1:29 PM		
PT	10:29 AM		10:30 AM	1	Thank Yous | Close
ET	1:29 PM		1:30 PM		

Sample Agenda

Technology Partner Presentations

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.

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

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Sponsor Materials and Deadlines

	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.

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Gold Sponsorship Package

$3,750

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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

▶ For webinar series: Complete registration list will be provided for entire webinar series for follow up opportunity

▶ Webinar promoted through direct email marketing, "Weekly Briefing" newsletter, on "Weekly Briefing" web pages, and across Realcomm's social media channels: LinkedIn, Twitter and Facebook

  ▶ Sponsor recognition included in promotional marketing materials for entire webinar series

  ▶ Webinar announcement in "Weekly Briefing" newsletter (distribution 38,000+)

▶ 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

$2,500

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

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