# REALCOMM WEBINARS January and February 2022

# Sponsor Information

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# January & February Webinar Schedule At-a-Glance

**Series**

- *Smart Building Bootcamp*

- *Real Estate Data and Analytics*

*See pages 3-4 for session descriptions.*

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| Date | Series | Topic |
|------|--------|-------|
| Jan 20 | Smart Building Bootcamp | Smart Building Basics |
| Jan 27 | Smart Building Bootcamp | Energy Management on the Path to Carbon Neutrality |
| Feb 3 | Smart Building Bootcamp | Smart Building Case Studies |
| Feb 10 | Real Estate Data and Analytics | Powering the Enterprise: Developing a Data Strategy |
| Feb 17 | Real Estate Data and Analytics | Generating Insights by Leveraging Business Intelligence and Advanced Analytics |
| Feb 24 | Real Estate Data and Analytics | Data Case Studies: Taking the Organization to New Heights |

# Smart Building Bootcamp Series

- *Smart Building Basics*

- *Energy Management on the Path to Carbon Neutrality*

- *Smart Building Case Studies*

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*SERIES CURRICULUM*

Intelligent building technologies are a critical component to realizing operational cost-efficiency, healthy work environments, risk management and the experiences that define the smart building of the future. This series presents industry use-cases for design, development and management of smart, energy efficient, high-performance buildings and examines how to create and execute a smart building strategy in the current environment, applying time-tested principles to achieving a future-ready and scalable approach for your project and/or portfolio.

**Part I: Smart Building Basics**
**[Thursday, January 20, 2022 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]**
This session explores how to plan and execute an intelligent building strategy to develop a future-ready and scalable approach for smarter buildings. The panelists discuss the role of the network architecture and best practices for the wired and wireless building backbone and cybersecurity fundamentals for modern IP-enabled, IoT connected facilities.

**Part II: Energy Management on the Path to Carbon Neutrality**
**[Thursday, January 27, 2022 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]**
Across the US, building owners and operators are tasked with making energy efficiency upgrades and/or decarbonizing their power supply to meet new emission reduction targets. This session reviews best practices for operational efficiencies and showcases portfolios that are committed to reducing embodied carbon emissions.

**Part III: Smart Building Case Studies**
**[Thursday, February 3, 2022 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]**
The final session in the series presents some of the most progressive and successful implementations of smart buildings and corporate campuses. These projects demonstrate the possibilities when utilizing an intelligent building strategy, operational building data and an ecosystem of technology partners to develop smarter buildings and workspaces.

# Real Estate Data and Analytics Series

- *Powering the Enterprise: Developing a Data Strategy*

- *Generating Insights by Leveraging Business Intelligence and Advanced Analytics*

- *Data Case Studies: Taking the Organization to New Heights*

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*SERIES CURRICULUM*

The challenges commercial and corporate real estate decision makers face in today's competitive business environment are multi-layered and complex. Using different data sources to explain the performance of your organization, comparing varying courses of action, generating actionable insights and employing a structured approach to business problem-solving is crucial to achieving a clear competitive advantage. This series introduces data strategies, covers advanced analytics tools and approaches, and discusses prominent data case studies that had measurable results.

**Part I: Powering the Enterprise: Developing a Data Strategy**
**[Thursday, February 10, 2022 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]**
Organizing the tremendous amount of back office, smart building and occupant data into a cohesive information management program is critical to achieving organizational efficiency and business acumen. This session identifies best practices and shares valuable insight into developing a modern, comprehensive enterprise data strategy.

**Part II: Generating Insights by Leveraging Business Intelligence and Advanced Analytics**
**[Thursday, February 17, 2022 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]**
Business intelligence and advanced analytics tools – broadly encompassing decision support systems, business intelligence systems and visual analytics – can have a profound impact on corporate strategy, performance and competitiveness. This session reviews compelling advanced analytics tools and strategies.

**Part III:  Data Case Studies: Taking the Organization to New Heights**
**[Thursday, February 24, 2022 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]**
While many real estate organizations are collecting massive volumes of data, moving from raw information to valuable insight can be a daunting task. This session features case studies from organizations that are successfully utilizing real estate and building data to gain valuable industry or company insights.

# 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

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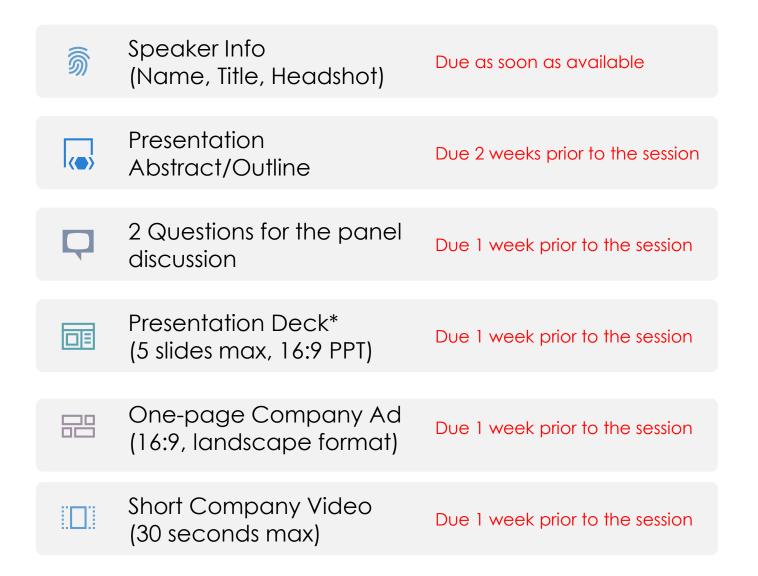
| 2 Presentation Types: | 5-Minute Presentation | A speaker from your company will be allowed 5 minutes for an educational presentation. The presenter will also join the panel discussion and Q&A at the end of the program. |
| --- | --- | --- |
| | 7-Minute Case Study Presentation | A real estate end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

# Sponsor Materials and Deadlines

| | | |
|---|---|---|
| 🔳 | **Speaker Info**<br>(Name, Title, Headshot) | Due as soon as available |
| 🔳 | **Presentation**<br>Abstract/Outline | Due 2 weeks prior to the session |
| 💬 | **2 Questions for the panel**<br>discussion | Due 1 week prior to the session |
| 🔳 | **Presentation Deck***<br>(5 slides max, 16:9 PPT) | Due 1 week prior to the session |
| 🔳 | **One-page Company Ad**<br>(16:9, landscape format) | Due 1 week prior to the session |
| 🔳 | **Short Company Video**<br>(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

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

- Webinar promoted in direct email marketing, in "Weekly Briefing" html newsletter, 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

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