

# REALCOMM WEBINARS 2023

## Sponsor Information



# 2023 Webinar Schedule At-a-Glance

## Series

- **Driving Business Outcomes With Smarter Buildings**
- **Enterprise Systems, Data Integrations, and Industry Direction**
- **Net-Zero Carbon Detection, Collection, and Reporting**
- **Automating Everything to Combat a Looming Downturn**
- **Cyber Workshop and Incident Response Planning**
- **Midyear Trends and Course Corrections**
- **Celebrating Women in CRE**

*\*See pages 4-15 for session descriptions.*

Date	Series	Topic
Jan 19	Driving Business Outcomes With Smarter Buildings	Smarter Building Fundamentals
Jan 26	Driving Business Outcomes With Smarter Buildings	Smarter Building Case Studies
Feb 9	Enterprise Systems, Data Integrations, and Industry Direction	Investment Management Enterprise Automation
Feb 23	Enterprise Systems, Data Integrations, and Industry Direction	Effective Data Architecture Strategies, Implementations, and Integrations
March 9	Net-Zero Carbon Detection, Collection, and Reporting	Carbon Accounting's Impact on the CRE Industry
March 23	Net-Zero Carbon Detection, Collection, and Reporting	ESG and Carbon Accounting Case Studies
April 13	Automating Everything to Combat a Looming Downturn	Driving Measurable Business Value – Fundamentals
April 27	Automating Everything to Combat a Looming Downturn	Driving Measurable Business Value – Case Studies
May 11	Cyber Workshop and Incident Response Planning	Incident Response Planning – The Technology Perspective
May 18	Cyber Workshop and Incident Response Planning	Incident Response Planning – The Business Perspective
July 13	Midyear Trends and Course Corrections	Informational Technology Takeaways (Fireside Chat)
July 27	Midyear Trends and Course Corrections	Operational Technology Takeaways (Fireside Chat)
Aug 10	Celebrating Women in CRE	Leadership, Diversity, and Evolving Company Cultures
Aug 17	Celebrating Women in CRE	Technologies That Are Shaping The CRE Industry

# 2023 Webinar Schedule At-a-Glance

## Series

- **Operational Technologies That Are Changing The Built Environment**
- **Wireless Technology in the Built Environment**
- **Workplace Evolution, Trends, and Immersive Experiences**
- **Emerging Tech To Watch**
- **Innovation Outlook**

Date	Series	Topic
Aug 24	Operational Technologies That Are Changing The Built Environment	Understanding Today's Sensors, IoT Devices, and How They Are Being Used
Sept 7	Operational Technologies That Are Changing The Built Environment	Cutting-Edge Operational Technologies – Case Studies
Sept 14	Wireless Technologies in the Built Environment	Technology Options Across The Wireless Frequency Spectrum
Oct 5	Wireless Technologies in the Built Environment	Wireless Technology Solutions – Case Studies
Oct 12	Workplace Evolution, Trends, and Immersive Experiences	The Current State of WFH   RTO   Hybrid Trends and Immersive Experiences
Oct 19	Workplace Evolution, Trends, and Immersive Experiences	Workplace Models and Case Study Analysis
Oct 26	Emerging Tech To Watch	The Game Changers – Hype and Reality
Nov 1	Emerging Tech To Watch	TBD
Dec 7	Innovation Outlook & Reflection	Enterprise & Information Management – Results that Matter
Dec 14	Innovation Outlook & Reflection	Operational Results in the Built Environment

*\*See pages 4-15 for session descriptions.*

# Driving Business Outcomes With Smarter Buildings

- **Smarter Building Fundamentals**
- **Smarter Building Case Studies**



## **SERIES CURRICULUM**

Establishing obtainable business objectives is a fundamental component of any business strategy. Leveraging today's available technology to enable those objectives in the most effective way possible is crucial as the CRE business landscape becomes more uncertain. Smart building technology is being used to drive business outcomes specific to net-zero carbon emissions, reducing utility costs, tenant safety and comfort, cybersecurity, and hybrid work options just to name a few. Senior executives don't need to know the detailed technology behind every device, but they do want to understand how these projects will help their company meet defined business goals with a reasonable ROI.

### **Part I: Smarter Building Fundamentals**

**[Thursday, January 19, 2023 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]**

Industry experts explore the basics of technology-enabled business outcomes. Devices only make buildings smarter when the data they generate can be harvested, consolidated, and visualized to make better decisions, keep tenants safer, and reduce energy utilization. This session explores the fundamentals of smart building projects designed to meet well-defined business objectives.

### **Part II: Smarter Building Case Studies**

**[Thursday, January 26, 2023 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]**

Commercial real estate companies often establish critical partnerships with key vendors to aid in driving specific desired business outcomes. We'll explore several case studies that help define how these partnerships were established, the goals they set, and the milestones achieved within each implementation. Viewers will learn what to do (and not do) to jumpstart their own smarter building projects.

## Enterprise Systems, Data Integrations, and Industry Direction

- *Investment Management Enterprise Automation*
- *Effective Data Architecture Strategies, Implementations, and Integrations*



### **SERIES CURRICULUM**

Commercial real estate firms, Investment Advisors, and Corporate Occupiers all rely on technology-enabled business processes to allow them to effectively manage their portfolios, develop efficient workflows, and optimize business processes. Many are realizing that their enterprise systems are not providing the level of efficiency they need to navigate the expected business climate ahead. It is critical to understand the latest technological options available to companies to remove siloed barriers, eliminate system limitations, reduce headcount when needed, and prepare for uncertainty.

#### **Part I: Investment Management Enterprise Automation**

**[Thursday, February 9, 2023 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]**

Panelists will explore the latest Investment Management capabilities that are necessary to meet evolving investor reporting requirements. Secure investor portals, capital fundraising, tax season processes, and backend data integration have become front and center for those seeking to maintain investor confidence. Creating greater efficiencies is more important than ever as investors and regulators place greater demands on Investment Managers and Advisors.

#### **Part II: Effective Data Architecture Strategies, Implementations, and Integrations**

**[Thursday, February 23, 2023 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]**

Panelists review and dissect successful enterprise architecture strategies that highlight the growing demand for effective workflows that maximize business process efficiency, accurately capture valuations, and more. Viewers will learn how effective (or not) Artificial Intelligence (AI), Machine Learning (ML), and Robotic Process Automation (RPA) techniques have been in achieving predictive and prescriptive analytics.

# Net-Zero Carbon Detection, Collection, and Reporting

- *Carbon Accounting's Impact On The CRE Industry*
- *ESG and Carbon Accounting Case Studies*

## **SERIES CURRICULUM**

New and pending regulations have many businesses scrambling to get a basic understanding of net-zero carbon reporting requirements needed to measure their progress toward imposed 2030 and 2050 emission targets. Investors are seeking decarbonization details in their own portfolios to make future investment decisions. Hundreds of new software products have been introduced in the last twelve months with developers hoping to gain recognition and market share. This series will explore the basics of decarbonization and carbon accounting management to provide viewers with a clearer understanding of what is expected.

### **Part I: Carbon Accounting's Impact On the CRE Industry**

**[Thursday, March 9, 2023 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]**

During this session, viewers will learn the difference between Scope 1, 2, and 3 emissions along with carbon offsets and how they are being measured. Our panelists will explore different carbon accounting methodologies and how to make accurate assessments in multiple business areas. We'll explore Science-based Target initiatives (SBIT's) and how those relate to the CRE industry. Viewers will learn about new software products entering the market and how to make an informed selection.

### **Part II: ESG and Carbon Accounting Case Studies**

**[Thursday, March 23, 2023 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]**

Panelists explore concrete examples that illustrate how net-zero carbon emission projects are not only possible but necessary to stay competitive in the CRE industry. Our industry experts will share details of their own journey as well as the many pitfalls that should be avoided. Viewers of this webinar will leave with a better understanding of carbon accounting and a valuable checklist of "must-haves" in their own decarbonization projects.



# Automating Everything To Combat a Looming Downturn

- **Driving Measurable Business Value - Fundamentals**
- **Driving Measurable Business Value – Case Studies**

## **SERIES CURRICULUM**

Today's available technology is driving measurable business value by automating a wide range of business processes that allow companies to work more efficiently, reduce headcount where needed, and better prepare for uncertain market conditions. From basic task automation to intelligent decisions using AI, ML, and RPA, manual, inefficient business processes are freeing valuable resources within every department. Companies that integrate their multiple data sources are able to perform more valuable analytics through effective role-based visualization techniques. The battle cry of "Automate Everything" is becoming a resounding gong for senior technologists!

### **Part I: Driving Measurable Business Value - Fundamentals**

**[Thursday, April 13, 2023 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]**

Establishing a data strategy that adds significant value is still a challenging task for many organizations. Our panel of experts explores the fundamentals of integrated data sources that drive task, flow, and decision-making tools using AI, ML, RPA and proven techniques that are necessary to move toward predictive and even prescriptive outcomes. Viewers of this session will learn the basics of multi-source data integration, advanced analytics, and role-based data visualization.

### **Part II: Driving Measurable Business Value – Case Studies**

**[Thursday, April 27, 2023 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]**

Panelists will examine several data integration case studies and discuss creative options for optimizing as many business processes as possible. They will explore the latest in decision automation, process mining, and content management. Industry experts will examine the proven benefits and unrealized expectations. Viewers will learn how today's technology and data designs have reduced time, effort, and labor related to reporting and analytics.

# Cyber Workshop and Incident Response Planning

- *Incident Response Planning – The Technology Perspective*
- *Incident Response Planning – The Business Perspective*

## **SERIES CURRICULUM**

Establishing an effective Cybersecurity Program is one of the most critical functions in today's business environment yet many companies are still trying to figure out how to get started. Long gone are the days when having a basic technology-based business continuity and recovery plan was enough to satisfy investors and auditors. Companies must have a well-established, proven plan to protect and restore all business operations when needed, communicate to investors and tenants, and determine when paying a large ransom to unlock their data may be the only way to save their business. Learn how tabletop exercises are being conducted at all levels including IT, Operations, Legal, HR, Accounting, Marketing and with the C-suite.

### **Part I: Incident Response Planning – The Technology Perspective**

**[Thursday, May 11, 2023 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]**

During this simulated cyber attack, viewers will learn the basics of conducting a realistic tabletop exercise from the IT and OT perspectives with the objective of developing a realistic Incident Response Plan (IRP). Watch as team members make critical decisions on how to respond, who to call and when to escalate as time passes. Vendors and tech partners provide real-time guidance when they are contacted to assist the end users as they struggle to regain control of their corporate systems, data, and building operations.

### **Part II: Incident Response Planning – The Business Perspective**

**[Thursday, May 18, 2023 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]**

During this simulated cyber attack, viewers will learn the basics of conducting a realistic tabletop exercise with senior business leaders. Watch as executives and department heads evaluate incoming information and respond to an escalating situation impacting multiple business areas. Attendees will learn the basics of conducting these tabletop exercises and receive valuable information about developing (or enhancing) their own Incident Response Plans.



## Midyear Trends And Course Corrections

- **Informational Technology Takeaways (Fireside Chat)**
- **Operational Technology Takeaways (Fireside Chat)**

### **SERIES CURRICULUM**

During this webinar series, we will closely examine our assumptions and expectations based on industry trends, market conditions, new directions, and innovative breakthroughs. We'll assemble some of the top thought leaders and vendor partners to highlight surprising developments within the commercial and corporate real estate industries. Our panel will examine key cause and effect actions within informational and operational technologies, business strategic adjustments, new software developments, and their observations at this year's trade shows, conferences, and user group events.

#### **Part I: Informational Technology Takeaways (Fireside Chat)**

**[Thursday, July 13, 2023 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]**

Panelists examine the most interesting enterprise outcomes following the first half of a year that could be finding the commercial and corporate real estate markets in decline – possibly even in turmoil. Industry experts explore how the most influential technology partners are evolving their product offerings and how companies are leveraging technology to recalibrate their business priorities. Viewers who need to understand how the current market direction, technology course corrections, and industry trends will benefit by joining the live attendees who can interact directly with our end user and vendor panelists.

#### **Part II: Operational Technology Takeaways (Fireside Chat)**

**[Thursday, July 27, 2023 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]**

Panelists examine the most interesting operational and built-environment outcomes following the first half of a year that could be severely impacted by tenant lease renegotiations, net-zero carbon mandates, occupant safety, and cap rate expansion. Industry experts explore how the most influential operational partners are evolving their product offerings and how companies are adjusting their projects based on business reprioritizations. Viewers who need to understand how the current market direction, technology course corrections, and industry trends will benefit by joining the live attendees who can interact directly with our end user and vendor panelists.

## Celebrating Women In CRE

- *Leadership, Diversity, and Evolving Company Cultures*
- *Technologies That Are Shaping The CRE Industry*

### **SERIES CURRICULUM**

We're including this focused series to celebrate the talent, thought-leadership, and unique, innovative mindsets that have enhanced commercial and corporate real estate as more women fill executive leadership positions, advanced technology roles, and critical vendor partnerships. Our all-women panels will provide insights on their career paths, leadership challenges and rewards, surprising industry innovations over the past years, and visionary predictions on what is to come.

#### **Part I: Leadership, Diversity, and Evolving Company Cultures**

**[Thursday, August 10, 2023 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]**

Workplace culture reflects the values of company leadership and can shape employee interactions, motivations, and loyalty. Our all-women, executive-level panel explores significant changes in leadership modeling, evolving workplace challenges, mentorship, and attracting new talent. Viewers of this session will get a front seat in this executive roundtable discussion as our panelists examine a wide range of business challenges.

#### **Part II: Technologies That Are Shaping The CRE Industry**

**[Thursday, August 17, 2023 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]**

The partnership between business and technology enablement has never been as critical as it is today. The aggressive automation of critical business processes allows companies to work more efficiently, reduce headcount when needed, and do more with less. In many companies, this formula for success is driven by the incredibly talented women in key technology roles. Listen in as our all-women panel of Engineers, Innovators, and Vendor Partners discuss the symbiotic relationship between technology roadmaps and business evolution.



# Operational Technologies That Are Changing the Built Environment

- *Understanding Today's Sensors, IoT Devices, and How They Are Being Used*
- *Cutting-Edge Operational Technologies – Case Studies*



## **SERIES CURRICULUM**

From new developments to historic structures, suburban offices to high-rise towers, and rural open-air towns to 100-year-old walkable cities, technology is enabling a massive transformation all over the country. Evolving demands placed on all of these industry verticals require a thorough understanding of the available technologies necessary to meet net-zero carbon targets, guest and tenant safety, cyber security, health and wellness, diversity, inclusivity, and more. Tune into this webinar series to learn the very latest in sensors, IoT devices, access controls, and how other emerging technologies are changing the built environment.

### **Part I: Understanding Today's Sensors, IoT Devices, and How They Are Being Used**

**[Thursday, August 24, 2023 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]**

Evaluating and integrating proven sensor and IoT device technologies with today's building management systems can be a daunting task. Building engineers are facing multiple challenges as more vendors introduce new products designed to enhance building operations. Our panel of industry experts and trusted vendor partners will examine how various products are being used in the built environment to streamline operations, enhance building security, measure human movement, and more.

### **Part II: Cutting-Edge Operational Technologies – Case Studies**

**[Thursday, September 7, 2023 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]**

During this session, our panelists will examine several operational case studies that illustrate proven methods of identifying entry-ticket minimums, establishing a realistic ROI, and obtaining project approval. Viewers will benefit from hearing multiple perspectives on projects that have recently been completed or are currently underway. Industry experts and vendor partners weigh in on implementation options, cost-saving opportunities, and critical project milestones.

# Wireless Technology In The Built Environment

- **Technology Options Across The Wireless Frequency Spectrum**
- **Wireless Technology Solutions – Case Studies**



## **SERIES CURRICULUM**

Explore the broad frequency spectrum that encompasses all aspects of modern wireless technology. From 5G/6G to Small Sites, CBRS, and Private Networks, our panel of industry experts examines the challenges of today's-built environment and these innovative communication techniques that are constantly evolving. Viewers will learn about emerging options, innovative access control solutions, and helpful checklists that can enhance even the most advanced implementations.

### **Part I: Technology Options Across The Wireless Frequency Spectrum**

**[Thursday, Sept 14, 2023 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]**

During this session, our industry-expert panelists will explore the latest foundational wireless technologies and move into the experimental and speculative. Listen in as senior company technologists and vendor partners explain the fundamental aspects of 5G/6G, CBRS, and when a project demands a company-owned private network. Explore the art of the possible with various emerging options including BLE, NFC, UWB, and even how Apple Wallet is making its debut in this space. If these acronyms seem unfamiliar or foreign, tune in as our panel dissects each and explains everything in easy-to-understand terms.

### **Part II: Wireless Technology Solutions – Case Studies**

**[Thursday, Oct 5, 2023 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]**

Panelists review hand-picked case studies and examine the project design, implementation, and results. Our industry experts share the details of their own project milestones along with the efforts needed just to get the projects approved. Vendor partners evaluate modern wireless options and discuss the trends that are shaping the market. Viewers of this session will benefit greatly by hearing directly from those who implemented the projects as well as several of the vendors that supported them.

## Workplace Evolution, Trends, and Immersive Experience

- *The Current State of WFH | RTO | Hybrid Trends and Immersive Experiences*
- *Workplace Models and Case Study Analysis*



### **SERIES CURRICULUM**

The hybrid work model took over 30 years and a global pandemic to evolve into its current state. Issues still remain with security, productivity, mentorship opportunities, inclusivity, and more. Market uncertainty over the many months leading to this webinar discussion may see another significant shift in company cultures as the demand to return to the office increases. Our panelists will explore all aspects of hybrid work and provide up-to-date information to our Realcomm followers.

#### **Part I: The Current State of WFH | RTO | Hybrid Trends and Immersive Experiences [Thursday, October 12, 2023 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]**

Expectations from owners and workers in late 2023 may look very different than just a year ago. Our experienced panelists will review the latest trends and the impact of remote work on promotions, mentoring, performance reports, manager perceptions, and development opportunities. They'll review multiple factors that may be driving hybrid work solutions in very different directions. Technologies such as Microsoft Places and Google Workplace are designed to align hybrid work objectives with immersive experiences. Are they working? Our expert panel will explore these options.

#### **Part II: Workplace Models and Case Study Analysis**

**[Thursday, October 19, 2023 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]**

As workplace models are evolving, so are the ways in which companies are implementing workplace experience projects. Our expert panel will analyze several case studies involving homegrown and purchased applications, technologies used to smoothly integrate in-office and remote workers, and productivity accountability. Viewers will benefit from hearing our panel discuss project milestones, success stories, and abject failures.

## Emerging Tech To Watch

- **The Game Changers – Hype and Reality**
- **TBD**

## SERIES CURRICULUM

Listen in as our panel of industry experts analyzes every aspect of what has long been promised to be a “game changer” technology. They will analyze new innovations and provide commentary on the “next big thing”.

### Part I: The Game Changers – Hype and Reality

**[Thursday, October 26, 2023 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]**

Viewers will learn about the successes and failures of projects involving Artificial Intelligence (AI), Machine Learning (ML), Robotic Process Automation (RPA) and more.

### Part II: TBD

**[Thursday, November 2, 2023 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]**



## Innovation Outlook & Reflection

- **Enterprise & Information Management – Results that Matter**
- **Operational Results in the Built Environment**

### **SERIES CURRICULUM**

Innovation Outlook reflections and projections based on Realcomm, IBcon & CoRE Tech presentations, discussions, and emerging innovations that were introduced during these conference events. Viewers who were not able to attend these events or could not get to all of the breakout discussions will benefit from these in-depth recaps. Panelists will analyze current trends and make educated predictions on what's to come in 2024.

#### **Part I: Enterprise & Information Management – Results that Matter**

**[Thursday, December 7, 2023 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]**

During this webinar, our panelists will provide concrete examples of business process re-engineering, data modeling, and systems integrations that have only been made possible by embracing the latest in technology and innovation.

#### **Part II: Operational Results in the Built Environment**

**[Thursday, December 14, 2023 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]**

Our blended panel of thought leaders, industry experts, and vendor tech partners will explore some of the key breakthroughs in the built environment, how well this year's projects have aligned with expected business outcomes, and what is likely to come next. We'll explore new product offerings and their alignment with specific business initiatives, new directions, and mandated impacts.

# 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.

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

Sample Agenda

# 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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### **2 Presentation Types:**

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#### ***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.

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#### ***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.

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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



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  
(60 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

\$3,750

## 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 49,357+)
- ▶ 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 49,357+)
- ▶ Webinar recording available on Realcomm webinar website for on-demand viewing
- ▶ Webinar converted to audio file and posted on podcast web page