REALCOMM WEBINARS Q4 2021

Sponsor Information

Realcomm

Q4 2021
Webinar Schedule
At-a-Glance

Series

- **Intelligent Design & Construction**

- **Corporate Real Estate**

- **Smart Building Strategies 3.0**

See pages 7-9 for session descriptions.

Realcomm

Date	Series	Topic
Q4		
10/7/2021	Corporate Real Estate	Rethinking Corporate Real Estate Enterprise Architecture
10/14/2021	Smart Building Strategies 3.0	Defining the Smart Building of Tomorrow
10/21/2021	Intelligent Design and Construction	NextGen Building Technologies: Selecting the Right Solution Set
11/10/2021	Intelligent Design and Construction	Managing the Construction Process
11/11/2021	Corporate Real Estate	Workplace and Space Utilization: Sensors, Analytics, AI and More
11/18/2021	Smart Building Strategies 3.0	The Role of Health, Wellness and Productivity Going Forward
12/2/2021	Intelligent Design and Construction	Creating a Future Proof Smart Strategy: From New Design to Retrofit
12/9/2021	Corporate Real Estate	Reinventing the Employee Experience in the Post-COVID Era
12/16/2021	Smart Building Strategies 3.0	Best of Smart Building Lessons Learned During the Pandemic

Intelligent Design & Construction

- *Managing the Construction Process*

- *NextGen Building Technologies: Selecting the Right Solution Set*

- *Creating a Future Proof Smart Strategy: From New Design to Retrofit*

Realcomm

SERIES CURRICULUM

Technology is evolving at an increasing rate, so much so that even today's most highly evolved "smart" buildings will appear just "normal" in the next 3-5 years. Today, the majority of commercial buildings in existence for 30 years or more, are in desperate need of a refresh. Retrofitting an existing building to make it smart, attractive, comfortable, healthy, sustainable and cost-efficient can involve much more than just updating the aging HVAC, stepping up the lighting and putting in a few IoT sensors. In this series we look at a few of the most progressive examples of both new developments as well as retrofit projects and how they were accomplished.

Part I: NextGen Building Technologies: Selecting the Right Solution Set
[Thursday, October 21, 2021 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]
Modern building infrastructures enable a connected network of devices well beyond the traditional building automation systems. This session addresses the opportunities, as well as integration, standardization, cyber and compatibility challenges of integrating next generation smart building technologies.

Part II: Managing the Construction Process: Leveraging Technology to Address Embodied Carbon and Align Business and Engineering Goals
[Wednesday, November 10, 2021 – 12:00pm – 1:30pm ET / 9:00am – 10:30am PT}
In this session, the panelists explore the role technology plays in building design and construction management. Best practices for increasing process efficiency and reducing embodied carbon emissions in new builds are introduced and debated.

Part III: Creating a Future Proof Smart Strategy: From New Design to Retrofit
[Thursday, December 2, 2021 – 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]
Tech features of building systems are advancing so rapidly that a specified component may become functionally obsolete before a new project or retrofit is even completed. This session explores future ready intelligent design strategies considering standards, integration and the changing landscape of manufacturers and software providers.

Corporate Real Estate

- *Rethinking Corporate Real Estate Enterprise Architecture*

- *Workplace and Space Utilization: Sensors, Analytics, AI and More*

- *Reinventing the Employee Experience in the Post-COVID Era*

Realcomm

SERIES CURRICULUM

The challenges facing corporate occupiers have been magnified by the tectonic shift to WFH. So many organizations are still uncertain as to how they'll manage the complexities of the return to the workplace and how it will impact the organization - from physical space requirements to enhancing productivity to ensuring that occupants are safe, healthy and are actually motivated to return to an office workplace environment. In this series, we explore the technologies required to facilitate and maintain these critical corporate real estate processes.

Part I: Rethinking Corporate Real Estate Enterprise Architecture
[Thursday, October 7, 2021 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]
Developing a comprehensive, integrated enterprise architecture strategy that connects relevant information and eliminates redundant data can be challenging. This session explores the strengths and opportunities of IWMS, data warehouses and lakes, as well as integrated point solutions.

Part II: Workplace and Space Utilization: Sensors, Analytics, AI and More
[Thursday, November 11, 2021 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]
With COVID-19 impacting office density and traffic patterns, building owners and operators are paying close attention to workplace occupancy data analytics from sensors. This session reviews tools and strategies for a data-driven, flexible hybrid workplace design.

Part III: Reinventing the Employee Experience in the Post-COVID Era
[Thursday, December 9, 2021 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]
Technology plays an integral part in creating a company culture and experiences that support in-office and mobile workers. This session showcases some of the most innovative and creative solutions to create compelling experiences for post-pandemic corporate offices and campuses.

Smart Building Strategies 3.0

- *Defining the Smart Building of Tomorrow*

- *The Role of Health, Wellness and Productivity Going Forward*

- *Best of Smart Building Lessons Learned During the Pandemic*

Emerging from more than a year of the COVID pandemic, our buildings and workplaces are under pressure to provide a healthy, safe environment for employees, tenants and visitors. This entails new technologies as well as a rethinking of traditional building operations and maintenance processes. Many of these IoT and touchless technologies also require integration with existing, as well as a more modern data and communications. Now more than ever, we are in an environment where operating costs need to be balanced against the occupant's experience. In this session, we examine the anatomy of the 21st century post-pandemic smart building and discuss some of the potential "side effects" caused by the increased complexity.

Part I: Defining the Smart Building of Tomorrow
[Thursday, October 14, 2021 – 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]
This session presents industry use-cases for design, development and management of intelligent buildings of the future. The panel discusses how to plan and execute a smart building strategy in the current environment to provide a future-ready and scalable approach for smart building projects and portfolios.

Part II: The Role of Health, Wellness and Productivity Going Forward
[Thursday, November 18, 2021 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]
To operate a healthy building beyond the COVID-19 pandemic, building owners and tenants are evaluating behavioral, spatial, material, and operational strategies to protect the welfare and privacy of building occupants. This session discusses the importance of long-term health and wellness strategies.

Part III: Best of Smart Building Lessons Learned During the Pandemic
[Thursday, December 16, 2021 - 12:00pm – 1:30pm ET / 9:00am – 10:30am PT]
Over the course of the pandemic, the concept of a smart building has been challenged and new features have been assigned to the intelligent building of the future. This session reviews smart building lessons learned in 2021 and explores how building owners can be better prepared for unforeseeable future events.

Realcomm

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		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

Realcomm

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).	

Realcomm

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
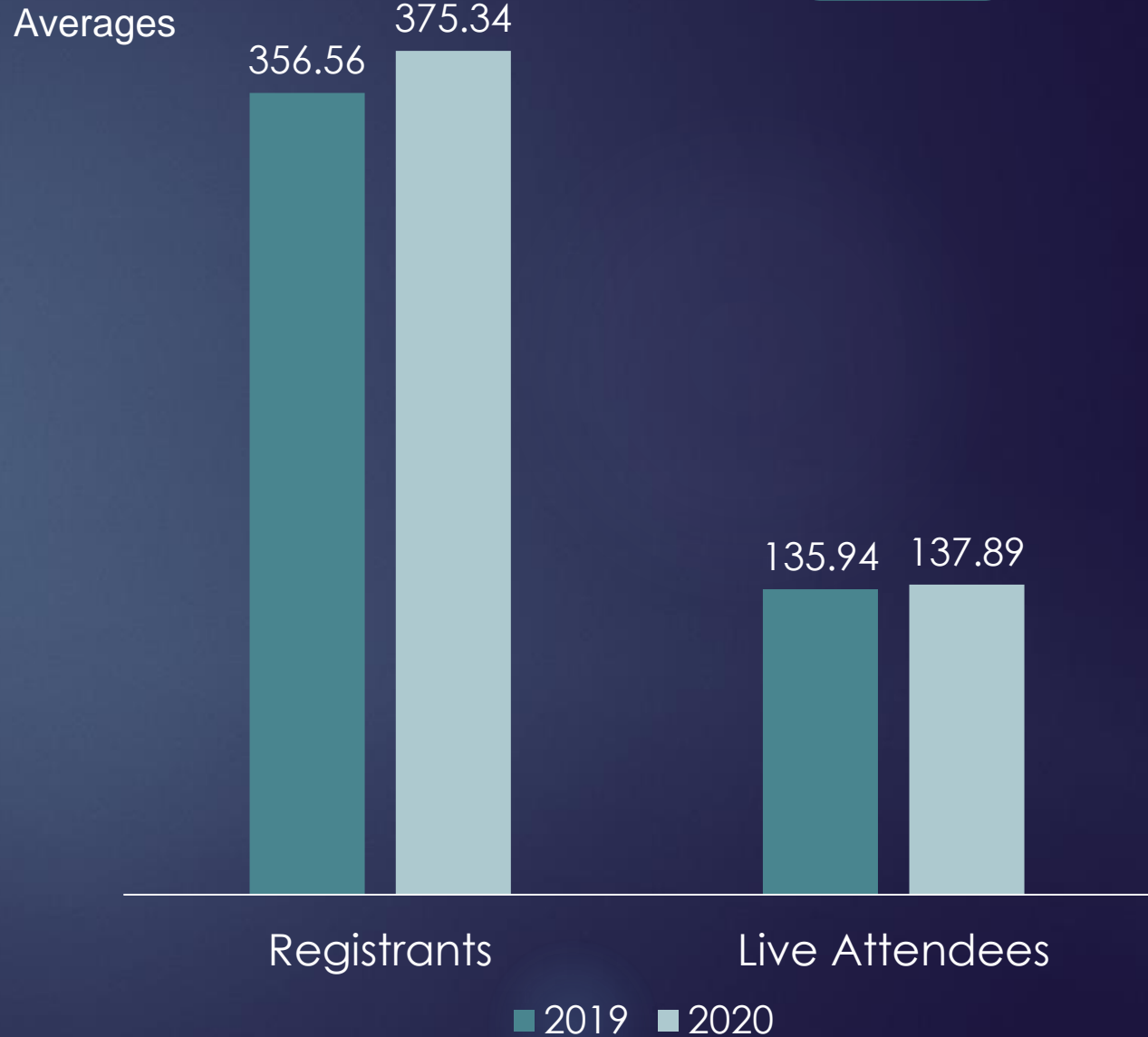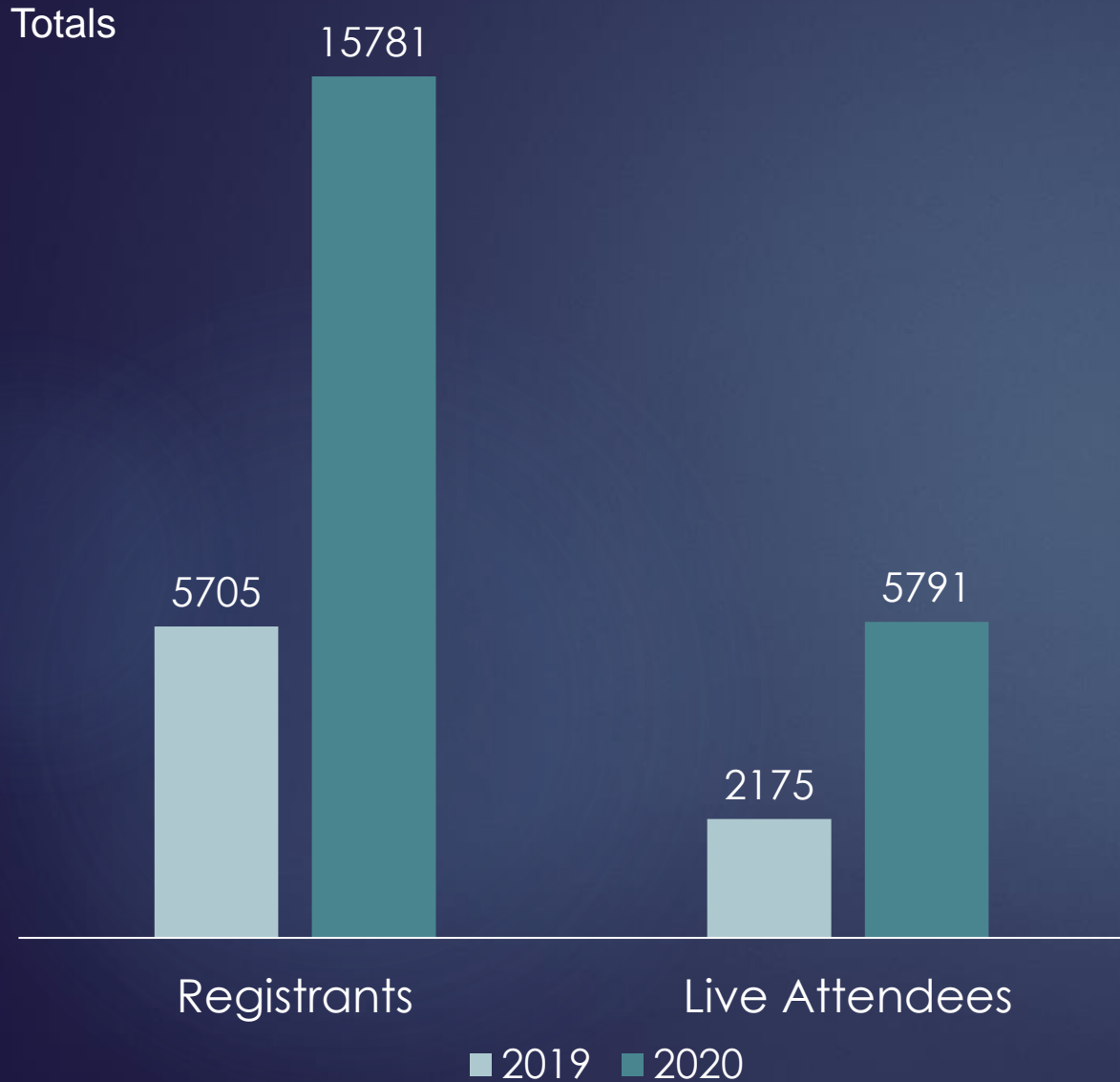
Realcomm

Gold Sponsorship Package

$3,250

Complete Package Includes:

- Company logo with hyperlink on Realcomm webinar website
- Opportunity to submit a 30-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+)
- Opportunity to post case study, video clip or full-page ad on webinar website page
- Webinar recording available on Realcomm webinar website for on-demand viewing
- Webinar converted to audio file and posted on podcast web page

Realcomm

Silver Sponsorship Package

$2,250

Complete Package Includes:

- Company logo with hyperlink on Realcomm webinar website

- Opportunity to submit a 30-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+)

- Opportunity to post case study, video clip or full-page ad on webinar website page

- Webinar recording available on Realcomm webinar website for on-demand viewing

- Webinar converted to audio file and posted on podcast web page

Realcomm