

# Chapter Learning – 2008/2009

## CoRE Workshops Alliance Program

[http://www2.corenetglobal.org/learning/chapter\\_resources/index.vsp](http://www2.corenetglobal.org/learning/chapter_resources/index.vsp)



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Empowering Corporate Real Estate  
and Workplace Executives

# Chapter Alliance Participation Model



- **Alliance Fee and number of workshops is based on Chapter Size**

**NOTE: Pricing is not expected to change in 2009**

- Small (50 or fewer members)  
\$2,500 – 3 workshops per year
- Small-to-Mid (50-149 members)  
\$5,000 – 4 workshops per year
- Mid-to-Large (150-199 members)  
\$7,500 – 5 workshops per year
- Large (200-349 members)  
\$10,000 – 6 workshops per year
- Mega (350+ members)  
\$15,000 – 8 workshops per year

## **Other Costs**

The chapter is responsible for other costs, including venue and food & beverage. We highly recommend that chapters secure educational sponsors to help pay for the event. In addition, holding your event at a member's corporate headquarters is a great opportunity to save on the venue.

## **Benefits of Alliance**

**Save Time**— Plug into the CoRE Workshop Series to allow chapter leaders to focus valuable time and effort on attendee participation and sponsorships

**Proven Ratings** – With an average approval rating of 90% for both speakers and programs, every professional - at every level - will benefit from CoRE Workshop

**Brand Equity** – Your chapter benefits from the CoRE Workshop brand marketed directly to the membership

**Educational Sponsorship Opportunities** - Global programming aids your success in securing additional educational sponsors

**Continuing Professional Development (CPD)** - Support your local MCRs with CPD renewal credits for all CoRE Workshop offerings

# Program Overview 2004-08



- 70+ workshops per year
  - Adapted MCR workshops
  - Summit & Other workshops
- Average chapter attendance  
Ranges from 30-50 attendees
- Average chapter pricing  
Ranges from \$40-50 per event
- Avg. Speaker & Program rating  
Evaluations Average 6 out of 7
- Chapter rating of CoRE Workshops  
program (overall): 5.87 out of 7

## **Planning for CoRE Workshop Programs**

CoRE Workshops are designed to be adaptable and flexible based on programming needs.

### **Program Length**

Workshops can be mixed and matched to meet your programming needs. The best determination of workshop length should be made after discussing directly with the speaker.

### **Program Format**

Program format is also best determined after discussing with the speaker. Several of the speakers within the Series prefer to speak without a panel, others are happy to have a local panel supplement their presentation. A local panel can be a great way to add local input and legitimacy to the presentation and may also help attract attendees. The majority of participants prefer case-based, real-world experiences followed by interactive, Q & A sessions.

# CoRE Workshops Programming



- CoRE Workshop programs are in constant evolution
- Existing program speakers update material as markets change
- After each Summit, appropriate speakers are contacted and asked to participate in CoRE Workshop program
  - San Diego speakers have been contacted
  - Berlin speakers will be contacted shortly

[Access to Program  
Schedule and Catalog](#)

## **Scheduling Workshops**

- Once you have made your selections, the program coordinator will work with the speakers to determine availability for your dates.
- We recommend choosing several dates to provide options for your speakers. In addition, we recommend scheduling a full year of workshops in order to maximize the benefits of advance notice to your membership.
- Member feedback suggests that a full-year calendar of events offered on a consistent day/time may be helpful for chapter events.
- Also, please communicate with speaker several times prior to event to review details.

# CoRE Workshops

## New Programming for 2008-2009



Speaker	Programs
Franciso J. Acoba, MCR, SLCR , Senior Manager, Strategy & Operations , Deloitte Consulting LLP	Power Serve: Serving Up Solutions in a Changing Market
Vik Bangia, Vice President, National Accounts CresaPartners, The Tenant's Advantage	What's Your Story? Use of Storytelling Techniques in Business
Ed Buckley SLCR, Camberne Developments LLC	Delivering Workplace Change: Proven innovation techniques and application in CRE and shared services
Christopher Chung, The Missouri Partnership	Politics of Place: The Battle of Location Incentives
David Clute, Customer Solution Manager Connected Real Estate Practice, Cisco	The Role of Technology and the Web – A Real Time Update
Daniel Cooke, Managing Director ,VP, Global RE & Support Services, BearingPoint	Going Mobile: Strategies, challenges, and lessons learned
Scott P. Foster MCR, SVP Corporate Workplace Bank of America	Enterprise Leadership: Learn the Business of the Business and How to Get There
Robert T. Osgood, Jr., Principal , Flad Architects	Change Management Principles that Enhance Communication & Buy-in and Drive Project Success
Bruce Rutherford, International Director, Jones Lang LaSalle	Strategies that Position and Enable Corporate Real Estate to Accommodate a Global Workforce

# CoRE Workshops

## Travel Expense Update



- Currently, chapters pay the first \$500 of travel costs and Global pays anything above that amount. Due to increased travel pricing, this model has become impossible to sustain.
- Starting in October 2008, travel costs will be equally shared.  
Examples:
  - If travel is \$600, the Chapter and CoreNet Global each pay \$300.
  - If travel is \$1,000, the Chapter and CoreNet Global each pay \$500.
  - If travel is \$2,000, the Chapter and CoreNet Global each pay \$1,000.
- To save money on speaker travel, chapters should work closely with the speaker on:
  - Suggesting reasonable hotel accommodations
  - Providing corporate rates
  - Providing transportation to/from event and/or airport
- The speakers have agreed to the Speaker Travel Policy issued by Global. Please arrange accordingly with the speakers.

# Global Chapter Learning Task Force



- CoRE Curriculum/CoRE Workshops, which began in 2004, is continuously evolving.
- Based on feedback from the chapters and members, it became increasingly obvious the program needed to expand to support global participation of chapters at every stage of development.
- In May 2008, the Global Chapter Learning Task Force was formed with a goal to strengthen the learning experience at the chapter level and to take the chapter learning program to the next stage, providing consistent, high quality education that is easily accessible to all chapters globally and meets the needs of CoreNet Global members in their own community.
- Phase I of the Task Force work has been an information-gathering gap analysis, providing insight into what CoreNet Global provides and what chapters and members require in a chapter level learning program.

# Global Chapter Learning Task Force



- Six Elements were researched in Phase I:
  - A model for global participation
  - Chapter differences and dynamics
  - Faculty resources
  - Competency review/subject matter review
  - Delivery methodology
  - Financial Sustainability
- Recommendations and a model for global learning will be presented to the CoreNet Global Board of Directors during the Fall Summit in Orlando
- The model will address: A centralized repository for speaker/subject material, Quality material/delivery with local chapter and market nuances, Collaborative partnerships, and "By Chapters, For Chapters" program development.

# Global Chapter Learning Task Force



- Phase II will consider the logistics of rolling out the model, assuring consistent, high quality chapter learning programs are delivered globally. This will include new content identification and delivery methods, communication and management plans.
- Some of the anticipated recommendations to the current program will involve: a central repository to identify and develop regional speakers and instructors, core subject matter and standard curriculums, implementation of collaborative learning programs, shared delivery methodologies, alliances with other professional organizations, and affiliation with universities.
- Anticipated roll out timing will be the Spring Summit in Dallas.
- Task Force members have and will continue to reach out to Chapter Leaders for guidance and feedback, since this is a "By Chapters, For Chapters" program.

# Global Chapter Learning

## Phase I Task Force Members



- Todd Anderson, Southern California
- Andrew Barker, Asia
- Michael Benham, North American (Michigan)
- R. J. Brennan, North America (Chicago)
- Kim Burt, Europe (Benelux)
- Harry Cole, Europe (UK)
- Matt Fanoie, North America (Atlanta)
- Karen Fields, North America (Mid-Atlantic)
- Mirela Gabrovska, North America (Chicago)
- Kevin Haverty, North America (Canada)
- Suzanne Heidelberger, North America (New York)
- Sandra Johnson, North America (Connecticut/Westchester)
- Steve Kozarits, North America (St. Louis)
- Sharon Krohn, North America (Chicago)
- Pat McKee, North America (Desert Mountain)
- Bruce Shick, North America (New England)
- Mike Zamora, Asian Liaison
- Beverley Taylor, CoreNet Global Staff Support