Realcomm | IBcon 2024 Program

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Executive Leadership – Moving the Needle

Visionary Leadership: Executive Insights on Driving Transformation in Our Organizations and the Industry at Large

In an era where unpredictability is the new normal, the commercial real estate sector is witnessing an unprecedented transformation driven by rapid technological advancements and shifting economic currents. In this era, technology is not just a tool for adaptation but a driver of transformative growth amidst economic uncertainties. Industry leaders from Yardi, MRI, Altus, and VTS will explore the impact of global economic trends on real estate investments and discuss the pivotal role of digital innovation in navigating economic, behavioral, demographic and cultural shifts. This thought-provoking session will provide insights into how technology and economic trends are synergistically shaping the future of commercial real estate.

Competing on Tech Talent: A CRE Talent Development Roadmap

With the landscape of CRE rapidly changing, the war for tech talent has begun. Amid a shortage of candidates with the necessary tech expertise and real estate acumen, recruiting talent has become a fierce competition to secure skilled professionals who can drive digital transformation and innovation. This session is a deep dive into creating a robust talent development roadmap. Learn how to identify the critical tech and data roles that will define the next decade, as well as the training programs required to fill these roles internally. We'll discuss partnerships with educational institutions, creating apprenticeships, and cultivating a pipeline of tech-savvy professionals ready to lead your CRE organization into the future.

From Vision to Action: Mastering Internal Alignment and Implementation of AI in Your Organization

Defining and deploying AI in complex organizations is a huge and complex challenge. In this insightful fireside chat, we feature three industry leaders as they dive into the many facets of aligning an organization around artificial intelligence strategy and implementation. This engaging discussion will cover pivotal topics such as strategizing AI integration, navigating internal politics, and seeking external assistance when necessary. Our esteemed panelists will share their expert perspectives, practical experiences, and valuable strategies to overcome common challenges in AI adoption. Attendees will gain a deeper understanding of the multifaceted approach required to harmonize AI initiatives with organizational goals, fostering a culture of innovation and collaboration.

Proptech

AI Trends in CRE: The VC Perspective

Venture capitalists (VCs) occupy a privileged vantage point for identifying groundbreaking AI applications, afforded by their early engagement with pioneering startups seeking investment to realize their technological innovations. This session will offer a deep dive into some of the most groundbreaking AI applications transforming commercial real estate today. Our panel of industry-leading VCs will examine major global industry trends and will walk you through their portfolio's top picks, detailing how these startups leverage AI for predictive analytics in property valuation, automated lease abstraction, and intelligent energy management, to name a few. Learn about the due diligence process, the potential ROI these solutions offer, and the criteria that make them stand out in a competitive market.

Proptech Launchpad Showcase

In today's rapidly evolving landscape, a multitude of new enterprises are stepping into the real estate sector, offering a diverse array of technologies. These range from well-established entities with years of experience to nascent startups on the cusp of innovation. Since 1999, Realcomm has stood as a pivotal arena where emerging companies can showcase their novel concepts and solutions to the industry. This year, we have meticulously selected some of the most forward-thinking and potentially game-changing newcomers. This session convenes an assembly of these startups, each poised to present their company and product. Following their presentations, a dynamic Q&A session will unfold, allowing you to assess the value and potential impact of these innovations. It's your chance to weigh their merits firsthand and determine the worthiness of your investment or interest.

Investment Management

Tech, Data, AI, and Role-based Reporting in Response to Growing Investors' Expectations

The General Partner (GP) owns the commercial real estate (CRE) investment management process that involves raising capital and managing investments funded by the Limited Partner(s) (LP's). Establishing the necessary protections, data strategies, investor access and collective knowledge for success is fundamental! Yet, many GP's still use spreadsheets, email, and other unstructured data sources to identify deals, perform underwriting, line up debt and equity, perform property and asset management, leasing, and eventual disposition. Join our panelists as they explain how they assess and mitigate risk, use integrated data from multiple sources more effectively, automate operations and workflows, maintain accurate data, leverage AI, exceed reporting requirements, and minimize errors.

Examining Commercial Real Estate Indicators Impacting Valuations, Risk, and Changing Market Conditions

Investment-related predictions for 2024 are all over the map! Higher interest rates, unemployment percentages, fluctuating valuations, and tenant lease renegotiations have speculators unsure if we're entering a "doom loop" or preparing for a market ripe with opportunity! According to a recent Deloitte survey, an increasing number of CFO's expect conditions to worsen for the cost of capital, capital availability, vacancy levels, and leasing activity. Join our panelists as they assess the state of commercial real estate valuations, the options available for owners trying to refinance their loans, and the multiple strategies evolving to remain more optimistic and less reactionary.

CRE & PropTech Experts Discuss Trends, Client Demands, and Industry Challenges

Get a rare, unfiltered perspective from our panel of industry experts, technical partners, and CRE/IM consultants as they discuss today's challenging markets, evolving investor and client demands, fluctuating portfolio valuations, the state of PropTech and other factors that are introducing volatility, opportunity, and risk in nearly every company's portfolio. Our panelists will probe into multiple facets impacting investor returns and future expectations. Attendees will benefit from hearing an open and candid discussion on how best to prepare for uncertainty and/or take advantage of these unique opportunities.

Consolidated Investment Management Case Study Analysis and Industry Best Practices

One of the most powerful aspects of the Realcomm conference is connecting with like-minded individuals who have blazed the exact path that you are very likely to take! In some cases, they have already stepped on the landmines you want to avoid. In others, they have implemented an innovative solution to save your company time, effort, and money. The good news is that they are willing to share their results and bring you into the circle of our Realcomm community! We have assembled a unique collection of Investment Management client case studies, project implementation details, and highly desirable business outcomes that are uniquely available to our Realcomm Investment Management followers!

Tech Disruption in Action: Navigating the Digital Transformation in Investment Management

The rapid advancement of technology is profoundly influencing every facet of organizational operations. These transformations, driven by technological innovation and automation, have significant tactical and strategic implications. While grasping the overarching concepts of technology is crucial, the true value often lies in collaborating and brainstorming with peers with the same asset class. This forum will offer highly interactive breakout discussions tailored for professionals in the investment management sector for in-depth explorations of how technology impacts their specific business environments. This targeted approach ensures a focused and relevant discourse, enabling attendees to address and resolve challenges unique to their respective fields.

REalTalk

Moving Fast and Driving ACTUAL Change: Stop Piloting, Start Scaling

Considering the state of the market & economy, real estate technologists need to be nimbler than ever. Our technology aspirations can no longer be theoretical – we need to identify opportunities, show tangible benefit to our organizations, and implement at scale to realize value as quickly as possible. Clients are expecting it, investors are expecting it, and employees are expecting it – the "nice to have" days are over. Come to this energized session to learn how to enact change NOW in our historically slow-moving industry. Explore the concept that there isn't a single "right way" of making things happen and understand that anyone can be a force of change with the correct approach.

Passing the Torch: Guiding and Inspiring Our Next Generation of Leaders

Mentorship is more than one-to-one coaching; it's vital to lay the groundwork for tomorrow's visionaries and leaders. This dynamic session will highlight the transformative power of strategic succession planning through allyship and mentorship, ensuring that the real estate industry is not just surviving, but thriving through generational transitions. Participants will gain insights into creating impactful bonds and friendships that bridge the gap between the wisdom of experience and the innovation of youth, crafting a legacy that resonates through time and change. Join us to fuel the journey of the next real estate luminaries, ensuring the flame of progress burns brighter with each passing torch.

Leadership Unleashed: Cultivating Inclusion and Diversity of Thought

Turn the traditional leadership paradigm on its head and redefine what it means to be a leader in the real estate industry. This session confronts outdated norms and exclusivity that hold the industry back, and instead, champions a new era of leadership marked by empathy, inclusivity, and diversity of thought. Discover actionable strategies on how to dismantle barriers, foster a culture of belonging, and maximize the opportunities that come from diverse perspectives. Get ready for a raw, unfiltered exploration of what it takes to be a leader who inspires loyalty and drives performance, without being an a-hole. Be part of this revolutionary dialog that's reshaping commercial real estate leadership.

Process Automation

Automating Tenant Retention: Insights from SITE Centers

In a post-pandemic market, commercial landlords adapt to a competitive environment by shifting from a lease-centric approach to a client-centric one. Amid high-interest rates, effective cash flow management has become crucial. A strategy to attract and retain quality tenants involves implementing technology that offers self-service options, enhancing tenant engagement, and streamlining services such as payments and financial reconciliation. This session will explore how SITE Centers, a Real Estate Investment Trust (REIT), leverages automation to bolster tenant relations and streamline financial operations. Participants will gain

insights into the role of technology in tenant satisfaction, the automation of financial reconciliation in complex entities, and how self-service options can positively impact cash flow.

NextGen MFD and Resi

Digital Vigilance: Tech Strategies to Identify and Prevent Credential Fraud

In a recent study, RealPage found that only 1 out of 10 rental applications were truthful in a major US metropolitan area. In the evolving real estate landscape, technology is a pivotal tool in combating the surge of fraudulent credentials among prospective renters. This panel discussion dives into innovative solutions and cutting-edge technologies that empower property managers and landlords to effectively identify and mitigate these risks. Experts will explore the integration of AI, machine learning, and data analytics in screening processes, enhancing the accuracy of background checks and financial assessments. Attendees will gain insights into predictive modeling, digital verification methods, and the ethical considerations in deploying such technologies. The session aims to equip participants with the knowledge and tools to safeguard their properties against fraudulent rental applications, ensuring a more secure and trustworthy rental market.

The Centralized Path: Transforming Multifamily Real Estate Operations

Through the strategic centralization of services and resources, multifamily real estate organizations possessing a diverse array of assets can digitally transform into more efficient, cohesive, and technologically advanced entities. In this session, Industry leaders from prominent multifamily owner/operator firms will share their success stories, focusing on organizational alignment, optimizing technology stacks, and cultivating the necessary new skills within their teams. The session aims to provide a roadmap for effectively consolidating services, enhancing operational efficiency, and fostering a cohesive organizational culture. Attendees will explore case studies of successful implementations, gaining valuable insights into the integration of innovative technologies and the development of skill sets essential for navigating the complexities of modern multifamily real estate management.

Data, Analytics, and GenAI: Reshaping Multifamily Real Estate Management and Operations

Insights from data, analytical tools, and generative AI are revolutionizing the management and operations of multifamily real estate. In this pivotal conference session, we will explore the application of data analytics and generative AI to revolutionize multifamily real estate operations. Participants will gain insights into specific use cases, such as the automation of the handbook and policy summarization for property managers, AI-enabled support for residents during leasing and occupancy, and the enhancement of staff productivity through task streamlining. Discover how AI is reshaping resident acquisition through advanced lead-scoring algorithms and transforming maintenance with efficient work order routing systems. Additionally, we will delve into leveraging sentiment analysis for proactive measures that boost resident satisfaction. These practical applications exemplify AI's role in elevating organizational

efficiency and tenant relations in the multifamily real estate sector. Join us to learn how these innovative tools can be integrated into your business model for a competitive advantage.

From Suits to Suites: Retooling CRE for the Multifamily Asset Class

Foreseeing the CRE headwinds, especially in the office sector, many traditional CRE organizations have expanded their portfolios to include multifamily assets. Although multifamily has been an attractive asset class, there are several challenges that traditional office REITs face when either pivoting to or absorbing multifamily into their portfolios. Differences in management styles, leasing strategies, property maintenance, ERP integration, data analytics, market technologies as well as organizational skills, and cultural shifts all need to be considered. In this panel, industry leaders will dive into the experiences of their commercial real estate organizations, traditionally focused on office buildings that have recently expanded into the multifamily sector. They will discuss the challenges of adapting operating models and share how they overcame these hurdles and unlocked the full potential of pivoting to having a multifamily presence.

Tech Disruption in Action: Navigating the Digital Transformation in Multifamily / Resi

The rapid advancement of technology is profoundly influencing every facet of organizational operations. These transformations, driven by technological innovation and automation, have significant tactical and strategic implications. While grasping the overarching concepts of technology is crucial, the true value often lies in collaborating and brainstorming with peers with the same asset class. This forum will offer highly interactive breakout discussions tailored for professionals in the multifamily sector to explore how technology impacts their specific business environments. This targeted approach ensures a focused and relevant discourse, enabling attendees to address and resolve challenges unique to their respective fields.

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In-Building Wireless

Navigating the Wireless Protocol Labyrinth: IoT in Buildings

The world of wireless protocols for IoT in smart buildings is complex, catering to different needs ranging from high-speed data transfer to long-range, low-power sensor networks. This session delves into WiFi, including the promising HaLow protocol, and unravels the applications of LoRaWAN, Bluetooth, NFC, and others. Attendees will learn about the technical nuances, security implications, and deployment strategies for each protocol, and how they facilitate cloud connectivity for real-time building operations. Gain insights from case studies showcasing successful implementations and the protocols' impact on energy efficiency, automation, and tenant experience.

Next-Gen In-Building Wireless: Beyond Connectivity to Experience

In-Building wireless technology plays a crucial role in enhancing occupant experiences by ensuring seamless connectivity, enabling smart building functionalities, and improving safety and comfort by integrating various wireless communication systems. This session transcends traditional discussions on connectivity to focus on the experiential dimensions of next-gen in-building wireless solutions. Discover how 5G and private networks are reshaping the occupant experience in commercial spaces. Experts will present case studies demonstrating how these technologies create immersive, interactive environments and contribute to a building's digital twin. Learn about the implications for property value, tenant attraction, and retention in the age of digital-first real estate.

Smarter Buildings – Data / AI

The Future of Building Data Architecture: Evaluating IDL Solutions

The evolution of data architecture, underscored by the assessment of Independent Data Layer (IDL) solutions, aims at refining the synergy, efficacy, and security within distributed networks, employing standardized interfaces to facilitate fluid data interchange and cohesive system integration. Join us for a forward-looking discussion on modern building data architecture and the strategic role of an IDL. This session will dissect the various IDL solutions, their compatibility with existing building management systems, and the impact on IoT and occupancy data management. Experts will debate the merits and drawbacks of different IDL frameworks, and how they can be effectively implemented to support scalability and adaptability in a dynamic technological landscape.

Real World Transformation of Smart Building Operations with Artificial Intelligence

AI in smart building operations enhances efficiency, optimizes energy use, improves security, facilitates predictive maintenance, and provides comfort, leading to sustainable and intelligent

management of building resources. This session dives into actual use cases demonstrating AI's pivotal role in enhancing smart building management. Discover how AI forecasts maintenance, extends asset life, and drives operational efficiency. Learn about AI's capability to fine-tune energy use, cut costs, and bolster sustainability. This discussion also covers how AI safeguards occupants by detecting irregularities and enriches comfort through customized adjustments in lighting and temperature. Witness AI's evolution in shaping future real estate into spaces that excel in efficiency and sustainability and are customized for every occupant's needs.

The Convergence Conundrum: Bridging IWMS, IoT, and BMS with Enterprise Tech for a Single Source of Truth

As building management systems (BMS) and integrated workplace management systems (IWMS) evolve, their convergence with enterprise information systems represents a new frontier in corporate real estate. This session will dissect the intricacies of data sharing between BMS, IWMS, and enterprise systems, highlighting the benefits and challenges. The panel will explore practical strategies for seamless integration, enhanced by real-world examples that showcase significant improvements in operational efficiency and decision-making. Attendees will learn how to leverage this convergence to optimize building performance, enhance the occupant experience, and align with broader business objectives.

Low Voltage Buildings

Powering Low Voltage Buildings: Unleashing Efficiency with PoE

Power over Ethernet (PoE) technologies enable a single twisted pair Ethernet cable to simultaneously transmit data and supply electrical power. Utilizing just a single low-voltage cable, these innovations support the operation and control of lighting systems, facilitate data collection on energy use, and integrate with other critical building infrastructures such as HVAC, security, access control, and window shading solutions. Despite AC power's dominance, numerous building projects employing PoE have demonstrated that a low-voltage DC setup is more cost-effective, simpler to implement, and significantly more efficient in energy use. This approach also lays the foundation for sophisticated smart building networks. This session will explore PoE's capabilities and showcase exemplary case studies, emphasizing their high performance and benefits.

DC Source to Sink – The Sustainable Future of Renewable Electricity Distribution

The advent of DC technology in electrical distribution systems marks a profound shift toward more efficient power management, epitomizing the source-to-sink paradigm. Recent technological advancements have enabled the safe control and extended transmission of DC power, dramatically reducing installation costs while seamlessly integrating into building infrastructures. This innovation heralds a transformative shift from AC to DC power, accommodating a broad array of devices from mobile electronics to office furniture with greater efficiency. Not only does this transition reduce energy losses, but it also fosters flexible, agile office environments, obviating conventional installation challenges and facilitating swift adaptability across various locations. Join us for this enlightening session to learn about how

this holistic approach significantly diminishes costs and environmental footprints in the real estate sector, fully embodying the source-to-sink strategy in energy distribution.

Smarter Buildings – Foundation

Integrated Digital Solutions in Real Estate: A Journey from Design to De-Commissioning

Digital solutions are now integrated throughout the entire building lifecycle, impacting each project phase: Design & Pre-Commissioning, Project Management & Construction, Commissioning, Integrated Facilities Management, and De-Commissioning. In this panel discussion, experts will share results, address challenges, and the data needed for successful digital twins to monitor buildings and manage operations. Examples from Microsoft's Redmond campus and Singapore's government properties will illustrate visual frameworks and asset tagging. They'll discuss asset thresholds indicating potential cyber-physical threats to operational resilience. Each stage informs the voice-of-the-integrator, engineer-on-record, and UX specialist's contributions, ensuring a cohesive strategy that enhances operational resilience, tenant experience, and owners' return on investment.

Smarter Buildings – Strategy

The Interoperability Imperative: Enhancing Control and Efficiency in Smart Buildings

Interoperability is crucial for enhancing control sequences in commercial buildings, enabling diverse systems like HVAC, lighting, and security to work together seamlessly. This integration fosters optimized energy efficiency, advanced predictive maintenance, improved occupant experience, and increased operational efficiency. By facilitating data sharing and coordination across different platforms and protocols, interoperability ensures buildings can achieve higher levels of energy savings, offer better environments for occupants, and adapt to future technologies with ease. However, achieving interoperability involves challenges such as adhering to open standards, ensuring robust cybersecurity, and integrating legacy systems. Join us for this illuminating session to learn how despite the hurdles, interoperability stands as a strategic enabler for smart buildings, driving innovation, sustainability, and value in the commercial real estate sector.

Next-Gen CMMS: Transforming Facility Maintenance with AI

Integrating Artificial Intelligence (AI) into Computerized Maintenance Management Systems (CMMS) has elegantly transformed facility maintenance, ushering in an era of predictive maintenance, seamless real-time analytics, and automated scheduling, elevating operational efficiency and significantly diminishing downtime. In this session, we'll explore AI's role in predictive maintenance, its integration into CMMS for smarter asset management, and how it optimizes the supply chain for maintenance operations. Attendees will learn about the latest AI-driven CMMS innovations, understand how to use AI to forecast equipment failures, and discover strategies to align maintenance schedules with actual asset conditions. Real-world case

studies will highlight the substantial cost savings and efficiency gains achieved through these advanced systems.

Cutting Through the Hype: A Critical Look at the ROI of OT in Connected Buildings

For years, the commercial real estate sector has been bombarded with an array of "next big thing" proptech solutions purporting to be the cure-all for our connected building challenges. We've seen an explosion of varying quality IoT gadgets eager to generate operational efficiencies, valuable data flows, energy optimization, and enhanced tenant satisfaction. The offerings range from the highly specialized niche applications ideal for standalone properties but not expandable across a portfolio, to the downright ineffective. To complicate matters further, "AI" has become a marketing buzzword, often used without any genuine AI technology to support the claims. Which Operational Technology (OT) innovations truly contribute to value creation? This discussion aims to dissect building technologies that have the potential to notably enhance return on investment with minimal initial capital outlay.

IoT Device Management: Validating Device Qualifications for Cybersecurity

As the landscape of cyber threats continues to evolve, malicious entities increasingly target the plethora of devices integrated into building infrastructures. The heterogeneity of security measures among IoT devices in intelligent buildings presents a significant challenge, with a pronounced lack of standardized security protocols causing stakeholders unease about network integration's implications. The ramifications of security breaches in such ecosystems are severe, potentially culminating in substantial interruption of essential building operations. To combat these risks, a suite of both open-source and proprietary verification tools has been developed for manufacturers and end-users to ensure the network and security integrity of IoT components. This professional discourse will examine "Test Run," a Google-initiated open-source instrument designed to affirm IoT standard compliance, alongside other pivotal solutions in this domain.

Smarter Buildings – Op. Tech Briefings

Illuminating the Future: NETWORKED LIGHTING and SHADING Innovations

The latest innovations in networked lighting and shading technologies prioritize energy efficiency, occupant comfort, and management convenience. AI-driven adaptive lighting systems automatically adjust to natural light levels and occupancy. IoT-connected shades and lights integrate seamlessly with building management systems for centralized control and real-time data analytics, enabling precise environment tailoring and predictive maintenance. Circadian lighting technology mimics natural daylight patterns, enhancing occupant productivity and wellbeing. Mesh network protocols like Zigbee and Thread facilitate robust, scalable deployments. Join us for a tech briefing on these latest innovations that promise substantial operational savings and mark a shift towards more intelligent, eco-friendly buildings.

Revolutionizing Comfort and Sustainability: Navigating the New Era of HVAC Innovations

Over the last few months, we've seen significant HVAC innovations focused on sustainability, efficiency, and the integration of smart technologies. Sustainable HVAC systems, leveraging solar solutions and geothermal heat pumps, aim to minimize energy consumption in line with green building strategies. Smart thermostats and Internet of Things (IoT) connectivity enhance system control, allowing for precise adjustments and optimization of heating, cooling, and air quality management. Additionally, predictive maintenance technologies utilize AI and machine learning for early detection of system issues, reducing downtime and maintenance costs. These advancements, alongside energy analytics and management tools, offer detailed insights into energy use, enabling further reductions in energy consumption and operational costs. This enlightening session explores the latest technology trends and groundbreaking applications for HVAC systems in commercial buildings, spotlighting innovations that enhance efficiency, comfort, and sustainability.

Future-Proof Buildings: Harnessing IOT and SENSOR Innovations for Next-Gen Spaces

The latest IoT and sensor innovations in commercial buildings are transforming the industry with enhanced efficiency, security, and user experience. Innovations include the integration of AI and ML with IoT devices for smarter property analytics, the use of digital twins for real-time monitoring and simulation of assets, and advanced cybersecurity measures to protect the growing number of connected devices. Additionally, the deployment of long-range wireless sensor communications and the adoption of 5G technology are enabling seamless, high-speed connectivity across extensive commercial properties. Join us for an enlightening session to discover how these technologies facilitate improved decision-making, optimized space utilization, and a safer, more engaging property interaction experience for both property managers and occupants.

Securing Tomorrow: Integrating AI, Biometrics, and Robotics into the Future of PHYSICAL SECURITY

The evolving landscape of physical security in the built environment integrates cutting-edge cyber and physical defenses, enhancing resilience against digital threats. AI-driven innovations are revolutionizing threat detection through predictive analytics for preemptive defense and task automation, increasing operational efficiency. Innovations in access control, including touchless technologies, mobile credentials, and multimodal biometrics, have made entry systems more secure and user-friendly. Additionally, the adoption of drones and robots for surveillance and swift emergency responses provides extensive coverage and capabilities previously beyond reach. This briefing highlights how these technological advances are creating a safer, more efficient, and accessible business environment, heralding a new era of innovative and robust physical security.

Smarter Buildings – Case Studies

Smarter Building Tech Transformation Tales: Building the Future and Learning from the Past

Successfully navigating the evolving landscape of smarter buildings demands a strategic approach that encompasses the integration of advanced technology, sustainability, organizational alignment, cybersecurity emphasis, and a commitment to user-centric design and operational efficiency. This session brings together leaders of some of the most successful smart building programs to share candid insights from their experiences, highlighting key strategies and pitfalls. The panel will discuss crucial lessons learned, changes they would implement in hindsight, and proactive strategies to stay ahead in an era of rapid technology advancements. Join this informative session to gain valuable perspectives on organizational alignment, team building, innovation adoption, and future-proofing strategies vital for thriving in the ever-evolving world of building innovation.

Smarter Buildings – Lobby and Amenities

The Next Frontier in Flexible, Hybrid Work Environments: Immersive Technology and Real Estate Innovation Collide

The future of work is transforming, driven by hybrid models, advanced technology integration, and adaptive spaces. We're entering an era where harmonizing tech advancements with human-centric designs is key. This session explores how 3D visualization, holoportation, and next-generation transparent display panels, alongside AR, VR, and AI, are revolutionizing work environments. These technologies enhance flexibility, collaboration, and engagement in dynamic workforces, reshaping commercial real estate. We will explore the impact on space utilization, technology integration, and tenant experience, illustrating how immersive workplace design is redefining our professional landscapes and setting new standards for the future of work.

Access Reimagined: The Synergy of Mobile Tech and User Experience

Replacing physical access cards with cloud enablement and mobile credentials is ready for primetime. The Apple Wallet and the NFC (near-field communications) protocol for access control provide the foundation for the required reliability and performance at high-volume turnstiles. Recently, some large, multinational organizations have completely eliminated card access in favor of mobile credentials. When combined and integrated with tenant experience workplace apps and property technologies, the current and potential use cases enable greater convenience for occupants, visitors, and talent. This enlightening session will examine the latest technologies and discuss case studies on implementing and navigating the tech.

AV Chaos: Defining Standards for Amenity Buildouts

Integrating AV into commercial and multifamily properties has always been a challenge for property teams. With the sheer acceleration of investment in amenitized spaces that integrate various technologies, these are increasingly landing on IT's plate. With few standards, the process is complicated by AV designs that do not align to client needs and often deliver over-engineered solutions with little or no support that all contribute to what's now being referred to as the "AV S—t Show." In this important session, we'll go beyond AV and examine how IT can be better aligned with construction, property, facilities, and marketing to assist the design, operation, and support of not only AV, but also IoT and other amenities. The importance of driving standards and fostering alignment with trusted local partners will also be addressed.

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Rethink Work

Revolutionizing Spaces: What's Really Driving Meaningful Occupant Experience in the Digital Age?

With national office vacancy rates close to a historic peak, many building owners and managers are focusing on the needs and preferences of tenants and their employees to create a key differentiator in competitive real estate markets. There are multiple strategies and technologies that focus on enhancing occupant satisfaction, ranging from occupant engagement apps to lobby technologies, to exquisite digital displays. In addition, BMS, IoT, and physical security integration can enable personalized environmental control and provide data-driven insights for optimized resource use and improved safety. In this engaging session, we'll explore the range of options by breaking into small groups to discuss which are truly driving tenant engagement KPIs.

The Future of Work Unveiled: Hybrid Trends and Immersive Realities

The future of work is shaping up to be dynamic and multifaceted, driven by several key trends such as hybrid models, technological integration, and adaptive workspaces. It's an evolving landscape in which balancing technological advancement with human-centric approaches is essential. Immersive technologies such as AR, VR, and AI are starting to play a role in creating flexible, digitally-enhanced work environments that foster collaboration and engagement and adapt to a dynamic workforce. In this future-focused session, we'll explore how the rise of hybrid workplaces and the evolution of immersive workplace design are reshaping the commercial real estate landscape, demanding a rethinking of traditional space utilization, technology integration, and tenant experience.

The Evolution of Work: Breaking Down the Silos and Bringing it all Together

No successful workplace program meets the needs of the organization and workforce without addressing the 4 pillars of Enterprise Alignment - people, place, process, and tools. As we continue with the evolution of work and transform towards a better future, we need to take a holistic and inclusive approach, not a siloed and exclusive one. We need to address environmental and human sustainability and wellbeing, technology, and infuse environments with a strong sense of purpose and welcoming elements to create compelling magnets where people and businesses thrive. Join us as we discuss how to bring it all together.

Data, Analytics, AI

AI Unleashed: Crafting the Future in Real Estate – A Prompt Engineering Masterclass

Prompt engineering is the skillful art of designing and refining inputs or questions to effectively direct Gen AI's responses and actions. This process is crucial in maximizing the LLM's potential, ensuring it produces the most relevant, accurate, and useful outputs for a given task or problem. Our CRE GenAI Prompt Workshop emphasizes industry-specific applications of Generative AI, offering insightful training on the fundamentals of crafting effective AI prompts tailored to real estate challenges. Participants will engage in collaborative exercises, brainstorming sessions, and live demonstrations to understand how AI can everyday business practices and building operations. Expert-led, this workshop presents a unique opportunity to explore practical applications of AI in commercial real estate.

Architecting Enterprise Excellence: Mastering Real Estate's Data Landscape

A well-constructed, holistic data architecture is the cornerstone for organizations seeking to leverage data effectively for strategic insights and innovation. It ensures data quality, accessibility, security, and scalability, while accommodating future growth and technological advancements. Join us for this important session as the panel examines the path to effective data collection, storage, processing, and management, fueling advanced analytics and AI applications to supercharge enterprise decision-making and operations. Seamless data integration, robust governance, and compliance measures that safeguard data integrity and regulatory adherence will be addressed. This enlightening session uncovers the pivotal role of data and charts a course toward data-driven excellence in commercial real estate organizations.

GenAI Adoption and Integration: Navigating the New Frontier in Your Organization

GenAI's evolution from basic pattern recognition to complex multimodal applications marks a significant leap in AI capabilities. Its current proficiency spans across various applications, profoundly impacting industries and everyday life. Keeping up with the rapid technology changes and finding the right applications for your organization can be daunting. In this dynamic and interactive session, attendees will break into small groups to share their experiences, insights, and innovative ways they are integrating GenAI into their organizations. Challenges such as integration with existing systems, data privacy and security concerns, resource constraints, quality issues, and ROI, will be addressed in a collaborative environment with peers. Join us for this unique format to dive into the world of GenAI and share the triumphs and trials you've encountered with the technology.

Data Governance: A Comprehensive Journey from Strategy to Execution

Data governance demands a multifaceted approach integrating organizational insight, strategic foresight, and analytical prowess. It involves formulating a comprehensive plan that dictates the systematic collection, processing, and storage of data, ensuring uniformity in data quality and fostering trust. In the context of rapidly changing regulatory landscapes, investor expectations, and privacy norms, a robust data governance framework becomes pivotal for any enterprise's operational success. This crucial session will explore the various stages required to

establish, update, and enact a data governance framework. The panel will cover everything from formulating a mission statement to developing policies, procedures, and rigorously monitoring outcomes, all while consistently underscoring the importance of efficient and secure data management practices, especially in the context of advancing AI technologies.

Trust By Design: Managing the Risk of GenAI Deployments

Of all the technological advances we've seen in the last half-century, GenAI is possibly the most hyped yet the most promising. This can be a dangerous combination if not well understood by organizations looking to integrate GenAI into their operations. This session is a deep dive into the complexities of managing risks associated with deploying generative AI in the data-sensitive environment of commercial real estate. Experts will share insights on mapping out potential risks, creating contingency plans, and adopting best practices in data handling and AI application. Attendees will develop a nuanced understanding of the AI landscape, learning how to navigate its challenges while unlocking its vast potential for innovation and efficiency in the commercial real estate industry.

From Data to Action: Case Studies on AI Innovations in Operational Technology (OT)

Despite the widespread discussion on GenAI and traditional AI/ML applications in areas like document management, generative design, and workplace enhancement, AI's potential in Operational Technology (OT) remains largely untapped. Leveraging telemetry systems that collect diverse data types, AI models learn from various data sources significantly improving decision-making processes. With 20M data points every 15 mins at their fingertips, Google has developed some interesting proofs of concept around (1) anomaly detection specific to refrigerant leakage, and (2) optimal adaptive controls leveraging reinforcement learning. This session covers each use case comprehensively, exploring their vision, strategy, and potential impacts.

Innovate & Elevate: CRE Visionaries Explore and Engage in AI Transformation - An Interactive AMA Session

Artificial Intelligence is relentlessly reshaping traditional tasks, harnessing sophisticated technologies such as neural networks and deep learning to push the boundaries of what's possible. The advancement of GPT models not only highlights AI's expanding role but also underscores its profound impact on enhancing efficiency, decision-making, and innovation. These developments are paving the way for groundbreaking applications that promise to transform commercial real estate. This session will begin with a discussion on AI's industry impact by leading CRE solution providers. Following the panel discussion, the session will transition into an interactive Ask-Me-Anything (AMA) format, offering attendees the rare chance to engage directly with the AI architects on stage. Join us for this unique assembly of pioneers to gain profound insights into the strategic utilization and ethical considerations of AI in shaping the future of CRE.

Sustainable Impact

Looking Ahead on Environmental Sustainability: Data-Driven, Tech-Enabled

Sustainability strategies in the built environment are increasingly important for satisfying investor and tenant demands, meeting regulatory compliance, managing risk, and operating buildings efficiently. Technology and data play a pivotal role in implementing these strategies effectively. In this session, we'll jump ahead of HVAC optimization, building performance, electrification, and renewables to discuss how current and impending regulations and, eventually Scope 3, will impact vendor and supply chain collaborations and increase the complexity of carbon accounting and reporting. Data and tech are foundational to providing the integrity necessary for regulatory, investor, and financial reporting as well as performance scoring and certifications. In this session, we'll also explore how the owner and occupier can better collaborate to achieve their mutual sustainability goals.

Tech-Driven Sustainability: An Open Forum Discussion

Net Zero and decarbonization strategies in the built environment are increasingly important for satisfying investor and tenant demands, meeting regulatory compliance, managing risk, and operating buildings efficiently. Technology and data play a pivotal role in implementing these strategies effectively. Featuring small group breakouts, this session is designed to foster collaborative discussions and idea-sharing, focusing on the innovative use of technology and data analytics to enhance sustainability programs. Each breakout will center around one of these themes: innovative technologies driving energy efficiency; building performance modeling; data collection and carbon accounting platforms; compliance and reporting; predictive analytics and the role of AI in ESG; and green building certifications. Join us for dynamic discussions and idea-sharing to better understand how technology and data can drive sustainability initiatives within your organization.

Decarbonizing Existing Buildings: A Holistic, Comprehensive Approach to Sustainability

Our industry is littered with short-sighted, performance-limiting, and financially risky decarbonization tactics. This causes renovation cost premiums, sub-optimized whole-building performance, and disconnected investment plans. An investible existing building Decarbonization Plan is achievable with the proper tools: 1) physics-based whole-building dynamic modeling and simulation to discover a building's decarbonization potential; 2) smart building infrastructure to ensure building owners/developers have access and control over all forms of building performance time-series data; and 3) an independent data layer and/or digital twin that merges simulated & metered data to visualize the Decarbonization Plan, including phased deployment. Using real world Decarbonization Plans, this session will demonstrate the value of eliminated carbon emissions using hourly carbon accounting and total value ($) of energy saved & fines avoided.

Beyond the Green Lease: How to Decarbonize Commercial Real Estate

Commercial real estate is stuck between a green lease and a hard place. Negotiating a green lease adds time, cost, and complexity when both sides want certainty. In this enlightening session, we will explore an alternative approach to overcoming the split incentives that preclude real estate decarbonization: Instead of negotiating environmental terms upfront, the owner and tenant negotiate a forward purchase agreement for the environmental attributes of an onsite decarbonization project. The tenant agrees to purchase the Environmental Attribute Certificates (EAC) from a project as part of an upfront investment. The owner repays the upfront investment alongside the transfer of the Environmental Attribute Certificates to the tenant. By the end of the lease term, the investment has been fully recouped, the tenant has made progress towards net zero goals, and the owner has added NOI enhancement for the property. Join us to learn more about this innovative approach and the benefits it presents for owners and tenants.

Open Forum Discussion by Sector

Tech Disruption in Action: Navigating the Digital Transformation in Office

The rapid advancement of technology is profoundly influencing every facet of organizational operations. These transformations, driven by technological innovation and automation, have significant tactical and strategic implications. While grasping the overarching concepts of technology is crucial, the true value often lies in collaborating and brainstorming with peers with the same asset class. This forum will offer highly interactive breakout discussions tailored for professionals in the office sector for in-depth explorations of how technology impacts their specific business environments. This targeted approach ensures a focused and relevant discourse, enabling attendees to address and resolve challenges unique to their respective fields.

Tech Disruption in Action: Navigating the Digital Transformation in Retail

The rapid advancement of technology is profoundly influencing every facet of organizational operations. These transformations, driven by technological innovation and automation, have significant tactical and strategic implications. While grasping the overarching concepts of technology is crucial, the true value often lies in collaborating and brainstorming with peers with the same asset class. This forum will offer highly interactive breakout discussions tailored for professionals in the retail sector for in-depth explorations of how technology impacts their specific business environments. This targeted approach ensures a focused and relevant discourse, enabling attendees to address and resolve challenges unique to their respective fields.

Tech Disruption in Action: Navigating the Digital Transformation in Multifamily / Resi

The rapid advancement of technology is profoundly influencing every facet of organizational operations. These transformations, driven by technological innovation and automation, have significant tactical and strategic implications. While grasping the overarching concepts of technology is crucial, the true value often lies in collaborating and brainstorming with peers with the same asset class. This forum will offer highly interactive breakout discussions tailored

for professionals in the multifamily sector to explore how technology impacts their specific business environments. This targeted approach ensures a focused and relevant discourse, enabling attendees to address and resolve challenges unique to their respective fields.

Tech Disruption in Action: Navigating the Digital Transformation in Investment Management

The rapid advancement of technology is profoundly influencing every facet of organizational operations. These transformations, driven by technological innovation and automation, have significant tactical and strategic implications. While grasping the overarching concepts of technology is crucial, the true value often lies in collaborating and brainstorming with peers with the same asset class. This forum will offer highly interactive breakout discussions tailored for professionals in the investment management sector for in-depth explorations of how technology impacts their specific business environments. This targeted approach ensures a focused and relevant discourse, enabling attendees to address and resolve challenges unique to their respective fields.

Cyber / Privacy

Next-Gen Cyber Disruption: AI's Role in Securing the IT and OT Realms

With the considerable resources available to threat actors, integrating Artificial Intelligence (AI) into our cyber toolkits is not just a trend but a necessity. This panel will examine how AI is transforming the landscape of cybersecurity for both Information Technology (IT) and Operational Technology (OT). We will discuss how AI-powered tools automate routine security tasks, significantly reducing the risk of human error and enhancing the accuracy and efficiency of cybersecurity measures. By using AI's power to make inferences, recognize patterns, and perform proactive actions, these "defender shields" are setting new standards in safeguarding digital and physical assets in the commercial and corporate real estate sectors. Join us to explore the future of real estate cybersecurity, where AI-driven innovations create robust, intelligent defense mechanisms against an ever-evolving array of cyber threats.

Deepfake Defense: Fortifying Your Organization Against Digital Deception

As the digital age advances, the advent of deepfake technology stands out as both an innovation and a significant peril. In a notable incident, a savvy adversary exploited deepfake technology to defraud a financier in Hong Kong of a staggering $25 million. The ability to generate convincingly realistic image, audio, and video hoaxes that replace, alter, or mimic a person's likeness has raised the potential for deepfakes to disrupt individuals, corporate entities, and broader society. Business executives, technology specialists, and regulatory officers are tasked with crafting advanced countermeasures to these emerging threats. How, then, can your enterprise shield itself from the dangers of deepfakes? This educational session will review the evolving terrain of deepfake technology and provide a framework of strategies organizations can adopt to effectively enhance their defenses.

CISA 101: No-Cost Cybersecurity Services for Critical Infrastructure (That'd Be Us)

The Cybersecurity and Infrastructure Security Agency (CISA) leads the national effort to defend critical infrastructure while working with partners across all levels of government as well as the private sector to secure against today's threats and tomorrow's evolving risks. CISA provides capacity building, technical assistance, tools, exercises, training programs, and awareness efforts that improve understanding of common risks and possible mitigation strategies for the critical infrastructure community, which includes all commercial and corporate real estate sectors. This presentation will discuss CISA, its role in protecting our Nation's critical infrastructure, and the many no-cost cybersecurity services and information sharing resources available to the sector, to promote a safe, secure, and resilient cyber infrastructure.

IoT Device Management: Validating Device Qualifications for Cybersecurity

As the landscape of cyber threats continues to evolve, malicious entities increasingly target the plethora of devices integrated into building infrastructures. The heterogeneity of security measures among IoT devices in intelligent buildings presents a significant challenge, with a pronounced lack of standardized security protocols causing stakeholders unease about network integration's implications. The ramifications of security breaches in such ecosystems are severe, potentially culminating in substantial interruption of essential building operations. To combat these risks, a suite of both open-source and proprietary verification tools has been developed for manufacturers and end-users to ensure the network and security integrity of IoT components. This professional discourse will examine "Test Run," a Google-initiated open-source instrument designed to affirm IoT standard compliance, alongside other pivotal solutions in this domain.