CoreNet Global
Academic Challenge
#CNGHack

Sponsored by:

COMPETITION BRIEF

CoreNet Global, a professional association for almost 10,000 corporate real estate professionals in more than 50 countries, is pleased to announce its 2nd **Academic Challenge** sponsored by Cushman & Wakefield. The goal of this global competition is to raise awareness of corporate real estate as a viable career opportunity amongst college students of all academic disciplines, to connect local chapters and members of the association with future talent, and encourage more universities to include corporate real estate in their curricula.

The CoreNet Global Hackathon: A Student Competition
Student teams from universities and academic institutions around the world are invited to compete in a hackathon-style academic challenge whereby students will be asked to apply their student experiences to a real-world issue facing companies around the globe: _how to attract, retain, and motivate the next generation of knowledge workers._

Four teams, with a minimum of three (3) and a maximum of five (5) students each, will be selected to compete onsite at the CoreNet Global North American Summit, a professional conference for 3,000+ corporate real estate professionals from around the world, to be held in Philadelphia, PA, October 16 - 19, 2016. Interested students will be required to submit an application form and provide written responses to a variety of challenge-related questions for consideration during the team selection process in advance of the competition.

The winning team will be awarded $5,000 USD and an additional $5,000 USD for the team's university to support corporate real estate education.

The Challenge
Your "consulting" team has been retained by a "large, multinational corporation" seeking to be THE employer of choice. In its quest to attract and retain top talent in a global economy, the company requires greater insight into what younger generations of knowledge workers seek in their future work experiences.

Teams will draw to consult for one of the following business sectors onsite at the Global Summit _(See list below of some companies that employ CoreNet Global members who generally attend the annual conference)_:

- High-Tech
- Financial
- Insurance
- Manufacturing

The team is charged with developing an enterprise solution relevant to the company's business sector that:

1. Maximizes the productive and creative ability of its human capital
2. Increases the success rate for hiring top talent
3. Reduces employee turnover
4. Earns the company "employer of choice" status

The solution should address the optimal employee experience as it relates to:

- Physical space
- Virtual environments
- Technology
- Tools & resources
- Culture
- Behaviors
- Business processes & procedures
- Hiring practices
- Benefits & compensation
- Health and wellbeing
- Amenities
- Brand

The Solution should also address the complexity of today's work-world. The employee experience must be designed to accommodate not just Millennials, but workers at different stages of their life and career: people with families and children, and middle-aged and older workers. Finally, any organizational work strategy must consider not just the immediate context, but also how the company can adapt to an uncertain future.

The CoreNet Global Exhibit Hall will be your living laboratory. Teams will be asked to conduct individual interviews and focus groups onsite at the Global Summit with a variety of conference attendees – corporate real estate professionals – whose jobs impact and shape the workplace experiences of their respective organizations around the world. Now more than ever, these executives work closely with the HR and IT teams within their companies to better integrate people, place, and technology in ways that add value to the company and its customers. They are on the front lines in the war for talent. But are they armed with the best information and tools when they battle for the best and the brightest?

You are charged with evaluating the status quo against your individual wants, needs, and academic experiences as they relate to future employment. You will need to understand current employee experience strategies across a variety of vertical markets in order to inform your thinking and strategy development. During interaction at the conference, including attending education breakout sessions, your team can also test the feasibility of possible alternative approaches or concepts that best meet the stated objectives.

Each team will develop a report complete with data, key findings and strategic recommendations to deliver in a live presentation onsite at the CoreNet Global North American Summit in October. Each team will have a dedicated space on the exhibit hall floor of the conference where they will engage conference attendees and work on their solution -- all in the form of a "hackathon."

Your team will participate in a unique learning opportunity and help create an intellectually stimulating, fun, and engaging conference experience that will help shape the future decision making of an influential profession. The winning team's work product will be reported in *The Leader*, CoreNet Global's professional journal with a worldwide readership of more than 10,000 professionals.

The Context

Corporate real estate is the real property used by a company for its own operational purposes. It provides corporations with a productive environment to house employees, manufacture and distribute products, and provide services to the market. Corporate real estate touches all classes of property, land and buildings such as office facilities, data centers, manufacturing facilities, logistic centers, corporate headquarters, distribution facilities, retail stores and hotels.

Historically, corporate real estate professionals focused on managing the physical property for the business. They were charged with acquiring, maintaining, and disposing of real estate throughout the "lifecycle," or useful life, of any property. Certainly, those functions still remain at the core of corporate real estate. However, the business landscape is changing and the role of corporate real estate continues to evolve. Now more than ever, corporate real estate professionals are charged with partnering with the business and adding strategic value.

More corporations are now viewing real estate as a strategic asset and corporate real estate as a strategic function. As a result of that shift, a new skill set is required for today's corporate real estate executives. They are at the forefront of corporate social responsibility and sustainability initiatives and are leaders in the innovative workplace design movement aimed at improving worker productivity and wellbeing. They also play a vital role in creating work experiences that aid in talent recruitment and retention.

In competition for skilled people, organizations are vying for top talent in a highly transparent job market and becoming laser-focused on their external employment brand. Executives are embracing digital technologies to reinvent the employee experience, focusing on diversity and inclusion as a business strategy, and realizing that, without a strong learning culture, they will not succeed. Complicating the challenge further, the marketplace is in continuous flux, driven by new products and services, new technologies, and uncertain and unpredictable national and international political and economic shifts.

The balance of power is shifting from the employer to the employee. Years ago, corporations assumed people would work in any place provided; however, many realize that now they must create a "place" where people want to succeed and thrive. This notion has evolved from simply providing a desk and a chair, to a more holistic approach which addresses emotional, intellectual, physical, and virtual needs – among others. Many companies now view catered meals, onsite healthcare, attractive office spaces, modern technology, and flexible work programs as strategic business initiatives. These experiences are becoming part of a company's culture and ultimately their brand.

Today's students are tomorrow's talent. In order for organizations to attract and retain future talent, more insight is needed. Understanding what experiences contribute to a student's success can inform what companies might provide to help their employees – and their enterprises – succeed.

Companies with corporate real estate professionals engaged in CoreNet Global include:

High-Tech
- Adobe Systems
- Apple
- Cisco Systems
- eBay
- Facebook
- Google
- Juniper Networks
- LinkedIn
- Microsoft
- Oracle Corp.
- Symantec

Financial Services
- American Express
- ANZ
- Bank of America
- BMO Financial Group
- Capital One
- Citizens Bank
- Deutsche Bank
- Fidelity Investments
- HSBC
- MasterCard
- Royal Bank of Scotland
- Visa
- Wells Fargo

Insurance
- Allstate Insurance
- Jackson National Life
- Liberty Mutual
- Nationwide Insurance
- The Hartford
- Progressive Insurance
- The Travelers Companies
- UnitedHealth Group
- Zurich Insurance Co.

Manufacturing
- AstraZeneca
- Chevron
- Clorox
- BASF
- BP
- Coca-Cola Refreshments
- Diageo
- Eli Lilly & Co.
- ExxonMobil
- Ford
- General Electric
- General Motors
- John Deere
- Kimberly-Clark
- Merck & Company
- Nestle
- Nike
- Northrop Grumman
- PepsiCo
- Procter & Gamble Co.
- Rockwell Collins
- Shell Oil
- Unilever

To aid in the team selection process, teams will be asked to answer questions in advance, as part of the application:

1. Why does your team want to participate in this student competition?
2. Describe briefly the work/study habits you've developed during your university experience and how those may influence the kind of work experience you'd like to have upon graduation.
3. What unique strengths does your team possess that will enable you to deliver an outstanding enterprise solution? What makes you a winning team and why should you be selected to compete?
4. What advance work does your team plan to do in order to prepare for the onsite challenge?
5. What approach will your team take onsite in order to deliver a compelling presentation?

PRIZES

For each competition, four teams will be selected from among all the complete applications received. Teams and their faculty advisors will be provided transportation to either our North American or Asia-Pacific Global Summit, and provided with lodging and Summit admission during the competition.

Participants will also be given complimentary student membership in CoreNet Global (retail value: $25) and a copy of *The Essential Guide to Corporate Real Estate* (retail value: $49.99). The winning team will receive $5,000; and $5,000 for their home university to support corporate real estate education.

APPLICATION PROCESS

Interested teams (see below) must submit completed applications by the deadline for the competition they choose. The application will request full contact information and academic and professional background for all team members and faculty advisor/s. In addition, each team must respond, in writing, to the questions asked on the application form. No applications will be accepted after the deadline.

PARTICIPATION

The competition is open to students of all disciplines pursuing a Bachelors or Masters degree at a recognized degree-awarding institution, such as a University, Grande École, College or Fachhochschule, hereafter referred to as "University," on a full-time or part-time basis. **Each student must be currently enrolled in classes at their host university throughout the competition, and not have more than 5 years prior professional experience.**

Students who have previously participated in the final round of a CoreNet Global Academic Challenge are not eligible to participate. Employees of CoreNet Global and their family members are not allowed to enter the competition. Also, students currently involved in an internship, apprenticeship or summer placement with CoreNet Global are not eligible to take part in the competition.

Applications will be available in May 2016; forms are available online. The final registration date for each competition is identified below (see "Preliminary Schedule"). Once a registration is completed, a registration confirmation email will be sent to the Team's Primary Contact. Incomplete registrations may be discarded. There is no fee to register and teams may only register once.

TEAM SIZE & ELIGIBLE PARTICIPANTS

The competition is open to teams of three (3) to five (5) students from the same institution. Team members may be from different academic programs within the institution, but all team members must matriculate (be registered) at the same institution.

Ideally, each team should be comprised of a diverse range of students from different disciplines, such as (and not limited to) engineering, business, finance, and science. Interdisciplinary teams may have an advantage when it comes to addressing this challenge.

Each team must have a faculty advisor from their home institution, and their contact information must be included on the team's registration form. In addition, each team must appoint a Team Leader. The Team Leader will be the main contact point for CoreNet Global, and emails sent to the email address provided by the Team Leader will be considered delivered.

PRELIMINARY SCHEDULE *(subject to change)*
- Registration Opens and Competition Materials Released – May 2016

    North American Global Summit, Philadelphia, PA, 16-19 October 2016
- Application deadline – 9 September 2016
- Challenge competitors announced – 16 September 2016
- Challenge given to teams: 16 October, 3 PM (EDT) at the start of the North American Global Summit
- Challenge solutions due: 18 October, 10 AM (EDT) at the North American Global Summit
- North American Global Summit Awards Presentation & Recognition Dinner: 18 October

    A second Academic Challenge is being contemplated in conjunction with our Asia-Pacific Global Summit (Shanghai, China, 21-23 March 2017); specific details of that competition are yet to be determined.

COMPETITION CRITERIA AND JUDGES' SCORING SYSTEM:

Competitors will be tasked with presenting an enterprise solution to the executive committee of an organization. Students will need to bring their own laptop computers with presentation, word-processing, and spreadsheet software in order to create this solution, though the final presentation need not be computer-based.

Judging Rubric:

Submissions will be judged on the following:
- ✓ Innovation & Creativity (40 points)
    Does the submission present evidence of innovation, creativity, and/or initiative? Was data used effectively to support the recommendation/s?
- ✓ Applicability & Feasibility (30 points)
    Does the response presented appear reasonable and appropriate given typical business constraints? If needed, was financial analysis offered and sufficiently rigorous?
- ✓ Value Creation (20 points)
    Does the submission add value to the organization, its mission and/or enhance shareholder value?
- ✓ Quality & Clarity of Presentation (10 points)
    Was the submission polished, professional, and delivered in a confident and convincing manner?

COMPETITION RULES

General Considerations

Please do not deprive other teams of the opportunity to compete if you will be unable to travel to the Global Summit you have identified. By informing us as soon as you can if you are unable to attend, you allow another team to participate.

Teams will present in front of a panel of judges, as well as an audience of CoreNet Global members, sponsors, and guests. Presentations may take up to, and no more than 15-minutes. Following each presentation, judges will be allowed 5 minutes to ask the team direct questions. A warning sign will be provided to presenters when they have 3 minutes remaining. Teams will not be allowed to exceed their 15-minute presentation time and will be stopped after 15-minutes has elapsed whether or not they have completed their presentation. Questions will not be permitted from the audience.

Required Presenters

Teams will not be penalized if all members choose not to present nor given any additional credit if they all do. Team member substitutions are not permitted.

Expenses

CoreNet Global and its sponsors are generously providing all travel expenses (coach airfare (or other transportation arrangement), lodging during the competition and Summit only, airport transfers, and most meals); participants should anticipate additional expenses and plan accordingly.

Questions and Clarification

Questions that arise after the competition has begun must be submitted, in English, via email to AcademicChallenge@CoreNetGlobal.org by the team's Team Leader. When appropriate, the Challenge may edit submitted questions and share them with all teams simultaneously. We reserve the right not to answer all questions. When in doubt, make an assumption, state it, and move on.

Modification to the 2016-17 Rules & Competition Format

CoreNet Global reserves the right to modify the Rules and competition format at any time and at its sole discretion. This includes, but is not limited to, adding additional rules, changing or modifying current rules or deleting other rules. Teams will receive notice of any such changes.

Authority

CoreNet Global, Inc. has created this competition and retains all rights and authority to modify the competition in any way at any time as it deems appropriate in its sole judgment; there is no appeal process. All registrants will be notified of any changes to the rules.

Violations of any rules in this document or any other rules set by CoreNet Global may result in penalty deductions from a Team's score during any round or a school's disqualification from the current and or future competitions. All penalties will be decided at the sole and absolute discretion of CoreNet Global.

Approved Research Sources & Outside Assistance

The goal of this competition is to judge how the team (and not its faculty, alumni or friends) has evaluated the problem. Teams may only access research sources provided by the Challenge and any other free, publicly available data. Research services requiring a fee subscription are strictly forbidden, even if your university has paid for the subscription. It is the intention of the Challenge that each team has equal access to information.

CoreNet Global will identify a member to serve as a professional mentor for each team throughout the competition. The mentor is available to answer general questions but may not contribute materially to the team's work-product. Faculty Advisors are also limited in their participation in this advisory capacity.

Communication

All communication, correspondence, and submission documents must be in English.

Privacy Policy

CoreNet Global collects your personal data as listed in the online registration form for the purpose of operating The Challenge and any and all purposes as CoreNet Global may deem appropriate; participants waive any right to privacy relative to their name, likeness, or school affiliation. See below, under "Confidentiality."

Plagiarism

Any team suspected of plagiarism will be investigated, and, if deemed appropriate by CoreNet Global, disqualified from the competition.

Intellectual Property - Confidentiality

The Participants agree to provide CoreNet Global and its affiliates, legal representatives, assigns, agents and licensees exclusive, irrevocable, perpetual, worldwide, royalty-free license in the CoreNet Global Domain to all rights, title and interest in the submission, including all intellectual property rights in, and embodied by, the submission (including, without limitation, all patent rights, design rights, trademarks and copyright), for the duration of protection afforded by the relevant intellectual property rights, including the right of representation and reproduction and the right of performance, with respect to the competition, as well as in all materials arising out of the Participants' participation in the competition in any media and format throughout the world, without further compensation. Such license shall be transferable and shall include the right to sub-license. The license shall include the right to create any derivative work based on the submission.

It is the sole responsibility of the Participants to ensure that they are entitled to license all rights, title and interest in the submission, including all intellectual property rights in, and embodied by, the submission. At the request of CoreNet Global, the Participants and/or their academic mentors shall provide written confirmation of the ownership of any rights, title and interest in the submission, including all intellectual property rights in, and embodied by, the submission.

The participants agree to allow CoreNet Global to use, represent, reproduce, etc. their name, their host institution name, photographing and recording of their images and words on any kind of medium and format for any kind of internal and external communications that CoreNet Global deems appropriate throughout the world and without any additional remuneration.

Prior to any use of the CoreNet Global name, logo, images or any other similar material in any publication, permission must have been granted in writing. In such a case CoreNet Global undertakes to cooperate to allow the timely submission, examination, publication of any dissertation or thesis for a degree, which includes such

material. If such a request is made and if within two months no response has been provided, such permission will be considered as having been withheld.

The participants will provide to CoreNet Global if reasonably possible a copy of any publication (e.g. journal, conference etc.) that directly relates to the ideas generated in the Challenge.

The participants shall, unless expressly authorized in writing by the relevant party, not disclose any confidential information or documentation to third parties and shall only use such confidential information or documentation for purposes of this competition. Upon termination of this competition, the obligations herein relating to confidentiality shall continue in full force and effect for a period of one year.

In the event of any inconsistency between the provisions of these Terms and Conditions and such other agreements between the institution represented by the academic mentor and CoreNet Global, e.g. industrial partnerships the provisions of such agreements shall prevail to the extent of the inconsistency.

Ownership of Materials

Teams attest that all presentations, work product and other materials (collectively, "materials") that they submit to the Challenge are their own original work. Further, each member of each team acknowledges and agrees that, by submitting any material, idea, concept, theory, model, analysis, data or information to the Challenge, they are releasing the same to CoreNet Global and granting CoreNet Global the right to use the same for any and all purposes, without any conditions (except to the extent such conditions are required by applicable law). Without limiting the foregoing, no member of any team reserves any rights with respect to any analysis, charts, descriptions, depictions, data, models, theories, proposed uses or any other aspect of the materials, ideas or concepts submitted or presented in connection with the Challenge.

*************** END OF ACADEMIC CHALLENGE BRIEF *****************

CoreNet Global
Academic Challenge 2016-17
#CNGHack in Philadelphia, 16-19 October

CoreNet Global | University Relations

Sponsored by:
CUSHMAN & WAKEFIELD

Competition Application – deadline: 9 September

For all "NAME" fields, please write FIRST/GIVEN name then LAST/SURNAME.

University Information
Name:
Location (city, state, country): _____

Faculty Advisor 1 (required)
Name: _____

Email: _____

Faculty Advisor 2 (optional)
Name: _____

Email: _____

Student 1 (Team Leader, required)
Name: _____
Email: _____
Degree & Major: _____
Expected Graduation Date: _____
Years Professional Experience: _____

Student 2 (required)
Name: _____
Email: _____
Degree & Major: _____
Expected Graduation Date: _____
Years Professional Experience: _____

Student 3 (required)
Name: _____
Email: _____
Degree & Major: _____
Expected Graduation Date: _____
Years Professional Experience: _____

Student 4 (optional)
Name: _____
Email: _____
Degree & Major: _____
Expected Graduation Date: _____
Years Professional Experience: _____

Student 5 (optional)
Name: _____
Email: _____
Degree & Major: _____
Expected Graduation Date: _____
Years Professional Experience: _____

- All team members have read, and agree to comply with, the rules of this competition: ❑ YES ❑ NO
- Have you attached a résumé or CV for each team member to this application? ❑ YES ❑ NO
- If not selected for the Philadelphia competition,
  does the team wish to be considered for the Shanghai competition? ❑ YES ❑ NO
- How did you learn about the competition: _____

The selection of the four teams to participate in the CoreNet Global Academic Challenge 2016-17 will be based on your response to the questions on the following pages. Please limit your responses to no more than 350 words each.

We prefer that participants respond as a team, but the team leader may respond if that is not easily accomplished.

1. **Why does your team want to participate in this student competition?**

2. **Describe briefly the work/study habits you've developed during your university experience and how those may influence the kind of work experience you'd like to have upon graduation.**

3. **What unique strengths does your team possess that will enable you to deliver an outstanding enterprise solution? What makes you a winning team and why should you be selected to compete?**

4. **What advance work does your team plan to do in order to prepare for the onsite challenge?**

5. What approach will your team take onsite in order to deliver a compelling presentation?