

CARLSBAD, CA, October 09, 2013 /**24-7PressRelease**/ -- CoRE Tech further ignites the Corporate Real Estate and Facilities

*REvolution*

with over 12 sessions and 30 featured speakers who are at the center of the technology, automation and innovation. The 4th annual CoRE Tech conference will be held on November 6 and 7 at the Microsoft Campus in Redmond. The conference's educational program was created with the input and advice of the 2013 Advisory Council, comprised of proactive, visionary corporate real estate executives from many of the industry's major Fortune 500 companies.

Following are the conference session highlights. For complete information, visit [www.realcomm.com/coretech-2013/program-details.asp](http://www.realcomm.com/coretech-2013/program-details.asp):

### Day ONE - NOVEMBER 6

**Pre-Conference Tour | The Bullitt Center Tour | 10:00am - 11:00am** Visit what has been dubbed the "Greenest Commercial Building in the World," the Bullitt Center in downtown Seattle. This six-story, 50,000 square-foot building aims to change how buildings are designed, built and operated to improve long-term environmental performance and promote broader implementation of energy efficiency, renewable energy and other green building technologies in the Northwest.

**Pre-Conference Tour | Microsoft Smart Campus Tour | 1:30pm - 6:00pm** See one of the most progressive corporate facilities in the world! The Microsoft Smart Campus Tour will showcase how Microsoft is operationalizing their smart building deployment. Visit the Smart Campus Operations Center, Intelligent Building R&D Lab, "Commons" area, Workplace Advantage program, as well as several other examples of progressive and innovative technology best practices.

**Opening Session | REvolutionizing Corporate Real Estate and Facilities | 6:00pm - 9:00pm** This opening session will represent Microsoft's global best practices for operating a small-sized city. Executive leadership from real estate, facilities, energy and sustainability will share their experiences on how transformational technologies, vision, risk taking, big real estate data, business process automation, integrated systems, smart buildings and the mobile revolution are radically redefining processes and discuss how corporate facilities services are enhancing the employee experience while optimizing operating expenses. The session speakers are: Jim Young, Founder, co-founder & CEO, Realcomm (moderator); Rob Bernard, GM, Head of Sustainability, Microsoft; Bill Mitchel, Sr. Director, Partner Strategy & Business

Development, Microsoft; Jay Pittenger, Sr. Director Real Estate, Microsoft and Darrell Smith, Director of Facilities & Energy, Microsoft

### Day TWO - NOVEMBER 7| 8:30am - 4:30pm

**IWMS - The Good, the Bad and the Uncertain** This could be the most frank discussion the industry will have in 2013 involving IWMS, which will include the most experienced professionals in the industry to explore defined challenges and successes. Options, costs, risks, expectations and success factors are just a few issues to be covered by Christina Dorfman, SVP, GW Tech. Strategy & Architecture, Bank of America; Steven McKissick, Senior Consultant, eBusiness Strategies and Rob Schafer, Research Director, Gartner.□

**Corporate Real Estate & Facilities Innovation...Why is Change So Hard?** Traversing the next evolution to utilize and manage our corporate real estate assets is less about technology and increasingly about human and organizational change. How do we introduce extremely sophisticated technologies into traditional real estate, facilities, energy, sustainability and HR departments? This session, led by Norm Miller, Professor, University of San Diego and David Pogue, Global Director of Corporate Responsibility, CBRE, will focus on what it takes to implement radical new processes and systems into a traditional industry.

**Space Utilization - What Are We REALLY Using** How do we really measure who is occupying our space? Dave Clute, VP, Head of Workplace Technology, Zurich Insurance Group and Mitch Wickland, Information Solutions, Strategic Initiatives, Gensler, will discuss what hardware, software and operational strategies are being used by Corporate Real Estate organizations today (and tomorrow) to capture, measure, analyze and validate real-time occupancy and space utilization in enterprises.

Throughout Day TWO, the conference will present top-of-mind **Hot Topics** that range from visualization, DAS, IWMS and others, and

#### **Global Best Practices**

showcasing case studies of successful implementations and solutions in corporate real estate and facilities from Wells Fargo, P&G, Walmart, and GSA/PBS.

For more information and to register today, visit [www.realcomm.com/coretech-2013](http://www.realcomm.com/coretech-2013).

**About Realcomm** Realcomm Conference Group, LLC ( [www.realcomm.com](http://www.realcomm.com) ) is the leading research and educational institution that produces annual conferences and expositions on technology, automated business solutions and intelligent buildings strategies for executives in commercial, corporate, government and institutional real estate. Realcomm was founded in 1999 with the goal of bringing industry leaders together each year to discuss, demonstrate and debate the latest innovations that impact the industry. Today, in addition to the annual conferences, Realcomm conducts webinars, workshops and other strategic services to educate industry professionals about the latest business solutions and technologies to improve commercial real estate development, leasing, management and operations.