

CARLSBAD, CA, January 15, 2014 /**24-7PressRelease**/ -- Realcomm Conference Group, LLC, a global leader in providing technology education and networking opportunities for the commercial, corporate, government and institutional real estate industry, has announced the theme for its 2014 Realcomm and IBcon conferences -

Embracing Change: RETHink, Innovate & Transform

. The conferences will be held June 17-19 at the LVH Hotel and Conference Center in Las Vegas. For the fourth year, the events will be co-locating with InfoComm 2014, the world's largest professional AV show.

The 2014 conferences will focus on change, a fundamental cornerstone of business. Without change, even the biggest and best companies become irrelevant. Every organization changes to some extent over time; the bigger question is how much and how fast. Almost every known relevant business process in the commercial real estate industry is being rethought, redesigned and fundamentally transformed using technology and automation.

"For the past few years, we have witnessed technology transforming the way we manage and use commercial real estate at an unprecedented rate. New automation solutions and innovations have made the old ways of doing business obsolete," said Jim Young, co-founder and CEO of Realcomm. "Because of that, this year we need to focus on embracing these new changes, and all the new opportunities that come with them, to successfully morph into the new real estate organization of the future."

With the technology tools now at hand and accessible to all, the only unique differentiator remaining in the adoption of these tools by organizations are its people - the individual, the department, the company. One can implement the same technology in two different organizations and get distinctly different results. While the technology is available to everyone, some choose to embrace and some choose to ignore. Embracing the change in business processes required to successfully implement these new tools will be the central focus of this year's theme. Understanding all aspects of a company and their respective barriers to change can help accelerate the transformation of real estate organizations through the use of technology, innovation and automation.

Some of the many trending topics to be showcased at Realcomm and IBcon include the Internet of Things, Cloud, Analytics, Mobility, Integrated Solutions, Security, Privacy, BIM, Business Continuity Planning, Organizational Transformation and Real Estate Business Process Automation.

For complete conference details and to register, visit www.realcomm.com .

About Realcomm Conference Group Realcomm Conference Group, LLC 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.