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Realcomm 2008 Conference Agenda INvestigates, INitiates and INnovates

Realcomm 2008, the must-attend commercial real estate industry event, announces conference agenda with seven distinctive educational tracks and a general session focusing on the next generation of "big" ideas. The conference will be held June 9-11 at the San Diego Convention Center.

/24-7PressRelease/ - CARLSBAD, CA, April 02, 2008 - Realcomm Conference Group, LLC, a global leader in providing education, information and networking opportunities for the commercial real estate industry, announced the program agenda for its annual conference, which will be held on June 9-11 at the San Diego Convention Center. The seven educational tracks and General Session reflect the conference's theme, "INvestigate, INitiate and INnovate: Leveraging Technology in a Fast-Changing World." The conference agenda showcases hot industry topics from the green movement to technology applications ranging from automated leasing strategies to networked buildings. These timely and relevant sessions were developed and shaped in collaboration with the Realcomm 2008 International Advisory Council, a group of global real estate technology leaders.

"This year, Realcomm celebrates its ten-year anniversary. Through the years, our annual conference has become a must-attend event, especially for the industry leaders who set the standards and want to stay ahead of the technology curve," said Jim Young, Co-Founder and CEO of Realcomm.

The Realcomm 2008 General Session will kick-off the conference and focus on the next generation of "big" ideas. Companies such as Keyhole (now Google Earth), LoopNet and Cisco (Connected Real Estate) - as well as ideas such as wireless computing and paperless leases - made it into the real estate technology industry starting as small ideas. After a quick review of the last 10 years, the General Session will focus on the "big" ideas for the next decade. Automated, integrated, interoperable business solutions, electronic marketplaces, connected cities, zero energy buildings and much more will be presented in this celebration of "big" ideas found at the intersection of commercial real estate, corporate real estate, technology and innovation.

Realcomm's Education Program will be presented in seven distinctive tracks:

- **AUTOMATE** - Streamlining our Business Processes. Although back-office accounting was the genesis of the software revolution, there has been a significant amount of activity in the development of new applications designed to re-engineer work flow and automate more business processes. This track will focus on the most current issues and "best-of-breed" thinking as it pertains to automating the business of commercial and corporate real estate.
- **E-BROKERAGE** - A Discussion on Best Practices. Brokerage firms have often led the marketplace in their use of automation and next-generation technologies. Technology has permeated every type of real estate transaction, including leasing, acquisitions, dispositions, consulting and advisory services. This track is designed and guided by some of the most highly regarded IT professionals in the brokerage industry and will discuss topics ranging from next-generation marketing systems to broker adoption and training strategies.
- **ALIGN** - A Focus on Business and Management. This track showcases leading-edge and provocative thinking from some of the most experienced and global on the most pressing business issues identified by the International Advisory Council. Topics will include: sourcing, developing and retaining staff, the changing IT organizational structure, marketing IT projects to the executive team, IT budgets, improving communication and alignment with the business units, process automation and management, ROI identification/achievement and "low-hanging fruit," R&D initiatives, executive sponsorship, business integration, project management and mentorship programs.
- **CONNECT** - A Forum on Intelligent Buildings. As buildings become "smarter" and more "connected," IT professionals in real estate companies will become more involved in the selection, implementation and support of intelligent building systems for a variety of reasons. This track will look at "Intelligent Buildings" from an IT, management and operations perspective.
- **LIGHTS OUT** - Smart Energy Makes Smart Cents. Given that commercial buildings consume over 45% of the nation's daily energy resources, the energy track is here to stay. This track will focus on the technologies that are available to CIOs and their teams, to assist them in the organizational goals of driving investment performance and sustainability.
- **PROPERTY TECH** - PM and FM Innovations. There are many property and facility management functions that can be streamlined for the benefit of both the tenants and the bottom line - from tenant portals to maintenance requests. While some property or facility managers might try to simply improve an existing process, those from the IT industry might choose

to rethink the process altogether. The increasing overlap of PM and FM with IT will continue to redefine traditional functions. This track will focus on those functions that are ripe for automation or have already begun the journey towards hyper-efficiency.

- **E-BRIEF: Microsoft Solutions.** Microsoft solutions are the cornerstones of most IT strategies today. Because of the complexity of these solutions, it is a challenge for busy IT teams to stay current on their many product offerings. This year, Realcomm will dedicate an entire track to the Microsoft product line, where top experts will provide the latest information on strategic solutions ranging from operating systems to Virtual Earth.

Through April 15 only, conference attendees can take advantage of an early bird registration promotion. For more information or to register, visit www.realcomm.com/sandiego.htm.

About Realcomm

Realcomm Conference Group, LLC is the world's leading research and educational institution that produces an annual conference and exposition on technology, automated business solutions and intelligent buildings for executives in commercial and corporate 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 conference, Realcomm conducts seminars, webinars, workshops, executive tours 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.