2020 CORPORATE PARTNERSHIP OPPORTUNITIES
THE BUILT ENVIRONMENT’S PRE-EMINENT FORUM FOR THE FUTURE

Urbanisation, climate change, economic stability: just a few of the huge challenges facing the future of the built environment.

The World Built Environment Forum is where those challenges are placed at the heart of a discussion with pre-eminent leaders of the sector.

It’s an ongoing forum with webinars, online discussion and roundtables, culminating every year in the World Built Environment Forum Summit, a flagship event rotating between the global cities that are leading progress.

Interested in corporate partnership?
Email: wbef@RICS.org
AS钵ING THE BIG QUESTIONS

This year’s Summit, due to be held 18-19 May in Shenzhen, China, looks at the most pressing issues for the built environment sector, including:

1. Competitive advantage
   Why are city clusters moving ahead in the global race for talent and investment?

2. Belt and Road Initiative
   Belt and Road is the largest infrastructure project in history; how does the vision become reality?

3. Climate risk
   98 of the world’s 100 fastest growing cities are vulnerable to extreme weather events; is climate resilience a priority for policymakers?

4. Empowering innovators
   Do disruptors hold the key to a better built environment?

5. Green finance
   The global green bond market is valued at US$180bn; is this the future of finance?
HEADLINE SPEAKERS

World Built Environment Forum Summits gather experts and industry leaders to speak on the most relevant and timely issues affecting the built environment. Speakers at the 2019 event in New York City included the following industry leaders:

Kate North
Vice President, Workplace Innovation, Colliers International

For more than 25 years, Kate North has helped organisations create innovative workplaces and adopt new ways of working. She has authored over 40 workplace case studies.

Parag Khanna
Founder and Managing Partner, FutureMap

A leading global strategy advisor, world traveller and best-selling author, Parag Khanna was named one of Esquire magazine’s “75 Most Influential People of the 21st Century.”

Kevin Shtofman
Global Technology Strategy Lead – Real Estate, Deloitte Consulting LLP

Kevin provides strategic, business improvement and technology services to real estate owners, operators, developers, service providers and asset managers.
Corporate partnership offers a unique opportunity to align your brand with the built environment’s pre-eminent thought leadership programme and annual global summit, reaching senior decision-makers and business leaders.

- Establish your brand’s thought leadership positioning with speaking opportunities.
- Associate with RICS brand values in 2020 through a robust global communications plan.
- Build your network and benefit from access to senior decision-makers and thought leaders.
- Strengthen existing business relationships and develop new opportunities.
- Enhance marketing, PR and advertising with RICS World Built Environment Forum Global Summit brand assets.

The level of discussion, quality of speakers and networking opportunities were beyond expectations

John Busi, President, Valuation & Advisory, Newmark Knight Frank

The WBEF Summit is the stand-out opportunity for reaching c-suite built environment sector leaders

Claire Penny, Global Industry Leader, Watson IOT for Buildings, IBM

[The WBEF Summit] helped to build up our brand and accelerate our internationalisation process

Yin Baoxing, President, Shanghai Oriental Investment Supervision
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<thead>
<tr>
<th>Delegate by job level</th>
<th>Percentage</th>
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<tr>
<td>C-Suite</td>
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**Access A High-Value Audience**

Last year's WBEF Summit, held in New York City, attracted a hugely influential audience. Shenzhen 2020 will build on this, while offering sponsors valuable exposure to decision-makers across China's Greater Bay Area.

RICS has a network of over 130,000 qualified professionals in more than 60 countries.

Last year's event sold out, with 525 attendees.

3000+ delegates have attended WBEF summits in the past four years.
10,000 online participants
125 attendees per webinar (average)
1,000 views of webinar videos

Interested in corporate partnership?
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Alongside the Global Summit, corporate partnership gives access to year-long thought leadership, including Modus magazine and online content development, roundtables and industry leader forums and Regional Summits.
CORPORATE PARTNERSHIP PACKAGES

Thought leadership
The World Built Environment Forum provides unrivalled tailored opportunities for you to position yourself as a global leader across the built environment. Benefits include:

- Speaking opportunities at WBEF Global Summits
- Host senior leader roundtables
- Co-curate and lead webinars
- Digital thought leadership campaigns
- Bespoke research.

Branding
Our branding options will ensure that you are placed in the right place, with the right audience, in the right format to maximise your message and exposure. Benefits include:

- Bespoke branding at Global and Regional Summits
- Branding on digital platforms (content streams, newsletters, webinars)
- Advertising space online and in print including Modus and our other journals
- Public acknowledgment in press releases and other content pieces
- WBEF official corporate partner logo usage.

Networking and lead generation
WBEF presents you with a unique opportunity to engage with global built environment professionals, whether face to face or digitally/virtually to strengthen existing relationships and create new ones. Benefits include:

- Drinks receptions and exclusive dinners at Global and Regional Summits
- Webinar/podcast participation.
JOIN TOP BRANDS AS A SUPPORTER OF OUR GLOBAL SUMMITS

Past sponsors include:

- REAL Capital Analytics
- IFC (International Finance Corporation)
- ARUP
- GT Gardiner & Theobald
- IBM
- Newmark Knight Frank
- INNTEL
- Rider Levett Bucknall
- Cushman & Wakefield

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HOW TO BOOK

TO DISCUSS YOUR CORPORATE PARTNERSHIP OPTIONS PLEASE EMAIL

WBEF@RICS.ORG