



nerej

Talent shortage tops agenda for CoreNet Global Summit

September 19, 2007 - Front Section

The heated competition for top talent is the subject of the fall Global Summit in Atlanta, CoreNet Global announced. The association of corporate real estate and workplace executives is devoting most of its agenda at the Georgia World Congress Center in Atlanta to how companies recruit and retain valuable employees. The Global Summit runs from 28 October - 31 October.

This fall's summit, themed Finding/Getting/Keeping Talent: Defining the Future Face of Real Estate, will explore how fierce competition for talent is impacting the enterprise, the corporate real estate department and the individual and is taking a toll on the industry.

"The talent shortage is a hot button for the entire corporate real estate industry that far outweighs any other issue in importance," says Dr. Prentice Knight, CEO of CoreNet Global. "The fall Global Summit offers the opportunity for our members to hear how their peers are dealing with a critical HR issue and come up with solutions to brain drains at their companies."

To underscore the talent shortage, Global Summit attendees will take in topical education sessions including:

Stop the Brain Drain: Transferring Knowledge Between Generations. A representative from PricewaterhouseCoopers will show how to stop the Brain Drain. As workers prepare to retire, many organizations will face a brain drain of epic proportions. How an organization transfers knowledge from one generation to the next has huge implications for its future. **The New Corporate Headquarters: Attracting Top Young Talent.** Orbitz has designed its workplaces to attract these young, energetic professionals, and has implemented forward-thinking workplace strategies to keep them. By supporting flexible working hours, encouraging high levels of in-person and virtual collaboration, and promoting corporate social responsibility, workplaces have become a powerful recruiting tool.

From Abandoned to Innovative: Urban Outfitters' Bold New Office Campus. Urban Outfitters, one of the nation's most popular clothing retailers, met the challenge of consolidating its corporate offices in Philadelphia by renovating eight turn-of-the-century warehouses at the abandoned Philadelphia Navy Yard. The move has been embraced by the employees, who view it as supporting the brand's culture and has sparked other companies to locate their offices at The Yard.

Today, it is the "cool" work center for creative talent in Philadelphia.

The Brand Experience: Marketing through Real Estate Representatives from Nokia and Cushman & Wakefield will share stories and insights into how they have used real estate to increase their visibility in the marketplace and engage customers.

Keynote speakers for the summit include Daniel Pink, columnist and author, *A Whole New Mind*; Chester Elton, Recognition Consultant and self-proclaimed Carrot Guy.

Pink is a contributing editor at *Wired* and *Yahoo! Finance*, and his articles and essays have also appeared in *The New York Times*, *Harvard Business Review* and *Fast Company*. He is the author of

the critically acclaimed Free Agent Nation and A Whole New Mind, a frequent guest on television and radio programs, and a consultant to companies large and small on human resources, communications and innovation.

For more information on the Atlanta Global Summit, please visit www.corenetglobal.org. Working press members are encouraged to attend and must register in advance by contacting Ryan Mitchell at (410) 821- 8220 or at ryanm@imrecommunications.com.corp.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540