



- **Welcome New Team Members**
- **2019 – Our Brand and By the Numbers!**
- **Kingsley / Backpack / A&B Scholarship Highlights**
- **Host and VIP Program**
- **Content Development for 2020 – Marketing Highlights from Eve**
- **Q1 Ideas for Events**
- **Updated Reporting Templates**
- **Next call**

Welcome to Our New Team Members

Space. Community. Service.

A&B

A BIG Welcome!

New Team Members



Alexandria Payne

Collective at Concourse
Atlanta, GA



Justine Ramos

Pacific Plaza
Bay Area, CA



Rana Thaete

Stadium Tower
Anaheim, CA

2019 – Our Brand & Our Successes

Space. Community. Service.

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Our Brand!

Looking at us collectively

DEMONSTRATE HIGH IMPACT, VISIBLE CHANGE

CREATE AND COMMUNICATE AN IMPACTFUL BRAND



A&B Properties




Our Successes!

Quick snapshot of some amazing stats on all you do!

We currently have 18 properties as part of our A&B family

Equates to 9,360,967 SF

464 tenants

27,108 individuals

AND HOSTED

4,200 +/- events, tenant meetings, food trucks - you name it - in 2019!

2018 Kingsley Scores

Key results and looking to 2019 survey



Overall satisfaction number is awesome!

Response rate up from 67% from last year

Material to share with tenants in January

Great opportunity to kickoff 2020 and engage with your tenants



Backpack Drive

Results and next year

Liberty Center – Pittsburgh, PA



Alicia Raymond

Collected 854 backpacks and Supplies
Donated to 14 organizations



The Liberty Center team collected 200 backpacks

Alicia is going to share a few tips on how to have a successful drive

Goal next year is 1,000 collected!

Global Investor Scholarship

Recipients showcase and next year

161 North Clark – Chicago, IL



Jordan Jasin

Awarded two \$1,000 scholarships this year



Jordin's approach and lessons learned
Updated approach for next year

Host Rollouts



Stadium Tower



150 N. Michigan



Warner Building



Tanner Point



Concourse



8750 NCX



Pasadena Towers

First multi-office group in US, 7 properties rolled out and a total of 2,336 users as of today

2019 – 2020 Marketing A&B (Eve)



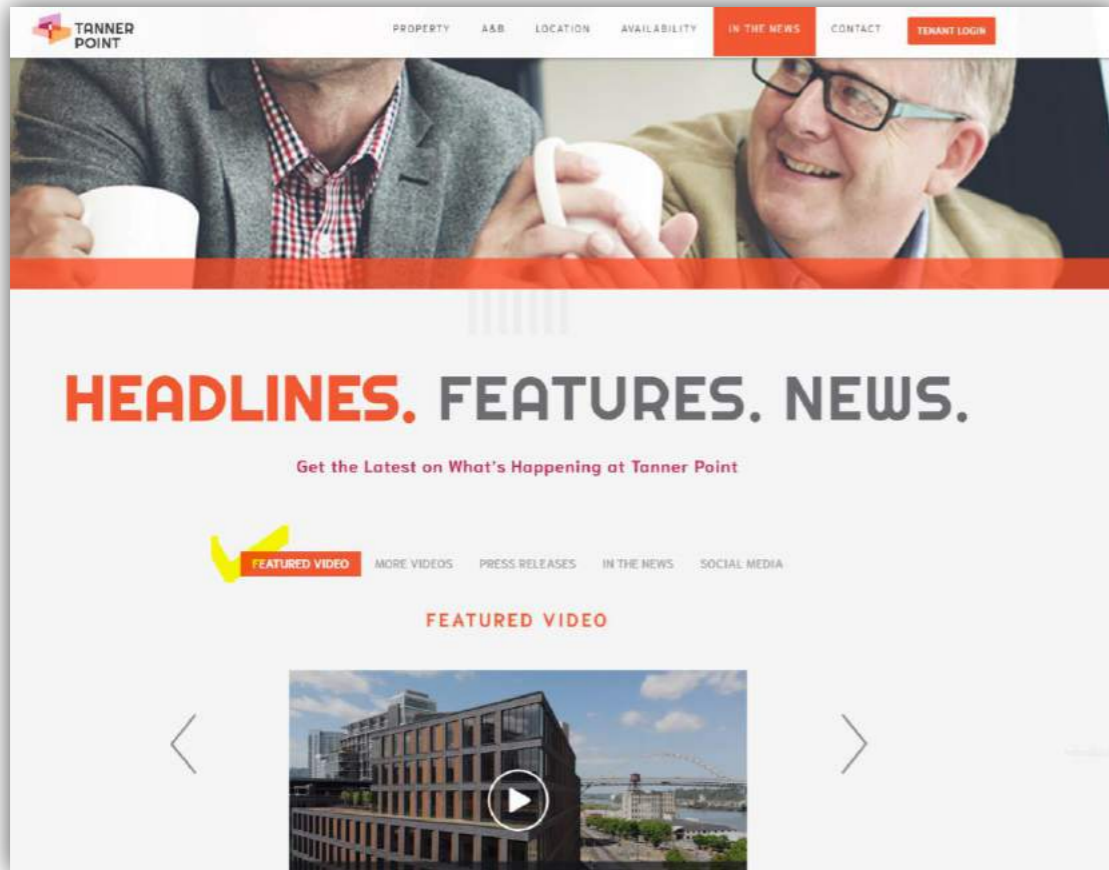
How do We Introduce A&B to the Market Place?

- **EXPAND IT** – Continue content development and collection; curate a library of narrative and visuals
- **MAKE IT REAL** – Tell stories: highly produced tenant and team testimonials, Investor case studies
- **GET IT OUT** – Targeted and mass audience messaging, reimagined website, focused social media; all GI product type speaks the same language

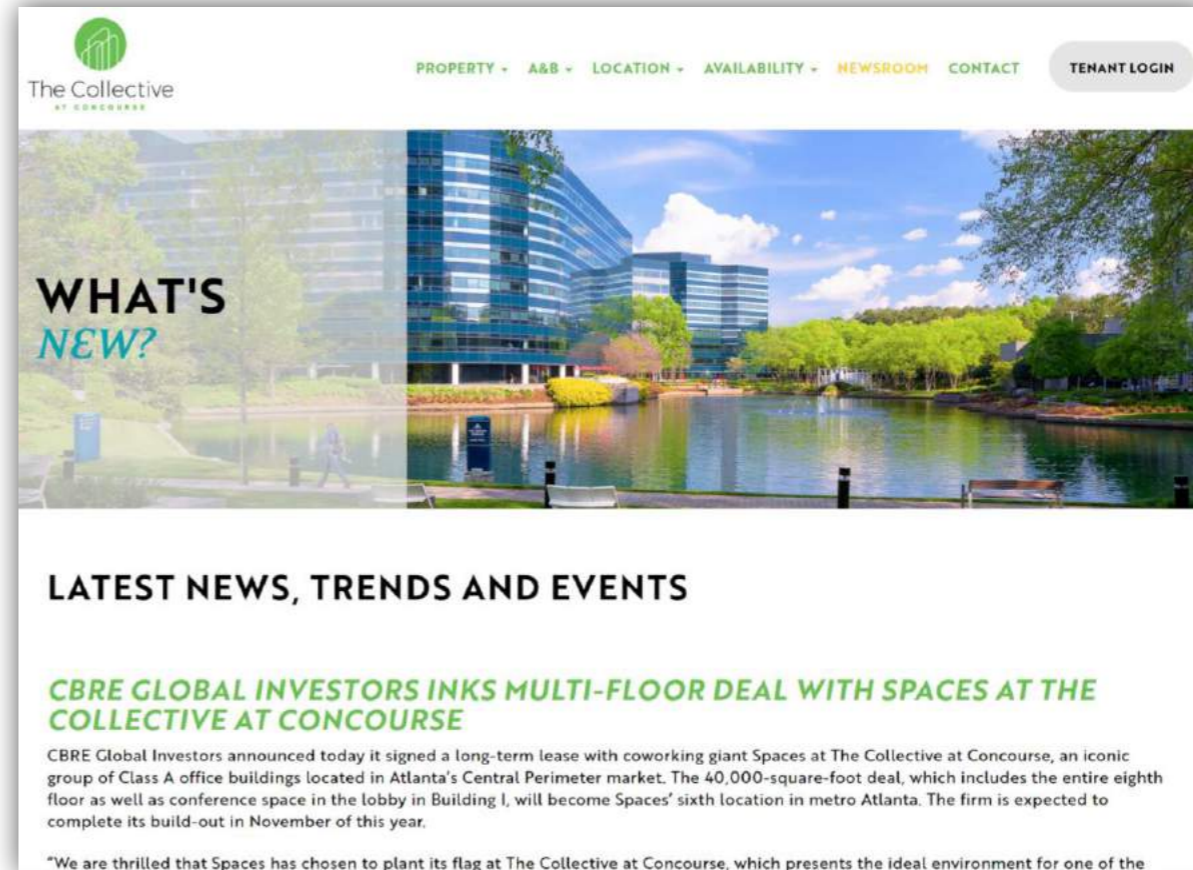
Producing and Disseminating A&B Stories

Via **Dedicated Property Website News Tab**

- Media Hits
- Video Spotlights
- Tenant Events



<http://tannerpoint.com/home.axis#news>



<https://www.collectiveatconcourse.com/property/newsroom>



Producing and Disseminating A&B Stories

Via Dedicated Property Website Social Media

- Tenant-centric Events
- Community Facing Integration
- Local Philanthropic Partnerships



Over Four Thousand Events + Meetings Nationwide



Rotating Fresh Content Hosted on 20+ Building Websites

Producing and Disseminating A&B Stories

Example Monthly Content Calendars on the A&B Portal

- Facebook and Instagram Weekly Content
- Examples from Tanner, Concourse and 150 N Michigan

New Collective at Concourse | CONTENT SOCIAL MEDIA CALENDAR
December 2019

<https://www.collectiveatconcourse.com/>

SOURCE

 HOLD / REMOVE
 APPROVED

Instagram
Standard hashtag list:

#concourse #collectiveatconcourse #cbre #office #officespace #cre #commercialrealestate #officedesign #loft #creative loft #officedecor #officgoals #officehours #officevibes #officelife #officetime #officestyle #atlanta #georgia #activateyourworkday #sandysprings #visitsandysprings #buzzdunwoody #5starserviceworldwide

WEEK 1		
MONDAY 12/2		
<p> So you think you can spell? Test your chops and compete in our first annual Collective at Concourse Spelling Bee this Friday, Dec. 6 from 12 pm to 1 pm. Deadline to sign up is this Wednesday! www.collectiveatconcourse.com/</p> <p> So you think you can spell? Test your chops and compete in our first annual Collective at Concourse Spelling Bee this Friday, Dec. 6 from 12 pm to 1 pm. Deadline to sign up is this Wednesday!</p>		<p>NOTES:</p>
WEDNESDAY 12/4		
<p> At the Collective at Concourse, tenants enjoy access to multiple transportation options. If they choose to drive, we have several decks where they can station their rides. www.collectiveatconcourse.com/</p> <p> At the Collective at Concourse, tenants enjoy access to multiple transportation options. If they choose to drive, we have several decks where they can station their rides. </p>		<p>NOTES:</p>
FRIDAY 12/6		
<p> Fa-la-lal! In the spirit of the season, The Collective at Concourse is hosting a carol singing competition! Pen an original Christmas carol and submit a mini music video featuring the song to alexandria.payne@cbre.com by 12 pm on Dec. 13. Tenants will vote on the winner who will win a \$100 Amazon gift card! Register for the event via the Host app. www.collectiveatconcourse.com/</p> <p> Fa-la-lal! In the spirit of the season, The Collective at Concourse is hosting a carol singing competition! Pen an original Christmas carol and submit a mini music video featuring the song to alexandria.payne@cbre.com by 12 pm on Dec. 13. Tenants will vote on the winner who will win a \$100 Amazon gift card! Register for the event via the Host app.</p>		<p>NOTES:</p>

Collective at Concourse
December Monthly Content Calendar



150nmichigan • Following
150 North Michigan

#chiphotography #chicagogram #tenantlife #chicagogram #chicagoarchitecture #lakemichigan #millenniumpark #diamondbuilding

4d Reply

carriededaway @libre_comme_lair
4d 2 likes Reply

magdachang16 Fabulous
4d 1 like Reply

eveplum gorgeous!
35s 1 like Reply

94 likes
4 DAYS AGO

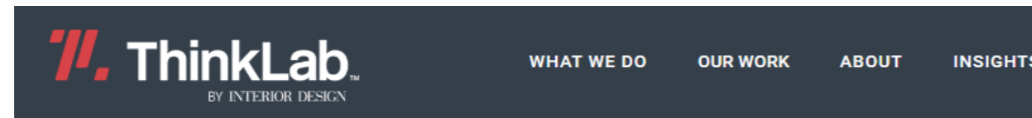
Add a comment... Post

150 North Michigan
One Week's Posting: four days later already 94 likes (eyeballs)

Producing and Disseminating A&B Stories

Via A&B Managers: The A&B Network

- Media Opportunities
- Kingsley Survey
- Tenant Testimonials



Research that Drives Future Innovation

The Concierge Effect of Today's Hottest Design Trend: Personalization Becomes King

Posted by [Amanda Schneider](#) on Nov 27, 2019 9:00:00 AM

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In the design industry, we talk a lot about pulling influences from other verticals. In corporate settings, the merger of commercial and residential design has created the term *resimercial*. In healthcare and education, it's not uncommon to see influences from hospitality make their way into the design of shared spaces. The one thing all these spaces have in common? A desire to create an experience that meets the needs of the greatest number of occupants, with perhaps a tad more laid-back approach than previous generations would have considered.

<https://insights.thinklab.design/the-concierge-effect-of-todays-hottest-design-trend-personalization-becomes-king>

“Our A&B managers typically sit on-site in the A&B Center as the face of the program. ... For a while, people felt disconnected from each other, so now we’re looking at how we can make their spaces better. And we believe a personalized approach is the way of the future.”

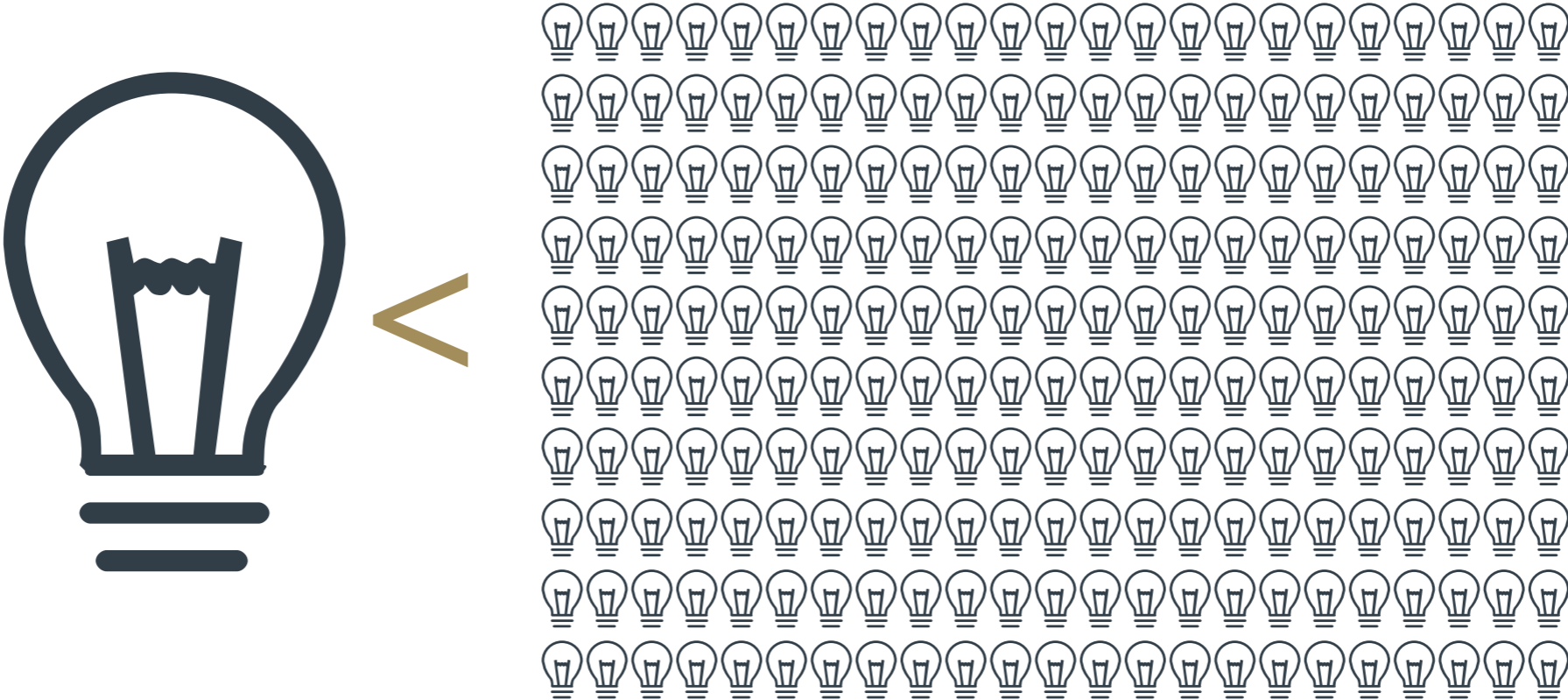
- Garin North, National A&B Director

A&B Phase Two: Moving Ahead in 2020

Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020
<ul style="list-style-type: none"> • A&B Rollout/Host (where applicable): 8750 Northpark Central, Stadium Towers, Pasadena Towers and Collective at Concourse • A&B Feature Content: Video Production at 8750 and Stadium Towers; Follow-up video and key testimonials at Collective at Concourse • CBRE and GI Ambassador Video Spotlight: On camera interviews with various CBRE Management Teams, A&B Managers, GI Asset Managers, PjM Director on A&B build-out evolution. • Property Collateral: Brand Refresh w/ A&B Highlights for 8750 Northpark Central, Stadium Towers, and Collective at Concourse • Warner Center Capital Complete Opening: Broker event and Tenant kickoff November 13th and 14th - A&B Feature Content • 2100 Powell: Kick off capital and A&B Feature Content; Brand Refresh w/ A&B Highlights. Utilize new technology (PlansPRO) for A&B virtual tours • 2600 Michelson: Kick off capital and A&B Feature Content; Brand Refresh w/ A&B Highlights. Utilize new technology (PlansPRO) for A&B virtual tours 	<ul style="list-style-type: none"> • 2100 Powell Capital Complete Opening: Broker event and Tenant kickoff - A&B Feature Content • A&B Pitch Deck for Investors: (will replace the current two slides) Create a pitch deck to be used when presenting to Investors. The final delivery will be a PDF that can be used on a tablet, laptop or projection, w/ menu that will allow the presenter the ability to move quickly to a section. • A&B Pitch Deck for Brokers and Tenants: Create pitch decks for presenting to Brokers and Tenants. Co-developed together and lightly modified as the content will be similar (80% overlap). Customized to each building as needed. • Pitch for Feature Story: GI and A&B nationwide rollout (will have established case studies and visuals to support and showcase). • Map out 2020 A&B Feature Content: Buildings, Opportunities and Locations – website and video content compilation • 2020 National A&B Conference: Location TBD 	<ul style="list-style-type: none"> • Launch Portfolio-wide Social Media blitz: establish synced Calendars for all new assets with social media, video direction and visuals/content scope • Establish Goals and Full Scope Video Brand Story: Development of :30 and :120 videos that present the A&B story in a highly polished manner that connects with key audiences. The video can be incorporated into the website and shared via social media, shown at events and conferences and used locally at each property. • Establish Goals and Full Scope for new A&B website: for 2021 budgeting. • Customized per Building: Sharable Video Content – ongoing: shoot additional b-roll footage and interview people to create short, “snackable” video content which can be shared on social media and used in various ways going forward (integration into the A&B site, local property sites, etc.). • Pitch for Feature Story: GI and A&B nationwide rollout. • 2600 Michelson Capital Complete Opening: Broker event and Tenant kickoff - A&B Feature Content 	<ul style="list-style-type: none"> • Engage and initiate consultant for Video Brand Story: (will have established case studies and visuals to support and showcase). • Pitch for Feature Story: GI and A&B nationwide rollout (will have established case studies and visuals to support and showcase). • A&B Custom Brochure: Development of a 12-16-page brochure that gives the reader an overview of A&B. • Compilation of Current Building Videobites into A&B Portfolio Montage: An approximately 1 minute video which sets the tone for the new brand. This can be used on both individual property websites and a newly branded A&B Living Website, as well as in pitches, social media, etc. Expected shelf-life is through life cycle of US SP Fund 9. 	<ul style="list-style-type: none"> • Look ahead review: where is the market now and heading? • Engage and initiate consultant for new A&B Website: (will have established case studies and visuals to support and showcase). • Pitch for Feature Story: 2019 – 2020 GI A&B nationwide rollout (wrap-up story encapsulating established case studies and visuals to support and showcase).

The A&B Mindset

Continue to think, be creative and evolve



VIP Program

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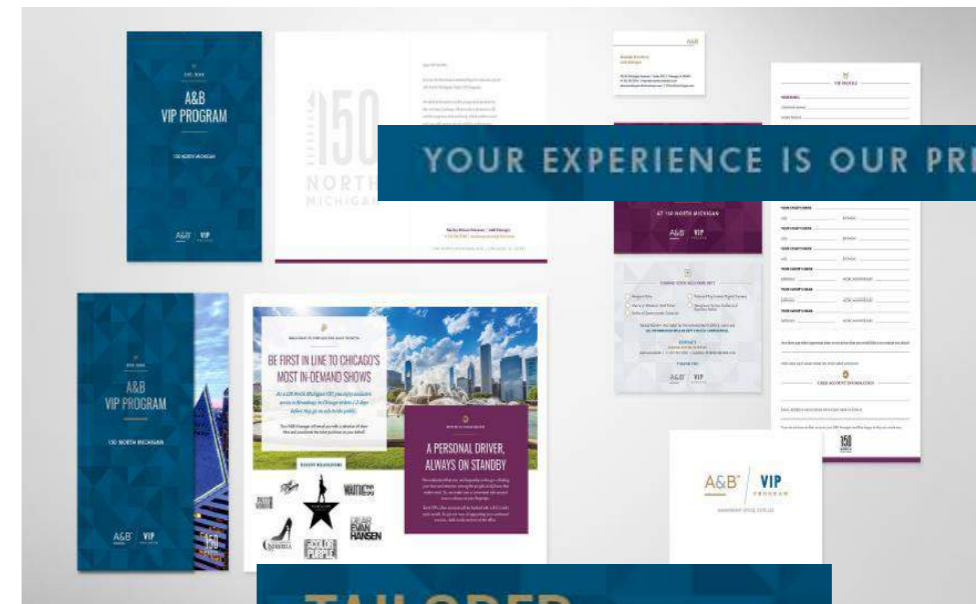
About the program and thoughts for the team

Expansion of our A&B Program

Individualize key decision maker's experience

Takes A&B and personalizes it with purpose

- 8 properties initially in Jan/Feb 2020, 153 individuals
- High-touch services - car detail, valet, dry cleaning, complimentary gift, private events, shows
 - Challenge to you - what services can you offer at your building that provide the personalization of VIP?



**TAILORED
EXPERIENCES.
ATTENTION
TO DETAIL.
UNPRECEDENTED
EASE.**

Q1 Event Ideas

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Q1 2020 Event Ideas

Thoughts on events

Jan 2 - National Mew Year for Cats Day

Jan 15 – National Bagel Day

Jan 19 – National Popcorn Day

Jan 25 – Chinese New Year – Year of the Rat

February is American Heart Month

Feb 2 – Super Bowl – Miami, FL

Feb 14 – Valentine’s Day

March Madness NCAA – March 15 – April 6

Earth Day - April 22

Irvington Center hosted a ‘Build a Gingerbread House’

Build a bouquet in spring?

Pop-A-Shot Hoop Contest for prizes?



Home / January Holidays



<https://nationaltoday.com/january-holidays/>



<https://healthfinder.gov/NHO>

Reporting

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Updated Reporting

Monthly and Annual

On a side note, I want to thank you and Scott for being so proactive and for the activities you have been running in the building to promote goodwill. It does not go unnoticed!

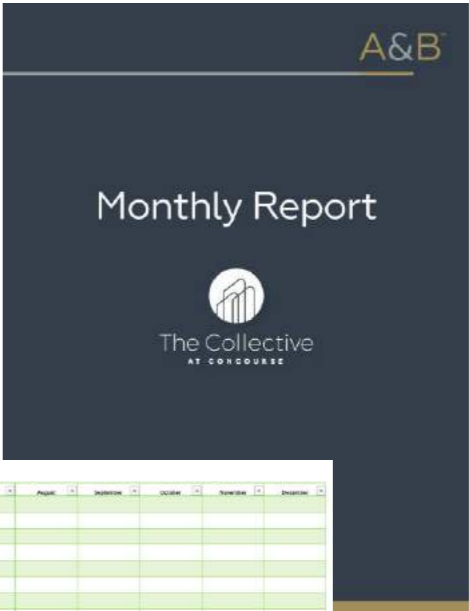
Jim – UBS – Stamford Towers

Hello!!! Thank you so much for all your hard work and planning the events for Liberty Tower!!! I really enjoy attending the events and the networking as well. And, a great big thank you for the Ulta gift card. I am sooo excited to buy something fun!! You are the BEST!!! Thank you!! Have a great day!! Enjoy your week! See you Friday for popcorn.

Tammy Baumgarten

Client Service Associate

Stifel – Liberty Center



Year Calendar

Year	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
Jan												
Feb												
Mar												
Apr												
May												
Jun												
Jul												
Aug												
Sep												
Oct												
Nov												
Dec												

Starting 2020

Enhanced Monthly Report

More detail needed for events and participants

Full yearly calendar of scheduled/budgeted events

Include all tenants testimonials you receive

Continue to send ALL your great pictures!





Next call discussion items...

Kingsley Action Plan Implementation

Leasing Tour and Roll of the A&B Manager

- Tour Process**
- Follow-up**

Creating an A&B collateral and swag library

Host and VIP update

Social media impacts and ideas

THANK YOU

and



HAPPY HOLIDAYS!



A&B

