

NEW FORMAT. SAME ATTITUDE.

7TH ANNUAL

LIVE •

EXPAND YOUR EMPIRE

CASE COMPETITION



RER
REAL ESTATE RYERSON

WELCOME

On behalf of Real Estate Ryerson, the Expand Your Empire (EYE) team welcomes you to the 7th installment of the EYE case competition. Held on January 29th, 2021, the conference will be in a one-day interactive live-streamed event format. Hosted by one of the most distinguished and largest business schools the -Ted Rogers School of Management- EYE LIVE 2021 will sustain the quality of experience while introducing a new environment for delegates to bring their creativity and problem-solving skills to the competition. This year we will be expanding internationally and providing a live online platform for delegates and industry professionals to facilitate and engage with one another.

Join us as we bring together the most talented and innovative students in real estate, finance, architecture, civil engineering, and urban planning from around the world. Delegates are challenged to redefine the built environment and are given the opportunity to showcase their talents to industry leaders. These delegates are invited to partake in a real estate development case competition, putting their analytical, creative, and presentation skills to the test. Delegates will be assigned a location in the Greater Toronto Area and are required to produce a full development plan accompanied by a feasibility study. They will then pre-record their presentation, competing for their chance to present live before a panel of industry judges in the final round of the competition.

Delegates can expect to be inspired by industry leaders and enhance their Commercial Real Estate knowledge through thought-provoking workshops with experienced facilitators. In addition, delegates are able to build meaningful industry connections with Real Estate professionals through our networking round table. This is a unique chance for delegates and their team to adapt to these changing times and find opportunities to be more creative in cultivating relationships with top business professionals and students from all across the country.

Thank you for taking the time to consider participating. We cannot wait to host you!



2021 THEME: ADAPTABILITY



Over the past year, everyone around the world has had to experience change within all aspects of their lives. Unprecedented circumstances may inconvenience us; however, it is ultimately what we do to adjust that allows one to succeed or fail, defining adaptability.

Real estate connects people physically and provides places to build relationships. In a world where most interactions have gone virtual, the demand for real estate and spaces have evolved. As adaptability continues to be an important factor across all real estate classes, EYE LIVE 2021 will focus on the importance of this topic. Be sure to keep that theme in mind when preparing for the conference!

NEW FORMAT

To do our part in abiding by new government restrictions in trying to stop the spread of COVID-19, we have decided to take our case conference virtual. We plan on live streaming all aspects of our conference.

As a courtesy to delegate teams participating, we will be allowing teams to record their development proposals prior to the date of the conference for our qualifying round. In this way, members are able to be creative and innovative with their ideas and presentation. Delegates will be competing for their chance to present live before a panel of industry judges in our final round on the day of the conference.

ITINERARY

LOGIN + REGISTRATION

OPENING CEREMONIES + KEYNOTE

WELLNESS MENTOR SEGMENT

PEER NETWORKING ACTIVITY

LUNCH BREAK

FINALIST PRESENTATIONS

INDUSTRY LED WORKSHOPS

PANEL DISCUSSION

DINNER BREAK

INDUSTRY NETWORKING ROUND TABLE

AWARDS CEREMONY & CLOSING REMARKS

ALL EVENTS WILL BE LIVESTREAMED

PLEASE NOTE THAT THE SCHEDULE IS TENTATIVE
AND DETAILS ARE SUBJECT TO CHANGE

CASE COMPETITION

OVERVIEW

The case competition will be the most exciting and challenging component of EYE LIVE 2021. Teams will be given a development case one month prior to the case competition and will be expected to complete the qualifying round in accordance with the requirements outlined in an accompanying rubric. Development proposals will be presented via a recorded video presentation and be submitted prior to the conference date.

DEVELOPMENT CASE REQUIREMENTS

- Deciding the Highest & Best Use for a Particular Property
- Adaptable Design Thinking
- Financial Analysis
- Communication Skills to Convey the Plan
- Understanding of Market Dynamics

To get a better understanding of the case and its requirements, we urge you to try out the sample case that we will be sending out to all delegates prior to the preparation period.

JUDGES

Receive individual feedback from industry veterans which will develop your Commercial Real Estate knowledge and experiences. Judges include VP positions who have been in the industry for a number of years.



CARLO BONANNI

Vice President, Land & Development

CREATE TO



GEORGIA BROOK

Development Associate

SLATE



MARK CHEMJI


Senior Development Manager

Starlight
Investments



STEPHANIE ROSALES

Manager, Development

 **QuadReal**

WORKSHOPS & PANEL

WORKSHOPS

Be prepared to collaborate with students in a series of online workshops hosted by industry professionals. This opportunity offers an interactive experience that will leave attendees with meaningful industry knowledge and valuable connections.

NETWORKING

Delegates will be able to network and ask questions 1 on 1 with industry professionals via networking roundtable.

PANEL

Delegates will get the opportunity to hear executives speak to them about the insights they have gained over the years, participate in live polling, and have a chance to submit their own questions.

PAST PANELISTS



BRIAN KRITER
Executive Managing Director,
Valuation & Advisory



SHEILA BOTTING
Principal & President, Americas
Professional Services



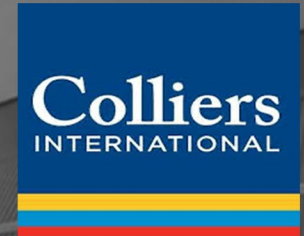
DAVID HANICK
Chief Legal Officer



KATHLEEN LEADBEATER
Senior Consultant, Valuation & Advisory



PAST SPONSORS



PAST PARTICIPATING SCHOOLS



REGISTRATION

PRE-EARLY BIRD

\$65 CAD

PER PERSON

Discount Code: PRE-EB
Oct 5 - Nov 1

EARLY BIRD

\$85 CAD

PER PERSON

Discount Code: EYE-EARLY
Nov 2 - 25

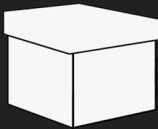
REGULAR

\$105 CAD

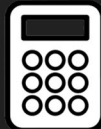
PER PERSON

Normal Admission
Nov 26- Dec 20

WHAT YOUR FEE INCLUDES



DELEGATE CARE PACKAGE



INDUSTRY WORKSHOPS



VIRTUAL ENTRANCE FEE



NETWORKING OPPORTUNITIES

DELEGATES MUST REGISTER WITH A TEAM MAXIMUM OF 4 STUDENTS

<https://bit.ly/t2SiphqS>

PLEASE FILL OUT THE INDIVIDUAL DELEGATE INFORMATION FORM AFTER PURCHASE

<https://bit.ly/3la5p5K>

CONTACT US



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