

To: Young Leader Chairs and YL Executive Committee Members

ULI is inviting bids from our local Young Leader teams to host this year's Summer School. Bids should be a maximum of two pages plus a letter of support from your National Council Chair/Executive Committee. Bids will be judged by members of the ULI Europe Executive Committee – we have included below some questions to help you cover the criteria they will be looking for.

Deadline for bids: Friday 3rd March 2017

CONTEXT:

Traditionally ULI's Young Leader members have designed and delivered an annual Real Estate Summer School, in collaboration with ULI Europe. The model is usually a two-day academic study programme to engage Young Leaders in conjunction with an academic partner to provide exclusive study tours, sharing international perspectives and a high level syllabus of key topics relevant to the current and future state of the real estate industry.

ULI would like to hear your ideas for hosting this year's Summer School. Can you work with an academic partner to provide a top class academic syllabus, showcasing the latest innovative real estate developments that members across Europe want to see and explore?

Tell us what your ideal Summer School would look like. We encourage you to put forward your ideas of how you would host the two-day event, what you want to learn and which innovation developments you should be seeing.

Benefits of hosting a ULI Summer School:

- Showcase innovative real estate projects taking place in your city, to an international real estate community.
- Hosting the Summer School will contribute to the growth in membership of your local council.
- Build and/or leveraging existing partnerships in the real estate academic sector locally for long term ULI activities.
- Exposure to senior industry professionals.
- An opportunity to continue professional development.
- Provides a unique forum to network with peers from across Europe.
- Raising awareness of ULI Young Leaders programme locally and strengthen the network internationally.
- Potential to bid for funds from the ULI Charitable Trust if you include a mission-led element to the programme, e.g. Urban Plan

ULI will work in partnership with the successful YL team to deliver event set up, marketing, administrative and financial elements. Your bid should focus on:

- Working with and securing a local academic partner to support you in developing and running the programme for the Summer School.
- Create a financial model which outlines the potential revenue (sponsorship and registration) versus costs. The event should aim to break-even, but if the event was to make a profit, think about how might that benefit the Young Leader programme in Europe and include that in your bid.
- The capacity to manage the local event logistics - with support from ULI.

GUIDELINES:

We want to hear your thoughts and appreciate you have busy schedules, so here are some questions and tips to get you started and help with drafting your proposal.

We look forward to hearing from you.

Questions:

1. Why do you want to host the Summer School 2017?
2. What developments/projects are taking place in your local market that could serve a real estate case study for the programme?
3. What's the take-home value for members attending the event?
4. Is there an academic partner you would like to partner with for the Summer School?
5. Tell us about your proposed Summer School programme, the theme, topics and format?
6. What is the best financial model to deliver a Summer School in your city?
7. Who would lead on the events logistics and is there a local team to you support?
8. What content could be generated from the Summer School to share with ULI members internationally?

TIPS:

Remember to engage your National Council Chair and Executive Committee, they can help with speakers, venue or possible sponsors.

Remember the ULI objectives when drafting your proposal and if the Summer School can fit in with these objectives.

ULI Objectives:

- I. Awareness of ULI Europe and Young Leaders Programme
- II. Member Engagement (Membership Growth & Retention)
- III. Member value (Membership benefits and value)

ULI is focusing on the below content themes, are there any links in your proposed themes for the Summer School programme?

ULI Content Programme Themes:

- Innovation and Technology
- Investment and Capital Markets (Emerging Trends report 2017)
- Housing Affordability
- Urban Development (Cities and Placemaking)
- Smart Urban Growth and Density
- Retail and Leisure

- Sustainability and Climate Change

When thinking about the costs involved think about:

- Revenue from registrations – How much do you propose to charge attendees?
- Revenue from sponsorship – can you secure sponsors?
- Can you make a profit?
- What would you do with the profit?

See an example below of what should be included in a budget of direct costs.

A budget template is attached with full instructions.

Line Item	Guidance notes
Venue hire	A hosted venue would be preferred and beneficial to the budget.
Speakers expenses	Please note that ULI does not normally cover travel and accommodation costs for the speakers. (However this is open for discussion)
Technical equipment i.e. projector, screen, laptop microphones	Will there be an additional cost on top of venue hire?
Catering & hospitality staff	Consider the cost for lunches, coffee breaks on each day and an informal dinner on the first night. Also, whether you need hostesses or if you should ask Young Leaders to volunteer.
Photographer	Consider the use of a photographer to capture images of the possible site tours and speakers etc.
Transportation	Will need transport to take the Young Leaders to the site visits?
Post-event costs	Write-up, report etc.

Local event logistics of delivering the Summer School, think about:

- Date & location.
- Who would be on the local team?
- A provisional timeline of delivery.

Content from the Summer School to be shared across Europe and internationally post-event.

Think outside the box regarding content to publish/share from the Summer School, other than the normal write-up or report.

SUBMISSION DEADLINE: Friday 3rd March 2017

The successful Young Leader group will be announced early March

Proposals should be submitted no later than Friday 3rd March 2017 via email to Samantha Blake at sam.blake@uli.org. Please feel free to contact Samantha or any other member of the ULI team if you may have any questions when completing the application.

Good Luck!

APPENDIX ONE

BACKGROUND INFORMATION:

Timing:

The ULI Summer School has traditionally taken place annually between June and October. Please note the Summer School but must be delivered within 2017. Being mindful of key ULI events taking place throughout the year, in order not to clash with these events.

ULI Events:

CEE Summit

Warsaw, Poland 12th – 13th June 2017

ULI France Conference

Paris, 9th November 2017

ULI Germany Urban Leader Summit

Frankfurt, XXX June 2017

26th-27th April 2017, Frankfurt am Main

ULI Leadership Retreat (Invite Only)

TBC September 2017

Please check the [ULI Europe Events calendar](#) for the rest of the ULI Events

Successful ULI Summer Schools:

- [Barcelona](#), Spain (15th - 16th, October 2012)
- [Amsterdam](#), The Netherlands (6th - 7th June, 2013)
- [Brussels](#), Belgium (3rd - 4th July, 2015)
- [Paris](#), France 9th – 10th September 2016

Typical Event Format

Duration: 2 day event

Format: Classroom based lectures, site visits, case study tours and informal dinner

Attendees: Young Leader members & non-members only

Member Testimonials:

To get a better understanding of what members deem as a valuable experience, see the [reflections](#) from the Young Leaders who have attended Young Leaders events in Europe.