

To: Young Leader Chairs, Young Leader Executive Committee Members and Young Leader members

ULI is inviting bids from our local Young Leader teams to host next 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: All proposals must be submitted [online](#) by **Friday, 19 January 2018**.

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 the YL Summer School 2018. Can you work with an academic partner or a business school 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 the participants to learn and which innovation developments they 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 can 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 the ULI Young Leaders programme locally and strengthen the network internationally.

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

- Working with and securing a local academic partner/business school 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 that might benefit the Young Leader programme in your country and 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 2018?
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/Business School you would like to partner with for the Summer School?
5. Tell us about your proposed Summer School programme, including masterclasses, theme, topics, site tours and format?
6. What is the best financial model to deliver a Summer School in your city, including potential in-kind and monetary sponsors?
7. Who would lead on the events logistics and is there a local team to give 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 to ensure the Summer School can fit with these parameters.

ULI Objectives:

- I. Awareness of ULI Europe and Young Leaders Programme
- II. Advanced learning: providing Young Leaders with a practical, real-life experience that will help to develop their careers and strengthen their skills
- III. Member Engagement (Membership Growth & Retention)
- IV. Member value (Membership benefits and value)

ULI's content programme focuses on five pillars, are there any links in your proposed programme to the ULI content pillars.

ULI Content Pillars:

- **Housing and Communities**
- **Shaping Cities and Regions**
- **Sustainability and Economic Performance**
- **Connecting Capital and the Built Environment**
- **Driving Innovation in Real Estate and Urban Development**

When thinking about the budget involved think about:

- See an example below of what should be included in a budget of direct costs.
- A budget template is attached with full instructions.
- Don't forget to include your potential revenue in your budget.

The event must at least break-even however preferably make a profit to support the Young Leader programme locally.

Line Item	Guidance notes
Venue hire	A hosted venue would be preferred and beneficial to the budget.
Speakers expenses	Please note that if ULI is required to pay the speaker expenses, this needs to be included in the budget.
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/a videographer to capture images of the possible site tours and speakers etc. for future marketing purposes.
Transportation	Will transport be needed to take the Young Leaders to the site visits?
Post-event costs	Write-up, report etc. – this can perhaps be allocated to a Young Leader volunteer.

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

- a) Date & location
- b) Who would be on the local team?
- c) 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: All proposals must be submitted [online](#) by Friday, 19 January 2018.

The successful Young Leader group will be announced in February 2018.

Please feel free to contact **Aili Pello** at aili.pello@uli.org 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:

Ideally the ULI Summer School will take place in September, as part of a larger ULI Europe programme, and we would like to receive a couple of date options from you.

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)
- [Milan](#), Italy (8th-9th September 2017)

Typical Event Format

Duration: 2-day event

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

Attendees: Young Leader members only (Join & Go option available for non-members)