ULI MISSON: Shape the future of the built environment for transformative impact in communities worldwide

CONNECT active, passionate, diverse members through the foremost global network of interdisciplinary professionals
INSPIRE best practices for equitable and sustainable land use through content, education, convening, mentoring, and knowledge sharing
LEAD in solving community and real estate challenges through applied collective global experience and philanthropic engagement

Data Forum Agenda

Forum Leadership:
David Wilts - david.wilts@digitalmasterplanning.com
Nathan VanDeman - nathan@habitatbroward.org

Forum Day Agenda – October 30, 2023
1:30-4:30 p.m. PDT
Los Angeles Convention Center- Room# 406 A

11:30 a.m. – 1:00 p.m. **Full-member Forum Networking Luncheon**
Keynote Speaker: Amazon

1:00 p.m. - 1:30 p.m. **Break**

1:30-1:45 **Welcome and Introductions**

- Welcoming remarks
- Attendee introductions
- Review of the session agenda and speakers

Moderator:
David Wilts
Founder/CEO - Digital Master Planning
Chicago, Illinois

1:45 – 2:00   The ULI Data Forum Data Framework and the Importance of Structured Data

- Overview of structured vs. unstructured data
- The Data Framework and the differences between different types of data
- How other industries leverage structured data
- Examples of structured data tools
- Pros and cons of structured vs unstructured data

Speaker:
David Wilts
Founder/CEO - Digital Master Planning
Chicago, Illinois

2:00-2:20   VTS Presents on Structured Data Integration and Insight

VTS will share how integration of systems with structured data helps organizations to improve their workflow, accuracy, and efficiency. Examples will be shared how integration can also empower organizations to provide team members with better insights around assets and the market.

Speaker:
Lexi Russell
Senior Manager, Data Management - VTS
San Francisco, CA

2:20-2:40   Taking Action to Address Embodied Carbon Requires Better Project and Product Data Transparency

Gensler presents how they are committed to creating a new process to better document the embodied carbon footprint for new construction, and, ideally help reduce the footprint going forward. As part of ULI's work to help members and their organizations to decarbonize and move the industry towards net zero, this session will focus on the importance of both embodied carbon and operational carbon tracking and reporting with better data practices.

Speakers:
Andrew Starr and Dinesh Prabaharan
Gensler Data Science Team
Washington D.C.

2:40-3:00   New AI Tools in Real Estate

First, an overview of AI tools and their potential impact on the real estate industry will be shared, then different industry organizations will share new AI tools that are being leveraged to help organizations attain a higher level of efficiency. Examples will include AI tools for design as well as examples of content and document creation.

Moderator:
David Wilts
Founder/CEO - Digital Master Planning
Chicago, Illinois

Speakers:
To be announced

3:00-3:50   Working Session: Exploring How a ULI AI Tool Could Benefit Members

ULI's Executive Vice President of Information Technology, George Danilovics, will share ULI's current Knowledge Finder tool along with its current features and functionality. Then, taking into account the AI tools that were shared

Data Forum attendees will be asked to brainstorm and share how AI-based tools leveraging the Knowledge Finder data could empower the industry. Groups will share their thoughts and ULI will utilize the findings in the further development of tools to empower ULI members and their organizations.

Moderator:
David Wilts
Founder/CEO - Digital Master Planning
Chicago, Illinois

Speaker:
George Danilovics
Executive VP Information Technolgy, ULI
Washington D.C.

3:50-3:55   **Thank you!**

5:00-6:30 p.m.   **2023 ULI Fall Meeting Welcome Reception**
                                Belasco Theater