



Workplace Trends: Back to Basics - Survival & Recovery

Thursday 15 October 2009, Kings Place, London N1

This year's Workplace Trends conference focuses on the challenges faced by building managers, occupiers and designers in ensuring corporate survival while preparing to take maximum advantage of recovery from recession.

The competing pressures of a financial imperative to occupy less space while continuing to provide a quality environment which attracts talented employees, facilitates increased output and stimulates creativity underlie many of the presentations. As delegates will expect from previous Trends events, the programme is made up of authoritative speakers with practical experience of dealing with these issues and providing strategic answers.

If you can't attend in person, you can participate in this year's conference from your desk anywhere in the world! For details on virtual attendance please visit www.workplacetrends.co.uk.

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The day's programme, 9:30am – 5pm

Conference Welcome

Nicholas Ridley, Past President (2007-08), British Council for Offices

Morning chair and introduction

Consolidation and retrenchment - the numbers

Christopher Hedley, Director IPD, Occupiers and Management

Drawing from IPD's combined databases and other sources, Christopher Hedley will analyse take-up of new leases, lease length tenant retention, break clauses, sustainability, vacancy levels, occupational densities, occupancy costs, rents and other factors to explore what is happening to the UK occupational market in autumn 2009. He will then go on to explore how the market might respond to these numbers to meet the needs of their business, providing an introduction to the conference agenda as a whole.

Corporate real estate in changing times: Pressures, priorities and outlook

Lee Elliott, Director EMEA Research, Jones Lang LaSalle

Unprecedented economic times have brought clear and real operational pressures for corporate occupiers. For many the first half of 2009 has been about mere survival. In response senior leadership have charged Corporate Real Estate teams with two clear priorities. First, the right-sizing of property portfolios to take account of restructured businesses with, in many cases, significantly reduced headcounts. Second, the achievement of punchy real estate cost saving targets as a contribution to wider operational cost saves. Lee will explore current and future corporate real estate strategies and point to how CRE teams may be able to use market conditions to both solidify their standing within their wider businesses, leverage market opportunity and strengthen the business operationally and commercially through smart real estate decisions.

Consolidation of portfolios - a case study

Nigel Bunclark, Workplace Solutions Director, Barclays Bank

Nigel's presentation will cover the consolidation of the Barclays' property portfolio and the strategic importance of their global headquarters at One Churchill Place.

Inspiring innovation through interaction

Nigel Oseland, Director, AMA Alexi Marmot Associates

For some thirty years or so our economy has been mostly dominated by the service industry, lead by the knowledge worker. However, we are now observing a gradual shift to the new innovation economy and the rise of the creative worker. To maintain a competitive advantage it is important to create work environments that encourage creativity and innovation. Nigel will present the results of AMA's research on the conditions required for successful interaction, collaboration and innovation.

After lunch welcome back

Paul Bartlett, Partner, SBS Business Solutions

Afternoon chair

Debate: 'Spend to increase quality and value or cut costs to survive'

Paul Morrell, former senior partner, Davis Langdon v

Paul Burgess, Head of London Leasing, British Land

This debate will explore the strategic choice faced by real estate portfolio managers of whether to respond to immediate financial pressures to reduce property expenditure to the bare minimum or to continue to invest in high quality workplaces that stimulate productive working by occupants and contribute to corporate brand values.

Paul Burgess will argue for the long term benefits of sustaining corporate performance to take advantage of the upturn while Paul Morrell will put the case for focusing on survival to protect shareholder funds.

Measuring Productivity – CB Richard Ellis Pilot Study

Sonny Hasan, Director, Workplace Consultancy, CB Richard Ellis

One of the key challenges facing most organisations is to reduce operational costs, increase revenue, productivity and profitability without diluting the service offering. In 2007 the Building Consultancy Department of CBRE reviewed the way it went about its day to day business and how it utilised space. By analysing working practices and levels of mobility, it was evident that the operational footprint could be reduced if alternative ways of working were adopted. After consultation, an initial pilot study was implemented. The pilot proved successful and now over 35% of the department works flexibly. Feedback demonstrates increased team productivity, revenues and more importantly profits are up. These have been achieved by understanding the importance of business synergies, space utilisation, the role technology and design plays in creating an effective and productive working environment.

The workplace is no longer what you think it is...

Peter Ecsery-Merrens, Director, Internet Business Solutions Group, Cisco Systems Inc.

In a world where virtualisation, cloud computing, high resolution video and a presence sensitive network give us the ability to work from anywhere, the traditional role of the corporate office is vanishing. Peter Ecsery-Merrens gives his vision of the future workplace and how we need to adapt out current working practices to make the most of a new generation of employees.

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Speakers



Nicholas Ridley is a Past President of the British Council for Offices. Following a 28 year career in frontline agency primarily in Central London and having run various Office agency and development teams and multi-disciplinary Central London teams, Nick now focuses on helping developer clients on large scale internationally located developments. His work includes schemes where either the predominant use is offices or that it is a significant element within the schemes. Nick works in both established and emerging markets. Nick is an Executive Director of Colliers CRE, and a Fellow of the RICS, he is a member of ULI, BPF, WPOA, BABI and PIA.



Paul Bartlett is the Managing Partner of SBS Business Solutions, a consultancy specialising in improvement of workplace productivity and building security. He chairs the Office Productivity Network, which includes in its membership occupiers, consultants and suppliers with an interest in the impact of workplace design and operation on business performance. He completed a consortium research project into how occupiers approach investments in property events last year and is working with the University of Cambridge to develop a computer model for space requirement and utilisation in a flexible working environment.



Christopher Hedley has been instrumental in introducing performance measurement to corporate real estate. Following a wide-ranging career in property research and town planning consultancy, he founded IPD Occupiers in 1994 and has overseen its growth and development since then. IPD is now the market leader in the field of performance measurement for occupiers with records for over 60 million square metres of space from 1,000 estates in UK, Ireland and France.



Paul Burgess joined British Land in 1993 and is currently Head of London Leasing. His key responsibility is to ensure that British Land's London developments are successfully let either on or before completion. He also assists colleagues by providing market led advice and comment on building specification and configuration to help ensure that all developments are best suited to their prospective occupiers. He has made a speciality of pre-letting and has been instrumental in some of the largest secured in central London, including major new headquarters buildings for Willis, Abbey and Accenture.



Lee Elliott is Head of Occupier Research at EMEA. He has primary responsibility for the development and delivery of Jones Lang LaSalle's EMEA Corporate Research Programme. He also works closely with his counterparts in Asia-Pacific and North America to monitor and evaluate trends within corporate real estate. Since joining in 2001, Lee has developed detailed qualitative and quantitative research to support the continued growth of Jones Lang LaSalle's corporate occupier and agency business lines.



Paul Morrell is a former Senior Partner of Davis Langdon, and now practises as an independent consultant. For the last 25 years, he has operated principally in the commercial property sector, working with some of the UK's best known property companies. He served as President of the British Council for Offices in 2004/5. He is a Fellow of the RICS, an Honorary Fellow of the RIBA, and was formerly Deputy Chairman of CABE. He was awarded an OBE in the 2008 New Years Honours List.



Nigel Bunclark is responsible for the occupancy of the UK office estate (6.3 million sqft. circa 350 buildings). His latest project is a finalist this year's BIFM Awards: Impact on Organisation and Workplace. It has increased the efficiency of space use, effectiveness for the business and levels of employee engagement. Nigel's interest in workplace began in 2004 as Head of Property and Business Services at AXA Insurance. Prior to this he was a programme manager and consultant within AXA applying skills he developed at Gemini Consulting. Nigel began his career as an apprentice on military jet engines at Rolls-Royce, is a graduate engineer and Cranfield MBA.



Sonny Hasan is a Director and Head of WorkPlace Consultancy at CB Richard Ellis, he focuses on advising organisations on current and future trends in the workplace and what make efficient and effective working environments, he also advises investors and developers on 'What International Occupiers want'. Formerly an Associate Director at HOK, he led the workplace team on the transformation of MOD under a PFI scheme in Whitehall, prior to that he was Senior Project Manager at the renowned workplace consultants DEGWA, where as Design Team Leader he delivered Boots The Chemist award winning HQ at Beeston in Nottingham.



Nigel Oseland is an Environmental Psychologist and Director at AMA Alexi Marmot Associates. He specialises in strategic briefing and flexible working, helping occupiers redefine their workstyle and create space efficient workplaces that enhance business performance. Prior to AMA, Nigel spent five years at Swanke Hayden Connell Architects developing workplace guidelines for global organisations, such as ABN AMRO and BP, and working alongside his architectural colleagues to provide the briefing and change management phases of award winning projects. He also worked within the FM industry managing the Workplace Solutions team at Johnson Controls.



Peter Ecsery-Merrens is a Director in Cisco's Internet Business Solutions Group (IBSG) responsible for the UK & Ireland. His focal areas are to drive business change with Cisco's largest European customers; to lead thought leadership in Outsourcing in Europe and to be an intrinsic part of the UK&I leadership team. Prior to Cisco, Peter was Sales, Marketing and Customer Services Director for Logicom – He was responsible for driving the business for a 500 person Logistics outsourcing firm and part of the executive board.

Booking form

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Please complete and return this form to guarantee your place. You can also book on-line at www.workplacetrends.co.uk. All bookings will be acknowledged and final instructions will be sent prior to the event.

Conference fee:

£345 + VAT = £396.75 when payment is made with a credit/debit card (sorry, at present we do not accept AMEX)

£355 + VAT = £408.25 when requesting an invoice

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Cancellations received in writing by four weeks before the date of the conference will be subject to a 25% administration fee. After this time no refunds will be made, however places are transferable and colleagues are welcomed in replacement. All programme times shown are approximate and may be subject to change. We reserve the right to make reasonable changes to the speakers or the programme and to cancel the event without further liability.			

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