REVOLUTION NOT EVOLUTION

Property Week’s annual flagship event covering office sector trends and transformation is back - and more needed than ever

After all that’s happened in 2020, the office sector will never be the same again. New ways of working will redefine what offices are, how they’re used, where they’re located and how they’re sourced. From de-densification to new hub and spoke models, investor concerns to occupier demands and technology trends, we leave no stone unturned. Hear from business leaders including:

Cressida Curtis
Head of Corporate Affairs & Sustainability
British Land

Alan Bainbridge
Director of Workplace
BBC

Arjun Kaicker
Head of User Parametrics
Zaha Hadid Architects

Yasmina Darveniza
VC Investor
Round Hill Ventures

workspace.propertyweek.com
@WorkspacePW #workspacePW

Now a FREE virtual event
Providing the opportunity you need to re-engage and take the lead

In unprecedented times, the ability to anticipate change and respond fast determines success. WorkSpace 2020 offers the UK office sector an opportunity to re-engage at last, and to forge a positive future beyond today’s business uncertainties.

Our delegates are your peers

- Developers, operators, landlords, agents and major occupiers
- Investors, lenders and finance providers
- Service providers – architects, lawyers, technology vendors, fit-out specialists and more
- Environmental and wellbeing advisors

Our programme is dynamic

We’ve teamed up with one of the smartest virtual event platforms to provide you with more content, better networking and deeper insights. All this and more is at your fingertips when you join our free virtual conference.

Our broadcast tech is cutting edge

No more Zoom or Teams, instead a studio-style, live-streamed and fully interactive conference.

Two events in one

We’ve also teamed up with AVWorks, the UK’s only conference focused on the new strategic role of AV technology in the workspace. Find out how Google, WeWork, Bloomberg, Uber and more are achieving organisational transformation through AV.

Whether AV already forms part of your strategy or not – this is the space where you can catch up and keep up. Book your free online ticket now and gain access to both AVWorks and WorkSpace, including digital content and on-demand streaming.

Our track record is impeccable

Brought to you by the UK’s No.1 property title, WorkSpace is now in its second year. Our delegates rated us 4 out of 5 – here’s what they said:

“Insightful and interesting. Very good – way outside the normal offer for a real estate conference. Very informative. Well presented with great insights.”

Joe Benn
AV Operations Regional Manager, EMEA Google

Alvin Rovira
Manager, Systems Engineering (AV) Uber

Jeff Fairbanks
Global Head of Employee Operations & Collaboration Solutions, Bloomberg

Jason King
Manager, Audio Visual Operations – Global WeWork
The workplace revolution (joint plenary with AVWorks)

The advent of intelligent and collaborative technologies is said to herald a fourth industrial revolution, with the potential to reshape the way we live and work. As our day begins, we invite future-facing technologists to share their vision of a world re-defined by the hottest of hot tech – AI and mixed reality (MR) – then challenge them to apply that vision to the workspace.

09:00 Welcome

Our chairs welcome the WorkSpace and AVWorks audiences and set the scene for the day.

09:05 Artificial intelligence: Rethinking your world

Calum Chace, journalist, and best-selling author

AI has the potential to transform our lives more in the next thirty to forty years than they've changed since the start of the industrial revolution. These are exciting times and – for those able to harness AI's potential – the future has even more to offer. One of the UK’s leading futurologists describes how AI will transform our societies, economies and working environments.

Calum is a best-selling author on AI, focused on its impacts for individuals, societies and economies. His writing is informed by a thirty-year career in journalism and business, during which he was a marketer, a strategy consultant and a CEO. He studied philosophy at Oxford and believes science fiction to be philosophy in fancy dress.

09:25 Mixed realities: Bringing your world together

Jeremy Dalton, Head of VR and AR, PwC

More and more we see augmented and virtual reality enhancing the world of the consumer. In recent months we've seen how it can unite remote workforces. A leading technologist introduces us to the power of mixed reality technologies to foster collaboration, obliterate geography and transform our business landscapes.

Jeremy is on a mission to educate, connect and inspire industry with the benefits of new realities technologies. He has supported the VR and AR initiatives of the World Economic Forum and sits on the advisory board of ImmerseUK, a government-supported network for businesses, research and education organisations involved in immersive technologies.

10:10 Panel discussion: Bring it to the office – cut to the chase

We now bring the on-the-ground experts together to discuss how the fast-paced world of technology is transforming office environments today. What do technological developments mean for the working world and the office sector in practice? What does this mean for day-to-day life in our workspaces and what is technology enabling in office property now? How can we harness the power of technology to secure the future of the office?

Jeremy Dalton in conversation with...

Justin Harley
Regional Director
Yardi

Jenny Hicks
Head of Technology
Midwich

Paul Williams
CEO
Derwent London

Helen Causer
Office and Investment lead
Argent
### 11:30 Forecasting the future: Anticipating long-term trends and developments for the office and workspace

**Katrina Kostic Samen**, Director and Head of Workplace Strategy and Design, KKS Savills

2020 reshaped working practices as employees worked from home in their millions and office spaces countrywide were left empty. We interrogate the data to determine what this might mean for the future, and how increased home-working could impact work patterns and the demand for square footage. Will trends towards co-working, hot-desking and agile working accelerate or stall? Will traditional landlords become more service-oriented? And what will be the impact on commercial rents and leases?

Since 2004, Katrina has built a leading practice in workplace strategy and interior architecture that is now part of the Savills group. She has won multiple awards for innovation and inspirational leadership and is a past president of the British Council for Offices.

### 12:00 Environmental, social and corporate governance – how to remain on track towards sustainability goals

With ambitious targets being set across the sector towards net zero carbon deadlines, the demands on green technologies are enormous. At the same time, fast-changing occupier requirements arising from the Covid-19 crisis could help drive sustainability strategies and efficiencies or, conversely, place increased energy demands on buildings. Given these imponderables, what does a realistic long-term sustainability strategy look like? And how can we embed adaptability and agility into both existing and future buildings?

**David Walker**  
Head of Investor Relations  
British Land  

**Juliette Morgan**  
Head of Sustainable Development  
British Land  

### 12:30 Networking Break and Solutions Showcase

### 12:45 Panel discussion: Investing for a resilient future

As occupier demands shift in response to Covid-19, how do investors identify robust investment opportunities? How badly has our sector been hit and how is it positioned for recovery? We consider the future investment landscape and how confidence might be restored in the wake of recession.

**Dan Bayley**  
Head of Tenant Representation, Senior Director  
BNP Paribas Real Estate UK  

**Arnie Sriskandarajah**  
Managing Director  
Round Hill Ventures  

**Faisal Butt**  
Founder and CEO  
Pi Labs  

**Ross Blair**  
Senior Managing Director  
Hines UK  

**Meyer Prinsloo**  
Chief Marketing Officer  
essensys  

### 13:35 Networking Break and Solutions Showcase

### 14:00 Panel discussion: The CX factor – responding to rapid evolution in occupier demands

Wellbeing in the workplace is fast becoming a priority, leading to a greater emphasis on customer experience among office property providers. We consider the enhancements technology can bring, and look to other sectors for lessons in customer experience excellence.

**Tim Oldman**  
CEO  
Leesman  

**Karen Cook**  
Founding Partner  
PLP Architecture  

**Dexter Moren**  
Partner  
Dexter Moren Associates
Centralisation vs decentralisation: A future role for regions and cities

Elizabeth Peckett, Head of Asset Management, Allied London Group

As working patterns shift, so too do workforce priorities. In a post-Covid world, workers may not relish a return to the office or the long commutes to reach them. Is this a short-term blip or a long-term change? What might it mean for the future of cities now that people have realised you don’t have to work in them to thrive? Employers everywhere are re-examining their office locations and looking for new models. We consider how this might benefit the regions and how they can maximise the opportunities of decentralisation.

Elizabeth joined Allied London in 2017 taking responsibility for asset strategy development across the company’s property portfolio, including the St. John’s / Enterprise City development in Manchester and Leeds Dock in Leeds.

Fireside chat - Coworking at risk or renaissance: how workspace providers can transform out of COVID-19

Andrew Lynch, Co-Founder and COO, Huckletree

Andrew leads Huckletree’s commercial, financial and investment activities across the group and advises early-stage businesses across a wide range of sectors, helping them with fundraising, operations and strategy.

15:35 Networking Break and Solutions Showcase

We re-unite with the AVWorks audience to look at the future of the workspace from two points of view that ought to align but too often diverge. We ask a leading architect and a nationally-renowned occupier to outline their priorities and visions – and to tell us what’s possible and what’s needed to make offices relevant and effective for tomorrow’s world.

The architect’s perspective: Designing future buildings and office spaces

Arjun Kaicker, Head of Analytics & Insights, Zaha Hadid Architects

The challenges of 2020 have accelerated change in the office property sector and transformed the demands placed on office buildings. From those in the pipeline to those recently completed, we consider the design strategies that might enhance building feasibility in a post-Covid-19 world and address the long-term impacts for new building design. We’ll look at how AI, advanced analytics and design could create optimal and future-ready offices, and how intelligent, self-learning workspace approaches might help buildings to evolve and thrive.

A British architect and artist living in Atlanta and New York, Arjun specialises in people-centred design and has helped develop algorithmic and machine learning tools to improve design processes.

16:50 The Occupier’s perspective: Returning to the office and building the future

Alan Bainbridge, Director of Workplace and Corporate Real Estate, BBC

After an unprecedented period of disruption, occupiers are slowly returning to their workspaces with inventive and various strategies for success. We’ve asked a workplace leader from one of the UK’s most iconic brands to share their experience and outline their future workspace expectations. We’ll find out what a large-scale pan-national leasing strategy might look like, and how virtual reality is helping the BBC power its collaborative workforce.

With thirty years’ experience and involvement in flagship schemes, Alan has a wide understanding of the property market and its supply chain. He has led delivery of the BBC’s award-winning MediaCityUK in Salford and the new BBC Wales HQ in Cardiff – major change programmes with property, people and facilities at their heart.

17:15 A chat with the chairs: bringing the WorkSpace and AVWorks events together

Julia Streets and Clive Couldwell each summarise the key take-aways from their respective conferences, discuss lessons learned and draw their final conclusions.

For WorkSpace: Julia Streets Founder and Director Streets Consulting

For AVWorks: Clive Couldwell Group Editor AV Magazine

17:25 Conference close

This programme may be subject to change.
The WorkSpace Solutions Showcase – meet our partners

Our partners make a valuable contribution to WorkSpace and work collaboratively with us as your joint hosts. The WorkSpace Solutions Showcase is a chance to explore innovative products and services that can help the office sector forge a positive future beyond today’s business uncertainties.

Take a Solutions Showcase virtual tour and explore exclusive digital content provided by our partners. Connect with the pathfinder organisations that are eager to share their knowledge.

| Platinum Partner | Yardi’s culture of innovation continues to drive the development of a range of real estate management solutions and apps to meet the changing demands of how the industry works and what its clients need. Yardi delivers a fully-connected, end-to-end solution with role-based mobile-apps and software for investment, asset and property management and meets the needs of a wide range of real estate asset classes. Yardi employs over 6,000 dedicated professionals working in 40 offices throughout Europe, North America, Middle East, Asia, and Australia and has grown to become a leading provider of high-performance, connected software solutions for commercial and residential real estate. | yardi.co.uk |
| Silver Partner | Born from unique, first-hand flexible workspace experience, essensys empowers ambitious space providers to grow and thrive. Their secure, all-in-one platform combines enterprise-grade technology that is efficient and simple to manage. At the touch of a button, you have complete control of your workspace operations and infrastructure, allowing you to deliver friction-free member and employee experiences, whilst gaining valuable insights. | essensys.tech |
| Bronze Partners | The Flexible Space Association is the professional trade body for the UK’s flexible workspace industry. Its members comprise the operators of flexible workspaces, together with companies providing services to the sector. FlexSA champions, promotes and supports a vibrant industry, and brings those working in it together. This year, FlexSA’s focus has been on ensuring its members have the latest information and advice on Covid-19, and lobbying on related matters. | flexsa.co.uk |
| | Hollis is a leading international, independent real estate consultancy that operates across the UK, Ireland and mainland Europe. Hollis works with owners, occupiers, developers and funders, across both private and public sectors, to help them get more out of their real estate, at every stage of the property lifecycle. Hollis draws upon 30 years of building consultancy experience to deliver commercial fit-out and refurbishment projects to create workspaces that add value. | hollisglobal.com |
| | Huckletree is the home of entrepreneurs and scaling teams in the UK and Ireland. Each of Huckletree’s spaces is themed by sector and industry, bringing together 3000+ like-minded members and 300+ companies to work, collaborate, exchange ideas, and grow their network. Since March, Huckletree has been committed to rebuilding the tech and innovation ecosystem by helping businesses transition into a new world of work with flexible membership and space packages designed around how each team member works. Huckletree is also working with established enterprise teams on their workplace strategy and bespoke office concepts. | huckletree.com |
Our team is here for you

If you have a question about the programme, your registration or would like to find out about opportunities to make an impact, please get in touch!

Programme: christina.wood@emap.com
Delegates: katie.shopland@emap.com
Partnerships: matthew.hoare@propertyweek.com

If you have a question about one of our other events, please contact: christina.wood@emap.com

Reboot • Rethink • Rebuild

Through challenge and adversity, the property industry is getting ready to shape a new way forward. At Property Week Events we are supporting these efforts by providing platforms that connect businesses across all sectors of real estate. Our unique portfolio of hybrid events, underpinned by the leading title in the UK market, provide the adaptability and flexibility necessary during times of upheaval.