OCCUPIER INSIGHTS &
WRAP UP EVENT

CoreNet Global UK Chapter hosted its first Wrap Up and Occupier Insights event on the 13th of November at the impressive auditorium in Aviva's London headquarters. The event, which will be one of the Chapters key annual events going forward, was created to share key findings from the two Occupier Insights sessions and to give a whistle-stop tour of the years' highlights. After a brief introduction from James Pack, CoreNet Global UK Chapters Board Member responsible for events, Kirk Vallis was welcomed to the stage.

Due to popular demand after speaking at a previous CoreNet Event, Kirk – Google's Global Head of Creative was back to moderate the event. Kirk challenged attendees to think about the last year and how much creativity they used to solve problems. Using a few games and puzzles, Kirk demonstrated how our brains have been trained to think inside established boundaries and how we need to challenge ourselves to think more creatively when solving problems.

"We're not lacking knowledge or technology in the world; we're lacking in the imagination for what to do with it". Kevin Kelly – Founder of Wired.

Two key messages from Kirk were around how to 'think outside the box':

Fill your head with numerous boxes – do whatever you can to get more knowledge and fresh ideas.

Force new connections between boxes

A key watch-out was when we look to improve things incrementally, we miss the opportunity to do things in a completely new and better way – and someone else might come along and disrupt things – don't miss out. All in all a truly inspiring and challenging session.

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The communities' team, led by Vernon Blunt, gave an overview of the 2019 events including the annual summer boat tour, architectural tours and building tours. The team elaborated on two key events – 'Drivers for Flexibility' event and the 'Human Performance At Work' event.

The 'Human Performance at Work' event explored aspects which have an impact the workforce's ability to perform optimally. The speakers focused on three areas – health, cognition and behaviour – and have created a survey which measures the impact of these aspects on an organisation which attendees were invited to take part in.

The 'Drivers for Flexibility' event looked at how flex solutions have been used in different sectors as part of occupiers' real estate strategy. Key findings from the event were:

- Shorter commitments is a key driver, but Corporates also choose flexible solutions for speed of execution and for a different look and feel.
- There is a misconception to what a flexible office solution looks like – educating senior executives might be required
- A combination of traditional and flex space can be a beneficial solution for corporates regardless of industry sector
- There will be a shift towards traditional workplaces adopting some of the collaborative working

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Sam Pickering, CoreNet Global UK Chapter President, then took to the stage to give an overview of the two occupier insights events held earlier in the year.

The first event titled 'When CSR meets CRE', focused how CSR objectives are often set by those who are not necessarily responsible for delivering them from a CRE perspective. A few key findings:

- Most landlords of multi-let offices are unable to adequately support occupiers in reaching their CSR objectives. This is both in terms of providing appropriate space and providing the necessary building performance data.
- Flexible office space providers do not understand the importance of sharing sustainability data for their portfolios with their clients and how their operations impact Occupiers sustainability programmes and their Corporate Responsibility objectives.
- The second event, titled 'Demystifying Smart Technologies and Data' looked at the ever-evolving phenomenon of Smart Technologies. Even with an extremely knowledgeable panel, it was clear that no one really has all the answers! A few key findings from this event were:
- How do we learn from each other with regard to smart technology? Occupiers land up making the same mistake as there is a hesitancy to share information on what works and what doesn't work.
- Security is a massive issue – both from a building and from a human perspective.
- Getting landlords involved in developing buildings that adopt more smart technologies is crucial.
- Different sectors have different ways / needs for smart technologies and this has to be taken into consideration – a solution that is suitable for a technology company based in Old Street is going to be very different to the solution suitable for a financial institution based in a much older building in the West End.
- Mobile phone technology will become more and more important when gathering data or sharing information.
- The need for big data is changing – instead of occupiers asking for reams of data, they should be asking for answers.
- Historic ways of developing contracts with various suppliers, manufactures, developers need to change.
- Understand what your purpose for our buildings is first and then use the relevant Smart technologies instead of adopting too much.

Sam Pickering is leading two working groups to see how CoreNet Global UK Chapter can help effect change in the industry and invited anyone with a particular interest in these topics to get involved.

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Steven Lang from Savills was the penultimate speaker and shared the latest 'What workers want' research findings with attendees. The survey investigated what workers consider important, what they are dissatisfied with, and thus, what landlords and tenants need to improve, in order to attract and retain talent in the workplace. Read more about the findings - Link to Savills Research

Kirk Vallis wrapped up the event with a challenge to work on solving problems more creatively in 2020 and ended by sharing two big principles to bear in mind when it comes to creativity:

You don't have to be serious to solve serious problems

Get uncomfortably excited!

A great event to wrap up what has been an exceptional year for the CoreNet Global UK Chapter.