

# FLEX FOOT FORWARD: BEST PRACTICE, WHAT'S NEW AND WHAT'S NEXT FOR FLEXIBLE WORKSPACE

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## Conference Programme

08:30 - 09:30 Registration & Breakfast, Sponsored by  UltraSoft Technologies  
INTEGRATED SYSTEM SOLUTIONS

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09:30 - 09:35 Welcome to the Conference



**Jane Sartin**  
Executive Director  
Flexible Space Association

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09:35 - 09:45 Introduction from our Conference Co-hosts



**Suzanne Murdock**  
Managing Director  
The Hub Newry



**Michael Millard**  
London Performance  
Director & UK AML  
Compliance Officer  
IWG

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**09:45 - 10:10 The view from the precipice of the AI revolution, and what it means for flex**



**Dan Drogman**  
CEO  
Smart Spaces

**10:15 - 10:55 Growing flex—exploring opportunities and risks in scaling workspace businesses**



**Lisa Cations**  
Visiting Lecturer on  
Co-Working  
Oxford Saïd Business School



**Ronen Journo**  
Senior Managing Director  
Hines Management Services,  
Europe



**Natasha Morris**  
Director of Flex Services &  
Head of Myo, Landsec



**Alan Pepper**  
CEO  
Orega

**10:55 - 11:20 Refreshment Break, Sponsored by**



**11:20 - 11:55 Flexible spaces for work: The view from a business journalist**



**Dougal Shaw**  
Business Reporter  
BBC

**12:00 - 12:45 Supporting enforcement activities and understanding the latest compliance requirements for flexible workspaces**



Trading Standards



HM Revenue  
& Customs

12:45 - 13:45 Lunch, Sponsored by  **smartspace**

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13:45 - 14:25 **Making a positive impact and responding to customer demands - ESG in practice in flexible workspaces**



**Tom Ball**  
Founder  
DeskLodge



**Sonal Jain**  
Head of Sustainability  
Workspace Group



**Michelle Johnson**  
Managing Director  
Hope Park Workspaces



**Alexandra Livesey**  
Chief Operating Officer  
Clockwise

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14:30 - 15:10 **Tech for flex – differentiating workspaces and streamlining business activities with technology**



**Tom Almas**  
CEO  
Wizu Workspace



**Chris Davies**  
CEO  
Uncommon



**Miro Miroslavov**  
CEO  
OfficeRnD



**Inga Taylor**  
CEO  
Opstech

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15:10 - 15:35 Refreshments, Sponsored by  **technologywithin<sup>®</sup>**

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15:35 - 16:10 **Play where others can't - competitive advantages for a smaller workspace operator**



**Freddie Fforde**  
Founder  
Patch



**Denise McGeachy**  
Group Operations Officer  
Bracken Workspace Plus  
Leeds



**Sam Ross**  
Business Development Officer  
The Melting Pot  
Edinburgh



**Kevin Vowles**  
Head of Community  
Square Works  
Bristol

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**16:15 - 16:45 Fit to Flex: The Market Data showing Flex = Cashflow for Landlords**



**John Williams**  
Chief Marketing Officer  
The Instant Group



**James Rankin**  
Head of Research & Insights  
The Instant Group

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**16:45 - 16:55 Closing Remarks**



**Andrea Kolokasi**  
Chair of the Flexible Space  
Association's Board

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**16:55 - 17:00 Farewell from Conference Co-hosts**



**Suzanne Murdock**  
Managing Director  
The Hub Newry



**Michael Millard**  
London Performance  
Director & UK AML  
Compliance Officer  
IWG

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**17:00 - 18:30 End of Conference Reception, Sponsored by **officernd****