



IFMA's WORLD WORKPLACE Conference & Expo

June 21-22, 2011 | Cyberport | Hong Kong

ASIA



IFMA'S WORLD WORKPLACE ASIA 2011 DISCOUNT REMINDERS: ENDING SOON

31 Mar Register before this **EARLY BIRD** deadline to enjoy HK\$790 off the full package rate
NOW Conference attendee register as **NEW IFMA MEMBER** to enjoy HK\$560 discount

Who to attend?

CRE Executives, Facility Managers & Property Managers, Financial Service Sector, Property Investors and Developers, Architects & Planners, Development & Engineering Consultants, Sustainability Consultants, Building Construction and Fit-out Contractors, Cleaning Companies, Materials & Equipment Manufacturers/Suppliers, Specialist Vendors

What is World Workplace Asia?

IFMA World Workplace Asia Conference & Expo **brings to Hong Kong & Asia** a high-level industry-specific sessions, trade-show, educational program and behind-the-scene visits.

Why World Workplace Asia?

IFMA's World Workplace Asia – Hong Kong Conference & Expo will provide attendees and exhibitors with a unique opportunity to gain a truly global perspective on facility management. It will highlight the rise of Asia as a place to do business and the consequent need to effectively manage the built environment for business in the region. Businesses worldwide share an interest in enhancing the performance of their facilities and employees. World Workplace Asia promises a relevant and well-rounded program focused on strategies for managing facilities, teams and workplace projects.

3 easy ways to register

1. Call HK: (+852) 2512 0111
2. Register [online](#)
3. Fill out the [registration form](#) and fax to (+852) 2512 0555

Hear from the following notable speakers:



Jordi Martin
Managing Director, IFM
Asia Pacific Jones Lang LaSalle



David B. Bartlett
Vice President of Industry Solutions
IBM Corporation



Oliver J Jones
Partner,
EC Harris LLP



James M. Donovan
CEO
FirstCarbon Solutions



Christopher Hodges
Principal
Facility Engineering Associates



Michael Schley
CEO and Founder of
FM:Systems, IFMA Fellow



Mark Clift
Chief Operating Officer,
Cyberport Hong Kong



Graham Tier
Executive Manager, Property
Facilities Management,
The Hong Kong Jockey Club



Steve Read
Managing Director
Adair International



Steven Sonsino
Founder and CEO
Tomorrow Leaders Institute



George Denise
Global Account Manager
Cushman & Wakefield



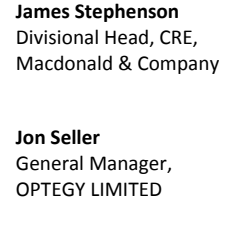
Marcus Bowen
Director
CASP-R Limited



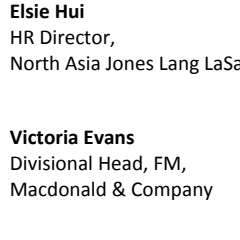
Tondy Lubis
Director, Facilities Management,
Colliers International



Peter S. Lufkin
Principal and Senior Analyst,
Whitestone Research Corp.



James Stephenson
Divisional Head, CRE,
Macdonald & Company



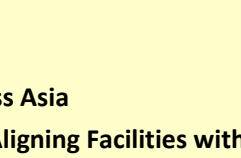
Elsie Hui
HR Director,
North Asia Jones Lang LaSalle



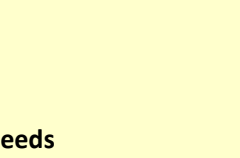
Jon Sellar
General Manager,
OPTEGY LIMITED



Victoria Evans
Divisional Head, FM,
Macdonald & Company



Yetunde Ogungbemi
Garnet Core International Ltd.



and many more...

TOPICS TO BE DISCUSSED

- Project Dragon – Deutsche Bank flagship office in ICC
- IFMA's New Credential: The Sustainability Facility Professional (SFP)
- Can People Really Work Effectively in Their Workplaces?
- What's Your Social Net Worth? CRE in the Attention Age"
- The Challenges of FM Talent Recruitment and Retention across Asia
- Corporate Productivity: Improving Business Performance by Aligning Facilities with Business Needs
- People and performance management: The significance of motivation in individuals as a key to delivering best service
- Effective Leadership Development strategies in Modern & Global Organization
- The New Rules of Leadership: Beyond the Seven Failings of Really Useless Leaders
- Energy Benchmarking in Buildings: The Role of the Facility Manager in Energy Management
- FM Transformation
- Facility Cost Modeling: Examples from the U.S. experience
- Building Information Modeling (BIM) and FM: Bridging the Divide

PROGRAM AT A GLANCE

World Workplace Exhibition

- Trade Shows on cutting edge products
- Trade Presentations by industry leaders
- FM Recruitment Fair

June 21, 2011 (Tuesday)

- 07.30 CRE-FM executive breakfast
- 08.30 Registration
- 09.00 Welcome Address
- 09.05 Opening Address
- 09.20 Key note speaker sessions
- 10.45 Networking Break & Coffee
- 11.15 Key note speaker sessions
- 12.30 Networking Lunch
- 14.00 Key note speaker sessions
- 15.30 Networking Break & Coffee
- 16.00 Key note speaker sessions
- 17.30 Closing Address
- 17.45 Coaches to HKIC -IFMA annual dinner

June 22, 2011 (Wednesday)

- 08.30 Registration
- 09.00 Welcome Address
- 09.10 Key note speaker sessions
- 11.15 Networking Break & Coffee
- 11.45 Key note speaker sessions
- 12.30 Networking Lunch
- 14.00 Leadership Workshop
- 15.30 Networking Break & Coffee
- 16.00 Best Presentation Award
Facility Management Project Presentation
Competition Finalist
- 17.00 Closing Address

Pre-conference and Post-conference Activities

From May 2011 to July 2011

Behind-The-Scene Visits

- Venetian, Macau : The indoor canals and outdoor lagoon
- City of Dreams, Macau : Purpose built stage of the "Dragon Treasure" multimedia show and "The House of Dancing Water"
- Disneyland, Hong Kong : Maintenance and operations
- Ocean Park, Hong Kong : E&M Safety
- Ngong Ping 360 Cable Car : Risk management and staff training
- Hong Kong Jockey Club : Operations of world class facilities
- Mass Transit Railway (MTR) West Rail and Light Rail, HK : Control Centre and maintenance planning
- SCAD : The revitalization project

Education Sessions

- IFMA's Train-the-trainer Approved Instructor training program
- Facility Management Professional (FMP) course
- Certified Facility Manager (CFM) workshop

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