



Welcome to today's Commercial, Retail & Hospitality Fit Out Conference.

While the boom of the early 2000's was significant, its main activity was housebuilding, whereas currently, and forecasted for the foreseeable future, the activity of the office, retail and hospitality sectors is unprecedented. This is undoubtedly good news for all concerned, but what are the challenges facing those competing directly or indirectly in the fit out business environment? Navigating through new legislation, building regulations, compliance challenges, tenders, business trends, client trends nationally as well as global influences, cost management challenges, strategies for future business planning and so much more face practically every business in this sector. This conference will explore and examine the challenges and opportunities faced by businesses in this space. This one day event will provide invaluable insight into future market drivers, design trends, the impact of fit out on the brand, cost management, future business demand, the legalities and compliance challenges to be most aware of, and more.

We do hope you enjoy today's event. Please take part in the Q&A sessions to make sure you get the most out of the day.

Conference Agenda

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| 8.15 | Registration with tea, coffee and pastries | 12.00 | The Future Of Retail – New metrics of winning in a rapidly changing consumer landscape
<i>Ibrahim Ibrahim, Managing Director, Portland Design Associates Ltd.</i> |
| 8.50 | Opening remarks from Conference Chairperson
<i>Pat Gaughan, Managing Director of Advanced Workplace Solutions, Chair BIFM Ireland</i> | 12.30 | Trends in Hospitality Fit Out – How changes in the Hospitality marketplace will inform the next generation of hotel design through 2017 and beyond
<i>Tom Hupe, Director of Hospitality, Perkins+Will</i> |
| 9.00 | Legalities, Regulations, Fire Safety Concerns & Fit Out Agreements
<i>Bruno Herbots, Partner and Head of Herbots' Construction and Procurement Department</i> | 1.00 | Lunch Break and chance to network |
| 9.40 | Property market drivers
<i>Hannah Dwyer, Associate Director & Head of Research, Jones Lang LaSalle</i> | 2.00 | FIT OUT and the Healthy Building Agenda
<i>Ann-Marie Aguilar, IWBI - WELL Faculty & UKMEA Client Relationship Manager</i> |
| 10.20 | Global Trends – What do we need to prepare for?
<i>Nicola Gillen, Director and Global Workplace Practice Lead, AECOM</i> | 2.40 | Costs & Fit Out Projects
<i>Richard Joyce, Managing Director, Linesight</i> |
| 11.00 | Coffee break and chance to network | 3.20 | Creating Compelling places to work
<i>June Koh, Associate Director, AECOM</i> |
| 11.25 | How fit out design can benefit and enhance brands
<i>Lesley Kelly, Director of Architecture, MoreySmith</i> | 4.00 | Conference close |

Speaker Biographies

Pat Gaughan, Managing Director of Advanced Workplace Solutions, Chair BIFM Ireland

Pat Gaughan is the Managing Director of Advanced Workplace Solutions, the Facilities Management Training and Consultancy Company. Advanced Workplace Solutions is the leading organisation for Short Term Facilities Management courses in Ireland. Pat has been involved in the Facilities Management profession for over twenty years at a senior management level, working with both Irish and International clients across EMEA. His past experience in developing strategic focus, delivering global operations and managing high performance teams enables him to have an insight into the needs and requirements of the Facilities Management Sector. Pat is also currently Chairman of BIFM Ireland.



Nicola Gillen, Director and Global Workplace Practice Lead, AECOM

Nicola is an architect with a business degree. This provides her with a complimentary perspective on the physical and business environments, through understanding the complex and often contradictory interests of the owner, users, designers and managers of buildings. Nicola leads Workplace Strategy at AECOM Globally. The majority of Nicola's work focuses on partnering with clients globally to drive programs of change. This involves capturing organisational demand, translating this into strategic briefing documents or workplace strategies, implementing design solutions across geographies and business lines. Motivating and maintaining change is at the heart of this work. Nicola has lived and worked in North America, the Far East and Europe.



Bruno Herbots, Partner and Head of Construction and Procurement Department, Herbots Solicitors

Bruno Herbots is Partner and Head of Herbots' Construction and Procurement Department. Since qualifying in 1990, Bruno has practiced in the areas of construction law and public procurement law. Initially, with the practice of Flamme Coppens Horsmans Malherbe (Brussels), Masons (London), Matheson and McCann FitzGerald. Bruno has been recommended by Who Is Who, Legal 500 and Chambers as "top notch on construction and procurement matters", "a real legal strategist" and is considered "a star with the 'X' factor in construction and procurement law". Bruno is a lecturer at TCD, UCD, DCU and NUIM.



Lesley Kelly, Director of Architecture, MoreySmith

Lesley is the Director of Architecture at MoreySmith based in central London and Belfast. MoreySmith is an architectural and interior design practice that have designed some of the world's most innovative workspaces including international headquarters for blue chip, FTSE 100 companies and globally recognised brands. The practice has an extensive portfolio of commercial workplace, development, leisure and residential projects, and offers a range of services including architectural design, interior and exterior refurbishment, interior design and branding to both occupiers and developers. Prior to joining MoreySmith, Lesley worked for Sir Terry Farrell + Partners on a number of large scale commercial projects, and with Purcell on significant museum, gallery and mixed use re-development projects such as the The British Museum, Croome Court, and Cardigan Castle.



Ibrahim Ibrahim, Managing Director, Portland Design Associates Ltd.

Ibrahim is the Managing Director of Portland Design. Based in London and established in 1987, Portland is part of the global Perkins + Will architecture and design network. Portland is a leading international branding and retail design business and works on a broad range of projects including retail, F&B, consumer brands, shopping centres, airports, train stations, mixed use developments and urban regeneration. Portland's understanding of consumers' relationship with brands and their engagement with branded physical and digital environments lies at the heart of their work. This understanding is built through research and insights on the issues that drive future customer expectations.



Ann-Marie Aguilar, IWBI - WELL Faculty & UKMEA Client Relationship Manager

As a WELL Faculty at the IWBI Ann Marie is the first point of contact for clients interested in all portfolio types of WELL Certification (C&S, NC, TI, District). She provides strategic direction for the growth of the WELL Building Standard, supporting "Early Adopters", communicating client experience and supporting the alignment of country specific sustainability rating tools. Ann Marie has previously been with Arup for 10 years; as an Associate Director at Arup Associates. Her focus is about improving human experience in the built environment and the opportunities to instil "Wellness in the Workplace". She was the first WELL Accredited Professional (AP) from the International WELL Building Institute (IWBI) outside the U.S., and is a passionate advocate of regenerative sustainability and the impact of space design on human behaviour & performance.



Tom Hupe, Director of Hospitality, Perkins+Will

Tom brings almost 20 years' experience of working exclusively in the hotel and leisure sector. During this time he has been responsible for the design and project delivery of a diverse range of hotel projects, alongside feasibility work, design audit work and hotel design consultancy. The impressive array of hotel projects that Tom has been responsible for leading range from the economy to the luxury hotel sectors. He oversaw the conversion of Sea Containers House on the south bank of the River Thames into a 359 room Mondrian hotel for the Morgans Hotel Group. He was responsible for the delivery of the award winning luxury hotel at Coworth Park for the Dorchester Collection, as well as the 600 bedroom Sofitel London Heathrow and the Marriott Hotel, Leicester.



Richard Joyce, Managing Director, Linesight

Richard has been with Linesight since 1988. He has established a reputation for working hands-on with key stakeholders to ensure client needs are addressed along each stage of development. He specializes in procurement and strategy advice and has built up experience in all aspects of the construction market, particularly in commercial, retail, and residential. He also works closely with international high-tech clients, advising on many aspects of their capital expansion programs. Richard became Linesight's Managing Director in 2016 and leads our strategy of attracting and fostering new talent within the company.



June Koh, Associate Director, AECOM

June joined AECOM in 2011, bringing with her ten years of experience in marketing and consulting across different industries in Asia, the US and Europe. As lead consultant for key Strategy Plus projects, she is focused on delivering user-centric solutions for her clients that are rooted in design thinking and aligned with their wider organisational and operational context. June has worked with organisations from both the private and public sector including Rolls-Royce, Pfizer, the Estée Lauder Companies, Museum of London, Department for International Development and others.



Hannah Dwyer, Associate Director & Head of Research, JLL Ireland

Hannah is an Associate Director and Head of Research for Ireland at the global professional real estate firm, JLL. She is a leading market commentator for property research, and is regularly asked to provide opinion on market insights on TV, radio and at corporate events. Hannah has in-depth knowledge of all areas of economic and commercial property and has been involved in a number of high-profile projects across all sectors at a local, European and international basis. Hannah has 10 years' of experience in property-related fields. Before joining JLL at the beginning of 2011, Hannah worked in Economic Consultancy in the UK, where she led delivery of a wide range of projects at national, regional and local levels, for private clients and public sector agencies. Hannah is a Member of the Royal Institution of Chartered Surveyors and the Society of Chartered Surveyors Ireland.

