

The Winds of Change Conference

How do past property cycles create opportunities in today's changing market place?

17th April, 2008: City of London

8.25 Smoothe Video for Winds of Change. Introduction by Conference Chairman, **Matthew Battle**

8.30 **View from the Bridge: Key Note**

'Every cloud has a silver lining' and no more so than in the world of finance, occupation and property development. Life must go, but what how will the business plans change in the future and how will we find new opportunities in this era? We have asked the respected Greater London Group to provide a view of these changes and what do they see are the implications for the economy?

Speakers:

Tony Travers, Director, The Greater London Group, London School of Economics
Jim Ward, Director - Research, Savills

9.15 **Development: New Rules of Engagement**

Developers will have to adopt new rules of engagement for the next property cycle. Using evidence from past cycles, what will the next two to three years look like for the development market and how should those who 'feed' off this market change their approach? How will companies manage their property 'assets' in a more creative and way to ensure voids remain at a minimum, despite the increased tensions in the market place.

Speakers:

Julian Barwick, Joint Managing Director, Development Securities
Oliver Jones, Chief Executive, The Asset Factor

Morning Coffee & Tea

10.15 **View from the City of London**

An independent view of how the current changes in the market place will effect the City of London? How will this change policy and what opportunities will result from these new developments? How will the construction sector react to this and do we see wider implications?

Speakers:

Peter Wynne Rees, The City Planning Officer, Department of Planning & Transportation, City of London
Cecily Davis, Partner, DLA Piper

11.00 **Signature Buildings & Architecture**

Signature buildings are often the last buildings to become empty and demand the highest rent in a 'bear' market. Why is this and what design principles should developers adopt to ensure continued success with their designs so that tenants remain interested in their buildings? What are the opportunities for occupiers and finally, how will workplace environments changes over the next few years?

Speakers:

Jack Pringle, Partner, Pringle Brandon Architects & Designers and past RIBA President

11.40 **Sustainability Agenda is the way out?**

Will 2008 be the year that the sustainable agenda becomes an imperative for every main board in the City? What are the implications for world cities if they ignore the imperative of the sustainability agenda? How will this change to sustainability environment be interpreted at a 'local' level as new buildings are developed in London and conform to new standards?

Speakers:

John Connaughton, Partner, Davis Langdon

12.30 **Summary and Lunch**
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