Space Strategies 2019

New Models and Metrics
Workplace Engagement
Utilization
Wellness
Occupancy Cost
Management Systems

November 7-8
The Hilton San Diego Bayfront
in San Diego, California
Who Should Attend?

This conference is the annual industry meeting for:

- Facility Planners and Designers
- Space Planners
- Space Analysts
- Financial Planners
- Real Estate Portfolio/Campus Management
- Architects, Engineers, and Interior Designers
- Consultants
- Operations Management
- Facility Managers
- Software Providers
- Furniture Vendors

to benchmark best-in-class facility plans and programs, build on successes and lessons learned from others, and shape actionable new plans for their institutions.

Higher space utilization, lower occupancy cost, reduced footprint, increased human and organizational performance, improved workplace experience, greater recruiting power, and healthier work environments – this is the new space planning and management proposition.

Attend this conference to learn the new space utilization metrics, analytical techniques, space planning formulas, interior design concepts, space allocation solutions, technology systems, and cost models to meet your organization’s goals for:

- More accurate utilization studies, metrics, and reporting
- Higher quality and accessibility of space and occupancy data
- Strategies to ensure maximum space occupancy and capacity
- Managing change to new work styles and new workspace
- Space plans that impact human behavior and productivity
- Employee engagement and workplace experience
- Balanced environments for privacy, interaction, and collaboration
- New workspace designs: Open, activity-based, and unassigned workspace
- Lower occupancy costs
- Engaging Artificial Intelligence (AI) and Internet of Things (IoT)
- Workspace health and wellness
- Improved space utilization, functionality, and flexibility
- More effective processes for long-term asset planning
- Reduced need for physical expansion

We very much look forward to seeing you in San Diego in November.

"Tradeline by far delivers the most valuable conference experience for professionals in our field."

Zoe Rizos
Director, Research Facility Planning and Operations
Centre for Addiction & Mental Health

Steven L. Westfall, Ph.D.
Founder and CEO
Tradeline, Inc.

Derek Westfall
President
Tradeline, Inc.
Leaders:

AreaLogic, LLC
Margaret Gilchrist Serrato, PhD, AIA, LEED AP – Workplace Strategist

CRB
Debora Hankinson – Director, Strategic Facility Planning

What you will learn:

This course provides an introductory-level primer on planning and management of physical space. The course includes basic space planning and management vocabulary and concepts, and details the fundamental policies, processes, practices, analytical tools, and database management concepts involved in developing and implementing a space management plan for corporate, university, and government organizations.

Who should attend:

This course is open to all facility planners and designers, operations management, space planners, facility managers, resource and space analysis management, financial planners, real estate portfolio/campus management, architects and engineers, consultants, and software, furniture and casework providers.

Cost for this course:

$1,140 Fundamentals Course only

$1,000 with registration to two-day conference November 7-8

( Fees include course materials, continental breakfast, refreshment breaks, lunch)

Space is limited and enrollment is subject to approval.

What past attendees have said...

Margaret is an incredibly skilled facilitator – very knowledgeable and experienced and has a strong command of the room.

I loved this and found it very beneficial. The topics were great and the presenters were very knowledgeable. Thank you!

I appreciate the expertise of the presenters! I walked away with a much deeper understanding of what I should be focusing on in space planning and management.

Thank you! This was well worth it. An excellent course.

Awesome class! Thank you!

Loved this! Got lots of great info from presenters AND the attendees. Great knowledge in the room!

Thanks so much for an extremely informative workshop. Well done!

Great dynamic conversation.

All my questions were answered! Woo hoo!

Excellent job – I will be using these materials when drafting our strategic plan!

Overall A+

The discussion in the room from people sharing their experiences are enriching and very well driven by the instructors. Thank you!

Well laid out course. Good flow to material. A day very well spent.

Very helpful!

Great presentations and interaction with the group.

Really enjoyed!! Good class, I will recommend.

Great! Loved the open and dynamic conversation.

Love to see others have the same problems – make us feel validated. Really liked the best practices discussion.

Overall this has been excellent. Interesting to hear from others on their space management issues too.

Incredibly well-prepared course!

This was my first Tradeline event. Thoroughly enjoyed this workshop; very informative and educational.

Great information!
Facility Site Tours

Wednesday, November 6
Tour #1: Illumina i3 Campus and WeWork San Diego

Check-in at tour desk in hotel lobby at 11:45 a.m.; Departs hotel at 12:00 p.m.; Returns to hotel by 4:15 p.m.

Illumina i3 Campus

The 7-acre Illumina i3 Campus is comprised of a three building, 312,000-square-foot complex and a 33,500-square-foot outdoor courtyard which includes a performance stage, bocce ball court, herb garden, fitness area, restaurant, and cafe. Connectivity and collaboration are major themes of the campus design—i3 is 100 percent wireless, highly flexible, and contains a variety of settings that enable mobility in the workplace — each employee has an assigned workstation and are encouraged to “work anywhere” on campus where they feel most comfortable to collaborate with their peers indoors or outdoors. The buildings include over 65 private huddle spaces, a multitude of meeting rooms with a variety of styles, and several quiet zones for concentration. Key sustainability attributes include on-site fuel cells, a bio-filtration system, green roofs atop all three buildings, and recycled water for cooling towers and irrigating the site.

WeWork

WeWork’s mission is to build more than beautiful, shared workspaces and services for entrepreneurs, freelancers, startups, small businesses and large enterprises — they want to build communities. Strategically located near the bustling Gaslamp District, the WeWork 600 B Street location offers a prime address in the center of downtown San Diego. Here you’ll tour the 85,000-sf, six-floor workspace that features private offices, collaborative workspaces, event space, phone booths, an outdoor terrace, a stage and bar setup, conference rooms, printing stations, onsite community management, and onsite parking and bike storage.

Saturday, November 9
Tour #2: Qualcomm Pacific Center Campus

Check-in at tour desk in hotel lobby at 8:45 a.m.; Departs hotel at 9:00 a.m.; Returns to Hotel at 11:45 a.m.; Bus continues to San Diego International Airport for drop at terminals by 12:30 p.m.

Located on the multi-building Pacific Center campus, Qualcomm’s newest buildings in San Diego comprise over 400,000 sq. ft. of R&D labs and a high-quality, social workplace environment intended to boost employee productivity. Features include modern offices, dry labs, food court-style cafeteria, health center, fitness center, lecture hall, multi-purpose learning, and conference space. The award-winning campus has a completely redesigned landscape and engages the occupants to enjoy the San Diego weather while keeping views and comfort as the highest priorities. The outdoor areas have space for play, relaxation, working, and even a vegetable garden that produces items for use in the cafeteria.

Important Site Tour Notes:

• YOU MUST SIGN UP IN ADVANCE (SEE REGISTRATION FORM) AND HAVE WRITTEN CONFIRMATION FROM TRADELINE IN ORDER TO ATTEND THE TOURS.

• Site tour attendance is limited. Space on the site tours will be filled on a first-registered, first-served basis.

• No more than 5 people per organization will be confirmed on a tour.

• Failure to check-in at the tour desk in the lobby 15 mins. prior to departure time may result in your seat being forfeited to those on the stand-by list.

• All tour participants must arrive at the site on the tour bus with the tour group. For security reasons, no one may meet the group at the tour site.

• A $25 bus transportation fee will be charged to your registration fee. This fee is non-refundable for cancellations made within two weeks of the tour date.
Conference Participants

Speakers
- AMS CAD + CAFM Solutions
- Archibus/Serraview
- AreaLogic, LLC
- brightspot
- CRB
- Eighth Day Design, Inc
- Emory University
- EYP
- Facebook
- FM:Systems
- Gilead Sciences
- Guerin Associates, Inc.
- HDR
- HOK
- Johns Hopkins University Applied Physics Laboratory
- NIH/NIAID
- Northwestern Mutual
- PLASTARC
- RATIO Architects
- Sanofi
- Savills
- Shepley Bulfinch
- SmithGroup
- Stantec
- The University of New Mexico
- University of Pennsylvania, School of Engineering
- Unum Group
- Vanderbilt University Medical Center
- Vermeulens

Exhibitors
- Asure Software
- FM:Systems
- Kewaunee Scientific
### Agenda at a Glance

#### Special Events and Features:

**Hosted Pre-Conference Reception**
Wednesday; November 6, 7:30 p.m. Light appetizers, desserts and beverages. Attendees may sign in and pick up their conference materials at this time. Guests welcome.

**Hosted Reception**
Thursday; November 7, 4:30 p.m. - 5:30 p.m. Guests welcome.

**Food and Beverage**
Registered attendees will be provided with lunch and refreshment breaks on both meeting days. A continental breakfast will be served on the first meeting day and a full breakfast will be served on the second meeting day.

**Please Note The Following**
Dress for this conference is business casual. It is our goal to maintain the temperature of the meeting rooms at an acceptable level for all attendees. However, for your maximum comfort we suggest that you plan to dress in layers.

Audio or video recording devices are not permitted at this conference.

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**Wednesday, November 6**

- **Registration Sign-in/Continental Breakfast for Fundamentals Course** 7:30 a.m. – 8:00 a.m.
- **Fundamentals of Space Planning and Space Management** 8:00 a.m. – 4:30 p.m.
- **Facility Site Tour (must be pre-registered)** 12:00 p.m. – 4:15 p.m.
- **Hosted Reception; Registration Sign-In** 7:30 p.m. – 8:30 p.m.

**Thursday, November 7**

- **Registration Sign-in/Continental Breakfast** 8:00 a.m. – 8:30 a.m.
- **General Session** 8:30 a.m. – 10:55 a.m.
  - Conference Overview
  - Speakers: Northwestern Mutual; Unum Group; NIH/NIAID; University of Pennsylvania
- **Concurrent Forum Sessions** 11:10 a.m. – 12:05 p.m.
  - A. Top five current strategies for collecting and leveraging high quality space utilization data for analytics
  - B. + Prism Analysis: An advanced analytical method to improve workplace design, utilization and performance
  - C. Co-working space for the entrepreneurial mindset: Furniture, space types, and equipment strategies
  - D. Space programming by activity (not by department) - Finally!
- **Hosted Luncheon** 12:05 p.m.
- **Concurrent Forum Sessions** 1:10 p.m. – 2:05 p.m.
  - E. Curated, validated, targeted data for workplace decision-making: Global workspace optimization at Gilead Sciences
  - F. Furniture options and decision making for the move to new workstyles
  - G. Innovation labs. More than just walls, whiteboards, and post-its
  - H. + Creating the right workplace for intellectual collisions, collaboration, and flexibility
- **Concurrent Forum Sessions** 2:20 p.m. – 3:15 p.m.
  - I. + Construction cost forecast and timing decisions for capital projects
  - J. Your technology roadmap for fast, simple, accurate space planning data
  - K. Mash-ups and melting pots: Nontraditional communities are changing campus architecture
- **General Session** 3:30 p.m. – 4:30 p.m.
  - Speakers: Emory University; Facebook
- **Hosted Reception (Guests Welcome)** 4:30 p.m. – 5:30 p.m.

* Additional cost to attend  + Presented at this time only.
Friday, November 8

Hosted Breakfast  
7:15 a.m. – 8:00 a.m.

Concurrent Forum Sessions  
8:05 a.m. – 9:00 a.m.

E. Curated, validated, targeted data for workplace decision-making: Global workspace optimization at Gilead Sciences
F. Furniture options and decision making for the move to new workstyles
L. + The data driven workplace: Keeping up with the workplace disruptors

General Session  
9:15 a.m. – 10:10 a.m.
Speakers: Johns Hopkins University; Vanderbilt University Medical Center

Concurrent Forum Sessions  
10:35 a.m. – 11:30 a.m.

C. Co-working space for the entrepreneurial mindset: Furniture, space types, and equipment strategies
M. + Decision-making on Integrated Workplace Management Systems (IWMS): Do’s and don’ts
N. + Active learning space planning: Measuring higher-ed classroom performance, utilization, and ROI

Concurrent Forum Sessions  
11:45 a.m. – 12:40 p.m.

A. Top five current strategies for collecting and leveraging high quality space utilization data for analytics
K. Mash-ups and melting pots: Nontraditional communities are changing campus architecture
O. + Elevating the user experience: Quantitative, qualitative and physical space considerations in workplace design

Hosted Luncheon  
12:40 p.m.

Concurrent Forum Sessions  
1:45 p.m. – 2:40 p.m.

D. Space programming by activity (not by department) - Finally!
G. Innovation labs. More than just walls, whiteboards, and post-its
J. Your technology roadmap for fast, simple, accurate space planning data

General Session  
2:55 p.m. – 3:40 p.m.
Town Hall Knowledge Roundup

Adjourn  
3:40 p.m.

Saturday, November 9

* Facility Site Tour (must be pre-registered)  
9:00 a.m. – 11:45 a.m.

* Additional cost to attend  + Presented at this time only.

Register with payment by Oct. 4 and Save $200 TradelineInc.com
Northwestern Mutual pursues diversity and inclusion in interior design flexible work environments

*Northwestern Mutual*
Cynthia M. Holland – Senior Interior Designer and Facility Planning Senior Specialist
Heidi Vande Walle – Senior Interior Designer and Facility Planning Senior Specialist

Workplace designs that promote diversity and inclusion must encompass not only culture and race, but also age, generation, and work style preferences – all of which are reflected in two recent projects at Northwestern Mutual. Cindy Holland and Heidi Vande Walle detail plans and features for flexible work environments and open, activity-based and unassigned workspace. They examine decisions on changes to workstation sizes, work styles, collaboration space, and innovation lab configurations. They illustrate key takeaways for user engagement, productive use of mock ups, “new ways to work” guidelines, and they deliver lessons learned on workstation adaptability, movable/flexible walls, and more.

Engagement, efficiency, experience: Unum Group's aggressive workplace transformation

*Unum Group*
Paul E. Larkins, RA, CFM, MCR.w, CCIM, LEED AP, SFP – Director, Strategic Planning, Projects and RE Management

Leapfrog the disruptions and inefficiency associated with iterative workplace change and start reaping the full benefits of the data-enabled modern workplace now. Paul Larkins profiles Unum Group’s 30-month workplace transformation targeting improved employee engagement, building efficiency, and customer experience across three cities, 6,500 employees, and 1MM square feet of space, and he illustrates the results in terms of workplace designs and success metrics. He highlights new occupancy and space utilization data capture capabilities delivered with the new space, and strategies for applying the data for improved space management post deployment.

Facebook’s next generation of office expansions for improved workplace culture

*Facebook*
Chirag Kadiwar – Director, Workplace Planning
Katelin Haver – Workplace Planning Manager

Facebook’s Frank Gehry-designed MPK21 in Menlo Park and its first high-rise office tower SF181 in San Francisco, both represent new advancements in their open and connected workplace culture, embedding new features based on evidence-based findings on how employees work and behave in modern architecture. The Facebook team will examine key planning strategies for the new environment and what enables Facebook employees to do their best work, collaborate, and innovate. They set out rationales for decisions on facility flow, space program, and amenities, and identify what’s changed from earlier work environments and why.

Space configurations and change management processes for the innovation culture

*University of Pennsylvania, School of Engineering*
Leandra Davis, LEED AP – Director of Planning, Design and Construction

This session explores a flexible space framework that enables operational and programmatic diversity, supports collaboration, and sparks innovation. Leandra Davis sets out space configuration details and change management findings from University of Pennsylvania’s Pennovation Center which blends offices, labs, and production space to link intellectual and entrepreneurial initiatives and promote interdisciplinary collaboration across research. She examines processes and strategies used to transition five distinct groups into shared space and amenities, and the productivity and mindset impacts that have resulted. She delivers lessons learned on programming soft spaces, the impact of design on user behavior, scalability and modularity features, and space densities for an array of functions.
Headcount growth in existing footprint: Unassigned space and teleworking solutions

*Rollins School of Public Health, Emory University*

**P. Dean Surbey, MA, MBA – Executive Associate Dean, Admin & Finance**

Teleworking. Unassigned space. Two pilot projects become the new normal. Dean Surbey profiles recent headcount growth initiatives at Emory’s Rollins School of Public Health to support Research Administration and Information Technology groups. He compares employee and customer expectations, mission alignment, implementation strategies, policy making, support requirements, costs, and the impacts on space configurations and utilization rates. He also examines the “human factor” results: More collaborative cultures, higher employee satisfaction, and improved productivity, and he sets out lessons learned, recommendations, and next steps.

New workstyles, lower costs: NIH metrics on change management results

*NIH/NIAID*

**Judy Quasney – Director, Office of Research Operations**

To get maximum operating efficiencies, productivity, and cost reduction benefits from new space plans, a National Institutes of Health (NIH) research institute has committed to a quick-adaptable, ongoing change process to support organic evolution of the workplace. By application of reusable workspace components, engagement with staff, and decision frameworks to assist with prioritization of resources, Judy Quasney profiles space change initiatives that lower occupancy costs, create a culture of change acceptance, and respond to shifting staff demographics by offering new ways of working. She also delivers findings on how a LEED Gold facility has benefitted the working environment which may not be so obvious.

Friday, November 8

Data visualization for space managers: Turn space data into actions and decisions

*Johns Hopkins University Applied Physics Laboratory*

**Wendy Hess, AIA, CDT, LEED AP O+M – Space Management and Space Planning**

The job of communicating space data is one that requires a specialized skill set; executives and department managers often don’t understand space data, or the far-reaching impacts their decisions can bring. To enrich executive-level conversations and enable informed decision-making across your organization, robust visualization, storytelling, and consistency are must-have’s. Wendy Hess examines data collection, analysis, and communication strategies employed at Johns Hopkins Applied Physics Lab to get space users invested in the space planning process, productively engage on multi-faceted issues at hand, and reach useful consensus. She profiles recent examples of space initiatives and illustrates the applications and lessons learned.

Remote workforce and team alignment/engagement strategies for engagement, productivity, customer satisfaction, cost savings

*Vanderbilt University Medical Center Patient Access Services*

**Elizabeth Nix – Director, Service Quality & Development**

This session examines the relationship between space, workforce engagement, and customer satisfaction in two contexts: Remote working, and public-facing team-based workspace arrangements. Liz Nix examines staffing strategies, square footage allocations, remote workforce model, workstation configurations, and cost targets that have reshaped Vanderbilt University Medical Center’s Patient Access Services group and improved retention, raised productivity, increased patient satisfaction, and delivered maximum space occupancy and utilization. She lays out key details for success in moving from isolated work styles to team-based neighborhoods, implementing remote worker approval and management processes, getting valuable feedback, and creating community.

Town Hall Knowledge Roundup

*Facilitator: Tradeline, Inc.*

**Derek Westfall – President**

This closing session is where key ideas, new developments, and findings that have been revealed over the course of the entire two-day conference (including sessions you may have missed) get clarified, expanded upon, and affirmed or debated. This is also the opportunity to get answers from industry leaders and the entire audience to specific questions on key and challenging issues.
A. Top five current strategies for collecting and leveraging high quality space utilization data for analytics

**FM:Systems**
Brian Haines – VP of Strategy

**AMS CAD + CAFM Solutions**
Dan Lorenz, FMP – President

Traditional space survey audits just aren’t giving you the real story and repeatedly lead to misinformation, but emerging technologies such as IoT sensors and smart devices are making the collection and tracking of space utilization data easier, more automated, and more accurate. In this session, Brian Haines and Dan Lorenz identify five current best practices for gathering occupancy data and discuss the pros and cons of each toward enabling better-informed real estate and space planning decisions. They contrast implementation requirements and processes, optimum utilization methods for maximum value, share valuable decision-making analytics, and illustrate practical applications and space planning benefits. [AIA]

Thursday 11:10 a.m. – 12:05 p.m. | Friday 11:45 a.m. – 12:40 p.m.

B. Prism Analysis: An advanced analytical method to improve workplace design, utilization and performance

**Guerin Associates, Inc.**
Michael Francis Guerin, AIA, PE, CEM, CFM, LEED-GA, GGP – President

In the drive to improve workplace engagement and worker productivity, a visual management system capturing reliable data, metrics, and analysis to enhance high level decision-making is essential. Michael Guerin demonstrates the Prism Analysis visual management system, which simplifies complex space management processes by consolidating data, ratios, and attributes of space together for easy understanding and examination. He describes strategies to integrate existing facility processes, and shows methods to convey intelligence quickly and clearly. Key metrics and data also become an “early warning system” for space utilization and asset value. This reduces the costs of new construction and minimizes the need for later redesign. [AIA]

Thursday 11:10 a.m. – 12:05 p.m.

C. Co-working space for the entrepreneurial mindset: Furniture, space types, and equipment strategies

**Shepley Bulfinch**
Luke Voiland, AIA – Principal
Kalyn Pavlinic, NCIDQ, LEED AP – Interiors

Owners from every industry are being challenged to add high-energy, active, engaging, collaborative work environments that attract the best minds, build outstanding teams, and radiate productivity. In this session, leaders detail a design of Harvard’s Pagliuca Life Lab and identify the impact of furniture, technology, spatial relationships, and programming on collaboration and culture in a startup environment. They describe the impacts of building zones intended to create both public and private areas, and how modular design supports group and individual work, flexibility, and offers a quicker solution to space crunches for evolving programs. [AIA]

Thursday 11:10 a.m. – 12:05 p.m. | Friday 10:35 a.m. – 11:30 a.m.

D. Space programming by activity (not by department) - Finally!

**HOK**
Timothy O’Connell, AIA, LEED AP BD+C – Senior Principal | National Director of Science + Technology

**Sanofi**
Tim Williamson – AVP, Hub Management Office Head, NA R&D

This consolidation and space reprogramming case study illustrates processes and tools for optimally combining activity-based working with departmental identity and specialized technical requirements or any permutation in between. Tim O’Connell and Tim Williamson demonstrate the real-time data tools developed to block and stack space for a wide range of programs, improve utilization and collaboration rates, and maintain functional productivity as part of Sanofi’s eight-facility consolidation initiative. They set out lessons learned on tool development and use, productive data representation for decision-making, and the resulting workplace standards, configuration options, and metrics achieved. [AIA]

Thursday 11:10 a.m. – 12:05 p.m. | Friday 1:45 p.m. – 2:40 p.m.
E. Curated, validated, targeted data for workplace decision-making: Global workspace optimization at Gilead Sciences

**HDR**
Leah Bauer, ASID, IIDA, NCIDQ – Interior Design Director
Dan Williamson, AIA, NCARB – Computational Design Lead

**Gilead Sciences**
Assal Yavari, LEED AP – Sr. Director, Facilities & Operations

With the increasing and overwhelming amount of data required for the workplace decision-making processes, owners must distinguish meaningful information from distracting and misleading noise. This session demonstrates the efficacy of curated, valid, and targeted workplace data in analysis and visualization to build trust and confidence in workplace decisions. Session leaders illustrate the unique design process Gilead Sciences has employed to reinvigorate workplaces around the world – a process which includes data-driven design workshops, new strategies for working with stakeholders, collecting accurate real-time occupancy data, capacity planning, cost analysis, functionality decisions, and space assignments.

Thursday 1:10 p.m. – 2:05 p.m. | Friday 8:05 a.m. – 9:00 a.m.

F. Furniture options and decision making for the move to new workstyles

**AreaLogic, LLC**
Margaret Gilchrist Serrato, PhD MBA AIA ASID LEED AP – Workplace Strategist

The process of furniture selection can be a major determining factor in the success or failure of workplace change initiatives – even more significant than eliminating the walls and doors of private offices. Margaret Serrato sets out an array of furniture options being adopted by leading corporations to unlock new workplace efficiencies, improve employee satisfaction and engagement, and mitigate risks. She delivers criteria for selection and placement of pods, high tables, room dividers, phone booth space, standing desks, furniture for collaboration, storage, booth seating areas, and more, to align with organizational objectives and target metrics.

Thursday 1:10 p.m. – 2:05 p.m. | Friday 8:05 a.m. – 9:00 a.m.

G. Innovation labs: More than just walls, whiteboards, and post-its

**brightspot**
Elliot Felix – Founder and CEO

Innovation labs are appearing on university and corporate campuses around the globe, complete with inspiring spaces, hip and flexible furniture, whiteboards galore, and post-its everywhere. What’s less-known however is that the successful labs are more than their space – the programs, services, tools, and staffing also require thoughtful design and skilled operational planning. Elliot Felix shares planning and prototyping processes and results from pulling all these components together for a variety of organizations. He charts the trends, demonstrates useful tools, and provides startup tips for creating and operating effective innovation spaces.

Thursday 1:10 p.m. – 2:05 p.m. | Friday 1:45 p.m. – 2:40 p.m.

H. Creating the right workplace for intellectual collisions, collaboration, and flexibility

**EYP**
Kip Ellis, AIA, LEED AP BD+C – Design Principal

The University of New Mexico
Amy K. Coburn – University Architect and Director of Planning, Design & Construction

Institutional visions of co-mingling diverse communities, programs, and spaces can birth new experiential workplace prototypes, including integration of the visual arts, engagement with the landscape, and selective layering of transparency. In this case study of University of New Mexico’s transformative Physics & Astronomy Interdisciplinary Science (PAIS) center, Kip Ellis and Amy Coburn illustrate new workplace design strategies for team interaction zones, organizational models for a matrix of soft spaces, flexible “cloistering” solutions, and shared resource placement to create spontaneous interactions. They also examine options for accommodating a variety of personal openness and seclusion preferences.

Thursday 1:10 p.m. – 2:05 p.m.

“It was a valuable experience for me to participate in this conference, and I was impressed at how organized and well-thought-through the conference was. It is no wonder that Tradeline conferences have the reputation that they do.”

Debby Carr, AICP LEED GA
Senior Planner, Capital Renewal
Massachusetts Institute of Technology

Sessions qualify for AIA credit.
I. Construction cost forecast and timing decisions for capital projects

Vermeulens, Boston
James Vermeulen, PQS, LEED AP, Construction Economist – Managing Principal
Melissa Chabot, LEED AP, Construction Economist – Associate Principal

Mounting pressure on construction costs will impact all capital projects on the drawing boards, both new construction and renovations. Attend this session to get better pricing and more accurate budget figures, and better understand construction cost drivers for construction programs. James Vermeulen and Melissa Chabot deliver up-to-date construction cost forecasts based on the latest employment data, government spending trends, commodity prices, and cost data from more than 100 projects. Using analyses of equities, GDP, and construction labor markets, they illustrate regional construction pricing targets for the next two years and demonstrate bid and purchasing strategies that lock in costs and reduce risk.

Thursday 2:20 p.m. – 3:15 p.m.

J. Your technology roadmap for fast, simple, accurate space planning data

Archibus/Serraview
Ian Morley – Chief Product Officer

This session sets out action plans for dramatically upping your space management sophistication, accuracy, and capabilities, and moving beyond the complex and time-consuming processes of yesterday. Ian Morley details the advantages that best-in-class IoT technologies are now unlocking for leading organizations in terms of more accurate utilization data and improved accessibility, with aggregated, simplified dashboards providing visibility across an entire real estate portfolio. He sets out the business case, key steps in the journey, and the results, including identifying new opportunities, right-sizing of portfolios, optimizing space plans, streamlining relocations, and aligning space with strategic corporate goals.

Thursday 2:20 p.m. – 3:15 p.m. | Friday 1:45 p.m. – 2:40 p.m.

K. Mash-ups and melting pots: Nontraditional communities are changing campus architecture

Stantec
Alexander Wing, AIA, NCARB – Principal
Cynthia Labelle, AIA – Senior Project Manager

To improve learning outcomes, spur innovation, and optimize capital investments, higher ed is turning to capital projects which deliberately intersect programs and people in new ways. From campus-scale projects to individual buildings and specific programs within buildings, the payoffs are clear – mashups provide platforms for innovation, break down boundaries, and avoid unnecessary duplication of space and resources. Through application of melting pot principles to design a series of projects ranging from health sciences to engineering, education, and advanced manufacturing programs, session leaders show how such facilities reinforce institutional missions and bring people together in new ways, and the metrics for measuring the very real performance improvements they bring.

Thursday 2:20 p.m. – 3:15 p.m. | Friday 11:45 a.m. – 12:40 p.m.
L. The data driven workplace: Keeping up with the workplace disruptors

PLASTARC
Melissa Marsh – Founder and Executive Director
Savills
Shannon Woodcock – Managing Director of Workplace Strategy

At the heart of disruption in the corporate environment lies the need to stay competitive in the war for talent and retention of good talent through viewing space and amenities as a service offering. So what’s the best way to keep up? Data is allowing organizations to see past trends, and transform their workplaces in ways that are tailored to their organizations. Real-time spatial and social data is key to building a business case for, and measuring the success of, workplace environments that attract talent, delight users, and deliver the optimum combination of space and amenities. Melissa Marsh and Shannon Woodcock examine KPIs for workplace performance and how the latest trends of abundant workplace offerings, better workspaces, and enhanced company perks actually align with organizational goals. They illustrate the use of new responsive technology platforms to leverage social data sets, measure resource utilization, inform design decisions, improve user satisfaction, and predict future needs.

Friday 8:05 a.m. – 9:00 a.m.

N. Active learning space planning: Measuring higher-ed classroom performance, utilization, and ROI

RATIO Architects
Kristen Marie Ambrose, AIA, LEED AP BD+C – Principal, Director of Research and Development

As the benefits of active learning pedagogy become evident, traditional learning spaces are going to the wayside – but what is the right mix of spaces, capacity, and utilization rates that deliver high ROI for new learning space initiatives? In this session, Kristen Ambrose explores how TERP (Teach, Engage, Respond, Participate) active learning classrooms are performing at the University of Maryland (UMD) with findings from the classrooms’ design and post-occupancy use. She summarizes best practices to support student engagement in general education courses, demonstrates the ROI, performance, utilization, and learning outcomes assessment through student and faculty surveys, and establishes criteria to measure active learning effectiveness.

Friday 10:35 a.m. – 11:30 a.m.

O. Elevating the user experience: Quantitative, qualitative and physical space considerations in workplace design

SmithGroup
Adam Denmark, AIA, LEED AP BD+C – Science & Technology Strategist | Director of Lab Planning
Derek White – Chief Information Officer | Technology Strategist
Alexis Kim, IIDA, NCIDQ – Workplace Strategist

Workplace change initiatives targeting higher engagement and collaboration levels are testing the limits of today’s technologies, tools, and planning methodologies. Here you’ll see what today’s state-of-the-art combinations of data analytics, qualitative factors, bias and assumption identification, and human-centered design solutions can deliver in terms of optimum project outcomes. Session leaders use a research workplace evolution case study to illustrate the significance of increasingly blurred space types, a broadening array of data collection approaches, processes for converting quantitative data to qualitative measures, and methods for defining physical performance parameters for labs and workplaces.

Friday 11:45 a.m. – 12:40 p.m.
Registration and Accommodations

The conference will be held at:

**The Hilton San Diego Bayfront**
1 Park Blvd.
San Diego, CA 92101

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**Registration:**

**Conference Registration Fees**

Registration fees with payment by 10/4/19

- $1890 for single registration
- $1740 each for groups of 2 or more

Registration fees after 10/4/19

- $2090 for single registration
- $1940 each for groups of 2 or more

**Registration fee includes:**

- All general sessions, selection of forums, a welcome reception, two lunches, one breakfast, a wine and hors d'oeuvres reception, refreshments, and a conference workbook guide. Presentations will be made available for download to attendees.

**Team Discounts!**

For groups of 5 or more, please call Tradeline for additional discounts available.

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**Pre-Conference Training**

**Fundamentals of Space Planning and Space Management**

- $1140 Stand-alone course
- $1000 with full conference participation

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**Facility Site Tours**

- $25 Transportation Fee/each

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**Registration Information**

Make checks payable to: TRADEXLINE, INC.
Federal Tax I.D. #95-297-2863

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**Policy on Cancellations, Changes and Refunds**

All cancellations and changes to registrations must be received by Tradeline, Inc. in writing.

You may make substitutions at any time; please notify us as soon as possible.

Full refunds will be given for cancellations received in writing 14 days or more prior to the event. A $250 service fee will be charged for cancellations received between 14 and 6 days prior. No refunds will be given for cancellations received within 5 days of the event.

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**Hotel and Travel Information:**

**Room Reservations**

Tradeline has reserved a block of sleeping rooms for this event at The Hilton San Diego Bayfront. For registrations received by October 11, 2019 Tradeline will handle and confirm room reservations [based on availability] according to your instructions on the registration form.

**After October 11 please call Tradeline for room availability.**

**Changes:** All room reservations and changes must originate through Tradeline, Inc. to obtain the special rate. If you contact the hotel directly, you may be informed that they are sold out, or you may be charged a higher rate.

**Room Rate**

The discounted room rate for this event is $299/night, single or double occupancy. A limited number of rooms are available at the government per diem rate for U.S. federal government employees.

**This is a non-smoking hotel.**

**Room Payment**

Tradeline does not accept payment for room reservations. Hotel charges are paid to the hotel directly upon checkout.

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**Travel Information**

**Airport-to-Hotel Transportation**

The Hilton San Diego Bayfront is 10 mins. from the San Diego International Airport. There are a variety of taxi, shuttle and limousine services available on the curb outside of baggage claim at the airport.

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**International Attendee Discount**

A $250 discount will be applied to the 2-day full conference registration fee for non-U.S. residents traveling from outside of the U.S.

Use promo code INTL2019 if registering online.

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Register with payment by Oct. 4 and Save $200 TradelineInc.com
Space Strategies 2019
November 7-8 • The Hilton San Diego Bayfront in San Diego, California

1. Please Type or Print Clearly (or register online at www.TradelineInc.com)

• Conference registration is not complete until confirmed by Tradeline, Inc.
• Please confirm airline reservations only after confirmation of registration.
• Only one registrant per form.

Name _____________________________________________ First Name for name badge ________________
Title/Position _________________________________________________________________________________
Institution _____________________________________________________________________________________
Address____________________________________________________________M/S ______________________
City___________________________________ State ______  Zip Code _________________________________
Country _______________________________Phone ______________________Fax _______________________
Attendee Contact Email ________________________________________________________________________
Alternate Contact Email _______________________________________________________________________

2. Register with payment before Oct. 4 and Save $200!

<table>
<thead>
<tr>
<th>Payment by 10/4/19*</th>
<th>Full price*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Registration</td>
<td>❑ $1,890</td>
</tr>
<tr>
<td>Team Registration Discount**</td>
<td>❑ $1,740/Attendee</td>
</tr>
</tbody>
</table>

**Name of other team registrant(s) ________________________________________________________________

3. Conference Add-Ons:

Wednesday, November 6
Fundamentals of Space Planning and Space Management
❑ $1,140  ❑ $1,000 with registration to the full 2 day conference November 7-8
❑ $25 Tour 1 - Illumina i3Campus and WeWork San Diego

Saturday, November 9
❑ $25 Tour 2 - Qualcomm Pacific Center Campus

4. Select a Method of Payment

To receive early discount, payment must accompany registration. Payment or P.O. # must be received by conference date in order to attend.

❑ Visa ❑ Mastercard ❑ AmEx Name on Card ________________________________
Card # ________________________________ Exp. Date _______ Security Code _______
Billing Address: ____________________________________________________________ (If different from above)
❑ CHECK: Make payable to TRADELINE, INC. Check # _____________________________
❑ INSTITUTIONAL P.O. number (not eligible for early discount) ______________________

5. Hotel Reservations

Please do not call the hotel directly. The special room rate below is available at The Hilton San Diego Bayfront through Tradeline only.

❑ Yes, please reserve a room for me. Arrival Date: ___________ Departure Date: ___________
❑ Single occupancy ($299/night +12.5% room tax) ❑ Double occupancy ($299/night +12.5% room tax)
❑ Government rate ($160/night at press time) – A limited number of rooms are available for U.S.
federal government employees.
Special Requests***: _________________________________________________________________
❑ No, I will not require a hotel reservation.

Policy on Cancellations, Changes and Refunds:
All cancellations and changes to registrations must be received by Tradeline, Inc. in writing. You may make substitutions at any time; please notify us as soon as possible. Full refunds given for cancellations received 14 days or more prior to the event. A $250 service fee will be charged for cancellations received between 14 and 6 days prior. No refunds will be given within 5 days of the event.

*International Attendee Discount: A $250 discount will be applied to the 2-day full conference registration fee for non-U.S. residents travelling from outside of the U.S.

**Team Discount pricing above applies to groups of 2 or more. For teams of 5 or more please call Tradeline for additional discount availability.

***All requests will be honored based upon availability at hotel upon time of arrival. Tradeline will inform the hotel of your preferences but cannot guarantee any special requests.

All room reservations are guaranteed. For changes or cancellations, please notify Tradeline at least 72 hours prior to your scheduled arrival. No-shows and cancellations within 72 hours of arrival are subject to a charge equal to one night’s stay.

Fax
925.254.1093
From outside the U.S. 1.925.254.1093

Mail
Tradeline, Inc.
115 Orinda Way
Orinda, CA 94563, USA

Questions
Call 925.254.1744 ext. 112
From outside the U.S.
1.925.254.1744 ext. 112
College & University Science and Engineering Facilities 2019
April 8-9 in St. Petersburg, Florida

Research Facilities 2019
April 11-12 in St. Petersburg, Florida

University Facilities 2019
May 6-7 in Scottsdale, Arizona

Animal Research Facilities 2019
September 30 – October 1 in Boston, Massachusetts

University Facilities for the Sciences and Advanced Technologies 2019
October 28-29 in Austin, Texas

Space Strategies 2019
November 7-8 in San Diego, California

Register with payment by Oct. 4 and Save $200
TradelineInc.com