



**IFMA**  
The Hong Kong Chapter of IFMA

# integrate | 2010

FACILITY MANAGEMENT CONFERENCE

## 2 - 3 JUNE 2010

## Conference Registration

Conference seats are limited so we recommend you to take advantage of this Early Bird Registration opportunity!

### ***This is what others said about Integrate 2009:***

*"Congratulations to IFMA for holding its very successful Integrate 2009 conference last Tuesday. It's always refreshing to get insights into how other organisations are seeking to improve and obtain leverage from their support activities."*

**Alan Masterton**  
Director, Operations Performance Group

*"Truly a stunning success. All involved can be very proud of the efforts in maintaining the Chapter's reputation for delivering world class conferences."*

**Brian Crockford**  
Program & Operations Manager  
Microsoft Real Estate & Facilities, Asia Region

*"I really appreciated the quality of the presentations and the up to the minute content congrats again to organisers and speakers."*

**Claire Saeki**  
Managing Director, Facility Media



### **FOR FURTHER INFORMATION**

+ (852) 2512 0111  
Integrate2010@ifma.org.hk

**MEDIA PARTNER**



### **OFFICIAL SPONSORS**



**SIEMENS**



### **Co-organizers**



## 2 JUNE 2010 (WEDNESDAY) - FM MASTER CLASS

08:30 – 09:00

Registration & Coffee

09:00 – 09:15

President Elect's Introduction

09:15 – 10:00

Conference Opening Address - **Facilities Management 20/20**

**Francis J. Kuhn**

CFM, CFMJ

1st Vice Chair, International Facility Management Association

- What is Facilities Management?
- The evolution of Strategic Facility Planning
- Emerging Facility Management leaders
- Sustainability in the FM World
- Where does FM go from here?



10:00 – 10:45

**Creating Order out of Chaos**

**Wilfred Y.W. Wong**

MPA, BSocSc, SBS, JP

Deputy to the 11th National People's Congress of the PRC

- The critical gap between leadership & management
- What qualities make a leader in the post financial tsunami market?
- Case study: The art of leading in challenging times



10:45 – 11:15

**Networking Break**

11:15 – 12:00

**The 2 a.m. Follow Up: Why Are We Still Here?**

**Brian Wood**

BA(Hons) DipArch MCMJ RIBA MRICS MBIFM FCIOB

Senior Lecturer, Oxford Brookes University

- Why we have moved from a 9-5 culture to 24/7 on-call availability?
- Are we being more efficient & effective?
- How well are our buildings meeting needs & whose needs?
- How do we make buildings work effectively for us?



12:00 – 12:45

**Discovering and Responding to the New Normal**

**Brian Crockford**

BSc MRICS CFM

Program and Operations Manager, Microsoft Corporation

- Utilizing the latest Microsoft collaboration technologies
- Cost portfolio optimization & dynamic desking
- How to build communities to identify, deliver and manage cost savings?
- How to optimize portfolio effectiveness & collaborate globally?



12:45 – 14:30

**Networking Lunch**

14:30 – 15:15

**Right Sizing the FM Organization**

**Alan Masterton**

MBA, FRICS, FFINSIA, AICD

Director, Operations Performance, University of Sydney

- Appreciating the different needs around FM service delivery
- How to define the "right size" FM organisation?
- Overcoming organisational complexity
- Designing & restructuring the FM service delivery model
- Demonstrating & delivering value



15:15 – 16:00

**Managing Air Pollution in Buildings**

**Joanne Ooi**

JD

Chief Executive Officer, Clean Air Network

- Overview of Hong Kong air pollution
- Air pollution's relationship with climate change
- Better practices for building management
- How to mitigate the effects of indoor air pollution?



16:00 – 16:30 **Networking Break**

16:30 – 17:15 **Delivering Real Value Through Managing Vendor Relationships**



**Tony Wong**

BA(Hons), B Arch, MBA, FHKIA, MCR  
Executive Director, Morgan Stanley

- What is meant by vendor performance?
- What is being practiced in the world of FM?
- What are the keys to building successful business partnerships?
- How do we work together with vendors to achieve common goals?

17:15 – 18:00 **Post Recession Initiatives & Winning Strategies for CRE & FM Teams**



**Oliver J. Jones**

MBA, BSc, FRICS, FRSA  
Partner, EC Harris

- The difference between surviving & thriving
- The importance of balancing innovation with business basics
- Leveraging the corporate assets
- New partnerships with service partners & property investors
- What the future is expected to offer tomorrow's leaders?

18:00 – 18:15 **President's Closing Address**

18:45 – 19:15 **Networking Cocktail**

- Swap ideas with peers over cocktails at the IFMA Box at Happy Valley

19:15 **IFMA Annual Dinner at the Races**

- Outstanding buffet meal, racecourse tour and the thrill of race night!

23:00 **Evening Close**

**3 JUNE 2010 (THURSDAY) - LEED WORKSHOP (Complimentary)**

08:30 – 09:00 **Registration & Coffee**

09:00 – 09:15 **President's Introduction**

09:15 – 09:45 **Upgrading from Grey to Green**



**Dr. John Burnett**

BEng, PhD, CEng, RPE, FCIBSE, FIET  
Technical Director, FAC-LEEDership

- The costs & benefits of green buildings.
- Re-engineering building hardware & software (FM practices)
- Environmental management practices (ISO14001)
- Obstacles in seeking LEED certification & possible alternatives

09:45 – 11:15 **LEED-EB Workshop Part I - Understanding LEED for Existing Buildings**



**Christopher P. Hodges**

P.E., CFM, LEED AP, IFMA Fellow  
Principal, Facility Engineering Associates

- Identifying existing building environmental impacts
- Understanding the LEED rating system form and structure
- How to prepare to pursue LEED certification
- Certification process & schedule

11:15 – 11:30 **Networking Break**

11:30 – 13:00 **LEED-EB Workshop Part II - Taking a Closer Look at LEED for Existing Buildings**

- What are the operational savings?
- What are the environmental impacts?
- The pros & cons of LEED certification
- How can LEED most benefit your existing buildings?

13:00 – 13:15 **President's Closing Address**

13:15 **Event Close**

## PERSONAL DETAILS

Please complete the form in **BLOCK LETTERS**  
(All fields are required)

I am an IFMA/AEE-HKC/BSOMES/CIBSE HKB/HKAAE/HKIA/HKIFM/HKIH/HKIR/RICS/SOE member (Membership No: \_\_\_\_\_) / non-member

Title: Prof. / Dr. / Ir / Mr. / Miss / Mrs. / Ms. / Other (please specify) \_\_\_\_\_

Surname : \_\_\_\_\_ Given Name : \_\_\_\_\_

Position : \_\_\_\_\_

Organization : \_\_\_\_\_

Correspondence Address : \_\_\_\_\_

\_\_\_\_\_

Tel (Office) : \_\_\_\_\_ Mobile : \_\_\_\_\_

Email : \_\_\_\_\_

## CONFERENCE TICKET

The Integrate 2010 conference ticket includes:

- Admission to attend all Integrate 2010 presentations sessions including day 1 FM Master Class
- Admission to complimentary day 2 LEED Workshop
- Complimentary admission to the dinner & race night
- Refreshment & lunch (day 1 only) during the Integrate 2010 conference

please tick boxes as appropriate  :

Admission Class	Early Bird Registration (ends on 31 March 2010)
Member of IFMA	<input type="checkbox"/> HK\$1,350 <del>HK\$1,500</del>
Member of Supporting Organization AEE-HKC/ BSOMES/ CIBSE/ HKAAE/ HKIA/ HKIFM/ HKIH/ HKIR/ RICS/ SOE	<input type="checkbox"/> HK\$1,350 <del>HK\$1,500</del>
Non-Member	<input type="checkbox"/> HK\$1,500 <del>HK\$1,750</del>

I will be attending the after conference social dinner.

I will be attending the complimentary day 2 LEED Workshop

Enclosed is cheque # \_\_\_\_\_ in the amount of HK\$ \_\_\_\_\_

To Submit your Registration:

Simply complete the above form and fax to +(852) 2512 0555 or email to [integrate2010@ifma.org.hk](mailto:integrate2010@ifma.org.hk). Please settle in full payment within 14 days from registration by mail to: **The Hong Kong Chapter of IFMA, Rm 1301, Leighton Centre, 77 Leighton Road, Causeway Bay, Hong Kong.**

Payment Method:

The Hong Kong Chapter of IFMA will only accept cheque payments. Kindly make your cheque payable to "International Facility Management Association Hong Kong Chapter". A conference ticket will be sent to the delegate upon receipt of your full payment.

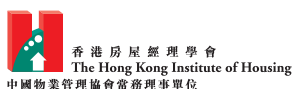
Cancellations:

Cancellation and full refund of the registration can be made on or before 30 April 2010. Kindly note that there will be no refund for cancellation after this date; however, should you be not able to attend, we welcome a delegate to attend on your behalf.

Continuing Professional Development:

Attendance for Integrate 2010 will qualify with a total of 13 CPD hours (FM Master Class – 9 hrs; LEED Workshop – 4 hrs) granted by the Hong Kong Chapter of IFMA. Certificates can be obtained upon request.

## SUPPORTING ORGANIZATION



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