

WORKPLACE STRATEGY SUMMIT 2012: RESEARCH IN ACTION

March 2, 2012

On September 5 through 7 of this year, Cornell University will host a gathering of the leading thinkers in workplace strategy. Many of the workplace ideas and concepts initiated in the 80's and 90's have now become reality. Advances in technology have made it possible for office workers to work anywhere. Telecommuting is now common and concepts like hoteling, free address system, and spaces for informal collaboration are becoming familiar to many organizations.

But what do we really know about workplace effectiveness? Where is the evidence? What concepts and ideas need serious research? Do we understand the nature of collaborative work or are we relying upon theory and supposition? What changes in lifestyle, organizational and urban infrastructure do future workplaces demand?

The Workplace Strategy Summit will gather 160 of the leading thinkers and practitioners in workplace strategy for an exploration of the key issues of work and workplace in the 21st century. The event will be a way to further the conversation on how the office environment can best serve the activities of today's organizations and to define next steps for serious research needed by the profession.

Francis Duffy, founder and director of global workplace design firm DEGW, will deliver the keynote presentation. Mr. Duffy has written extensively on workplace strategy and design and has been responsible for many of the key ideas and research in workplace strategy over the past twenty years.

Franklin Becker will provide the keynote address on day two of the event. Professor Becker has been a pioneer in workplace strategy research since the inception of the field. He has authored numerous books and studies on the topic, was cofounder of the International Workplace Studies Program at Cornell, and has conducted significant research in areas of organizational ecology.

Other presenters will include leading thinkers from the fields of design, facility management, organizational ecology, technology, and management. Confirmed speakers include Alexi Marmot from University College London, Noboru Konno from KIRO (Knowledge Innovation Research Office) in Japan, and Michael Joroff, past director of the MIT Laboratory of Architecture and Planning.

The symposium will facilitate an exchange of views of experts and practitioners with emphasis on the issues of where the field of workplace strategy is, where it is going, and what research is needed to help organizations create effective workplaces. Attendance at the conference is limited to 160 people in order to facilitate an exchange of experience between all participants. The mix of experts and practitioners will provide a wide range of perspectives grounded in experience of developing and implementing innovative workplace strategies in diverse industries, organizations, and national contexts. In addition to prepared presentations the event will incorporate round table discussion sessions, moderated so as to ensure a vigorous exchange of views.

PUBLICATION

The proceedings of the symposium will be summarized in a book published by the IFMA Foundation, documenting the prepared presentations as well as the panels and round table discussions. The publication, scheduled for release in the Spring of 2013, will be promoted to the 20,000 members of the International Facility Management Association along with international allied affiliates and be available in both printed and electronic formats.

The IFMA Foundation believes this will be a seminal publication that will set the framework for critical thinking and research on work and workplaces in the twenty-first century.

SCHEDULE

Wednesday, September 5	6:00 PM – 8:00 PM	Welcome Reception at the Commons space in the newly expanded College of Human Ecology building
Thursday, September 6	8:00 AM – 8:30 AM 8:30 AM – 12:15 PM 12:15 PM – 1:15 PM 1:15 PM – 4:30 PM 5:30 PM – 9:30 PM	Breakfast Program Lunch Program Dinner at historic Aurora Inn on Lake Cayuga
Friday, September 7	8:00 AM – 8:30 AM 8:30 AM – 12:00 PM 12:00 PM – 1:00 PM	Breakfast Program Lunch and Final Remarks

ABOUT THE IFMA FOUNDATION

Established in 1990 as a non-profit, 501(c)(3) corporation, and separate entity from IFMA (The International Facility Management Association), the IFMA Foundation works for the public good to promote priority research and educational opportunities for the advancement of facility management. The IFMA Foundation is supported by the generosity of the FM community including IFMA members, chapters, councils, corporate sponsors and private contributors who share the belief that education and research improve the FM profession. To learn more about the IFMA Foundation, visit www.ifmafoundation.org.

ABOUT THE INTERNATIONAL FACILITY MANAGEMENT ASSOCIATION

The International Facility Management Association, IFMA, is the world's largest and most widely recognized international association for professional facility managers, supporting more than 20,500 members in 78 countries. The association's members, represented in 127 chapters and 16 councils worldwide, manage more than 37 billion square feet of property and annually purchase more than US\$100 billion in products and services. Formed in 1980, IFMA certifies facility managers, conducts research, provides educational programs and produces World Workplace, the world's largest facility management conference and exposition.

ABOUT THE CORNELL INTERNATIONAL WORKPLACE STUDIES PROGRAM

Since its inception in 1989 the Cornell University International Workplace Studies Program (IWSP) has systematically explored how innovative workplace strategies and the ecology of new ways of working can enhance the triple bottom-line: health and productivity, economic viability, and environmental sustainability. Today, the IWSP focuses its research on innovative workplace strategies in three separate but related areas: the Corporate Workplace, Healing Environments, and Sustainable Planning & Design.

For additional information contact Michael Schley, IFMA Fellow and IFMA Foundation Knowledge Management Committee Chair at mschley@fmsystems.com or Diane Coles, IFMA Foundation Trustee at dcoles@scanhealthplan.com