

Cutting costs and retaining long term value

A risk-aware approach to property rationalisation

A key event for organisations seeking financial advantage by optimising their property portfolios and demonstrating that risks are known and controlled

What's it about?

The operating costs of property assets has risen and tough decisions on cost reductions are being made across the industry, often without a full understanding of the implications and risks involved.

Whether refinancing or looking to reduce operational budgets or capital spend, good asset management thinking and practices reassure shareholders, investors, banks and others that decisions are based on sound risk profiles.

This event will show how asset management can improve the contribution each asset makes to the portfolio and bring spend and returns in line with expected service levels and corporate objectives.

Delegates will learn how Op-Ex and Cap-Ex can be better directed to reduce costs while mitigating risks and increasing efficiencies.

Who should attend?

Directors, senior decision makers and shareholders with tough business mandates to deliver.

Who's speaking?

Chris Lloyd – Director, CAS. Faculty member, Institute of Asset Management
Terry Pitt – Product Manager, Atrium
Andrew Hawkeswood – Investment Property Databank
Matt Laing – Director, Atrium
The event is chaired by **Anita Barrett** – Managing Director, Atrium

When and where is it?

Tuesday 12th June 2012 – Northern Room, The Leeds Club, 3 Albion Place, Leeds, LS1 6JL

Thursday 14th June 2012 – Hinton Room, Institute of Mechanical Engineers, One Birdcage Walk, Westminster, SW1H 9JJ

How do you register?

Visit the PAM Event registration page at www.atriumsoft.com, or contact the events team by calling **01225 822089** or emailing info@atriumsoft.com

How much does it cost?

This event is **free of charge** – but numbers are limited, so please register quickly

Tuesday 12th June – The Leeds Club, Leeds

Thursday 14th June – Institute of Mechanical Engineers, London

9.00am to 1.30pm – A free half day event with breakfast & lunch

9.00 Continental Breakfast and Registration

10.00 Welcome & Introductions – Anita Barrett, Event Chair

10.10 Keynote Speech – Chris Lloyd

Chris will discuss why Asset Management has become a major focus of attention for boards and investors in infrastructure businesses worldwide and how they are responding to this.

10.45 Property: A strategic resource – Terry Pitt

Terry explains how property investment planning should be driven by a well-informed strategic Asset Management Plan. He describes how an holistic evaluation of all relevant data, including costs, value and risks, provides the evidence to support the delivery of corporate financial objectives.

11.15 Coffee Break

11.30 The solution is integration – Matt Laing

Matt demonstrates how strategic investment planning tools enable organisations to plan capital and operational expenditure over the assets' lifecycle and how the correct systems and processes enable organisations to reduce costs, mitigate risk and increase efficiencies.

12.00 Investment property databank – Andrew Hawkeswood

Andrew explains how a standardized approach to data collection and the use of careful analysis are enabling clients to practically improve and optimise real estate performance at an operational level, while at the strategic level, make solid evidence-based asset planning decisions.

12.30 Closing remarks: Q&A session – Anita Barrett

Anita will provide an overview of the topics discussed during the day giving a summary of the key learning's that can be taken from each presentation followed by questions to the panel.

12.45 Lunch

Members of the panel are happy to discuss issues in more detail should any delegates wish to stay on after lunch

Cutting costs and retaining long term value

An opportunity to meet a range of high profile speakers in the field of Asset Management to discuss how adopting the correct standards and systems can deliver greater efficiencies and savings.



Chris Lloyd – Managing Director, CAS

Chris is one of the best known advisors and commentators on asset management. CAS works with infrastructure businesses and investors to exploit asset management principles and techniques. Chris has built a number of successful companies and chairs the IAM's Qualifications and Professional Development Committee. His book, *Asset Management: whole life management of physical assets* is a key reference work. The sequel, *International Case Studies in Asset Management* is published in June 2012.



Terry Pitt – Product Manager, Atrium Software Ltd

Terry is a Chartered Surveyor and has an MSc in Construction Economics and Management. He designed one of the very first computerised asset management systems in 1983, and in 1994 he was part of the team that authored the first RICS Stock Condition Survey Guidance. He then spent 4 years at the UWE managing asset management research projects, followed by 10 years as a management consultant, before re-joining Atrium in 2008.



Andrew Hawkeswood – Investment Property Databank

Andrew is Head of Business Development at IPD Occupiers. Andrew started at IPD as a client manager, working mainly with major UK banks and pharmaceutical organisations. During his time at IPD he has created a Laboratory Space Typology, delivered bespoke international consultancy projects to help organisations understand and improve their real estate performance. He has also built a variety of new sector specific peer groups, the latest of which includes the UK's leading law firms. He is currently focused on building IPD Occupiers global performance measurement service.



Matthew Laing – Director, Atrium Software

Matt is Director of Software and Business Development at Atrium. He first joined Atrium in 1993, working on the original property maintenance application, before taking the lead role in the development of ATRIUMproperty®. Since becoming Director in 2003, Matt has been responsible for many of the company's software innovations, including the creation of ATRIUMvision® and the Enterprise Asset Management suite, whilst simultaneously overseeing many major sales successes.



Anita Barrett – Managing Director, Atrium Software (Event Chair)

Anita has over 18 years' experience successfully implementing property asset management solutions. She was responsible for negotiating contracts for both the Network Rail and the Ministry of Justice projects. Whilst introducing the company to structured, quality assured customer services, she has also overseen the consolidation and growth of Atrium's property asset management software business and the development of the company's innovative Enterprise Asset Management suite.

How will cost cuts affect value and performance in the long term?

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Tuesday 12th June 2012 – Leeds
Thursday 14th June – London

A free half day event with breakfast and lunch
Speaker sessions from 10.00am to 12.45pm

A Property Asset Management Event
sponsored by Atrium Software Ltd
www.atriumsoft.com 01275 814333